

## **ABSTRACT**

*The rapid advancement of digital technology has significantly influenced various aspects of life, including business and marketing. The e-commerce industry has experienced substantial growth, with Tokopedia being one of the leading platforms in Indonesia, competing with numerous other providers. This study aims to examine the impact of e-service quality on customer satisfaction, considering trust and perceived value as mediating factors.*

*This research adopts a quantitative approach using a purposive sampling technique to select respondents, specifically active Tokopedia users in Indonesia. Data were collected through questionnaires distributed to eligible respondents. A total of 217 individuals completed the survey. The collected data were then analyzed using the Structural Equation Modeling (SEM) method with the assistance of AMOS 24 software.*

*The results indicate that e-service quality has a significant influence on customer satisfaction, both directly and through trust and perceived value as mediating variables. Customer trust plays a crucial role in enhancing satisfaction, particularly in terms of service security and transparency. Furthermore, a positive perceived value of Tokopedia's services contributes to increased customer loyalty. The findings of this study provide valuable insights for e-commerce businesses to enhance service quality, retain customers, and strengthen their competitiveness in the digital market.*

*Keywords: E-Service Quality, Trust, Perceived Value, Customer Satisfaction, Tokopedia.*