

ABSTRACT

This research aims to analyze the factors that can influence the purchasing decisions of female users on Shopee in the city of Semarang by analyzing several influences such as User Experience, Product Completeness, Price Perception, and Promotion with Customer Satisfaction as an Intervening variable.

The sample used in this research was 135 female Shopee users who had shopped at Shopee in the last 1 year. Data collection was carried out through questionnaires distributed online, then analysis was carried out using Structural Equation Modeling (SEM) with the AMOS program.

The results of this research show that User Experience, Product Completeness, Price Perception, and Promotion have a positive and significant influence on Customer Satisfaction. Then, Customer Satisfaction has a positive and significant influence on Purchasing Decisions. This research shows that Product Completeness is the factor that has the most influence on Customer Satisfaction compared to other variables.

Keywords: User Experience, Product Completeness, Price Perception, Promotion, Customer Satisfaction, Purchase Decision.