

ABSTRAK

Perkembangan teknologi digital telah mengubah cara konsumen berinteraksi dengan layanan *e-commerce*, salah satunya aplikasi Shopee. Namun, masih terdapat kendala yang dirasakan oleh pelaku usaha, khususnya dalam kategori *fashion*, seperti persepsi kemudahan yang kurang stabil dan akurasi sistem yang belum optimal. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi kemudahan dan akurasi terhadap kepuasan pengguna aplikasi Shopee, dengan sikap sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif, data dikumpulkan melalui penyebaran kuesioner kepada 51 *seller fashion* aktif di wilayah Purwokerto dan dianalisis menggunakan teknik Partial Least Square-Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa persepsi kemudahan dan akurasi berpengaruh positif terhadap kepuasan pengguna, baik secara langsung maupun melalui mediasi sikap. Sikap terbukti menjadi variabel perantara yang memperkuat hubungan antara persepsi kemudahan serta akurasi dengan kepuasan pengguna. Penelitian ini memberikan implikasi penting bagi pengembangan strategi platform *e-commerce*, khususnya dalam meningkatkan pengalaman pengguna melalui peningkatan sistem yang mudah digunakan dan akurat. Selain itu, temuan ini juga dapat menjadi rujukan bagi pengusaha *fashion* online dalam mengoptimalkan kepuasan pelanggan melalui pengelolaan sikap terhadap platform.

Kata kunci: persepsi kemudahan, akurasi, sikap, kepuasan pengguna, Shopee

ABSTRACT

The development of digital technology has changed the way consumers interact with e-commerce services, one of which is the Shopee application. However, there are still obstacles felt by business actors, especially in the fashion category, such as unstable perceived convenience and unoptimal system accuracy. This study aims to analyse the effect of perceived convenience and accuracy on user satisfaction of the Shopee application, with attitude as a mediating variable. The study used a quantitative approach, the data was collected through distributing questionnaires to 51 active fashion sellers in the Purwokerto area and analysed using Partial Least Square-Structural Equation Modeling (PLS-SEM) techniques. The results showed that perceived convenience and accuracy had a positive effect on user satisfaction, both directly and through attitude mediation. Attitude is proven to be an intermediate variable that strengthens the relationship between perceived convenience and accuracy with user satisfaction. This research provides important implications for the development of e-commerce platform strategies, especially in improving user experience through the improvement of easy-to-use and accurate systems. In addition, the findings can also serve as a reference for online fashion entrepreneurs in optimising customer satisfaction through managing attitudes towards the platform.

Keywords: perceived ease, accuracy, attitude, user satisfaction, Shopee.