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The rapid development of technology in online buying and selling transactions makes entrepreneurs innovate in fast, practical and easy applications for consumers who like to transact online. It is therefore important to understand how to design applications based on consumer preferences. This study aims to analyze how the influence of e-commerce as a medium in customer engagement.

The number of samples used in this study were 30 respondents who were shopee application users in Jepara. The sampling method used is purposive sampling technique, in the collection using quantitative methods with questionnaire media. This research uses statistical product and service solution (SPSS) as an analytical tool.

The results showed that the quality of information. Trust and ease of choice have a significant effect on customer engagement. In addition, the results of the simultaneous test have a significant effect of $0.001 < 0.005$. And from the coefficient of determination (R^2) of 0.411, it means that the variable ability of information quality, trustworthiness and convenience is able to explain 41.1% on the dependent variable, namely customer engagement, the remaining 58.9% is influenced by other variables.

Keywords: Information Quality, Trust, Ease And Customer Engagment