

## ABSTRACT

*This study aims to analyze the role of structural assurance towards customer satisfaction, trust, and continuance intention of Shopee customers, especially during the Covid-19 pandemic. This study uses customer satisfaction and trust as independent variables, continuance intention as the dependent variable, and structural assurance as a moderating variable.*

*The population in this study are Shopee customers who lived in Indonesia and Malaysia, amounting to 116 respondents. Data obtained from questionnaires were processed and analyzed using the SmartPLS and SEM AMOS programs.*

*The technique that used in this research is to determine the data will be studied is a non-probability sampling technique. The method used in sampling on this research is purposive sampling.*

*The results showed that structural assurance succeeded in moderating the relationship between trust and continuance intention. Structural assurance also positively and significantly affects trust. However, there is no moderation of structural assurance on the relationship between customer satisfaction and trust.*

*Keyword: Structural assurance, customer satisfaction, trust, continuance intention, Covid-19 Pandemics, online shopping*