

**THE EFFECT OF PERCEIVED BENEFITS,  
PERCEIVED EASE OF USE, E-SERVICE QUALITY, E-TRUST ON  
CUSTOMER SATISFACTION OF LAZADA IN NAROTAMA  
UNIVERSITY SURABAYA**

**THESIS**



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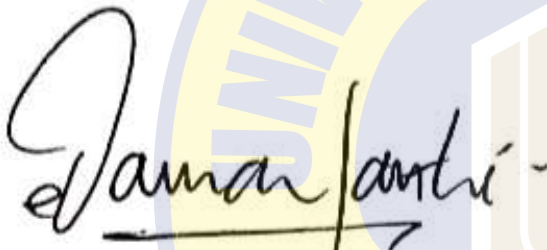
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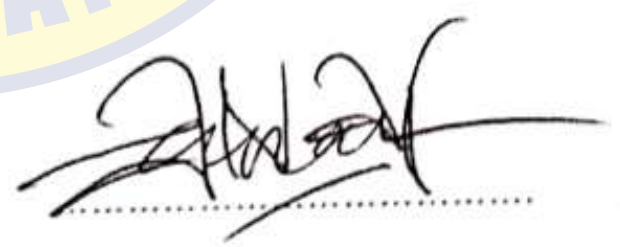
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## FOREWORD

Thank God, I pray to the presence of Allah SWT, because of the grace and mercy of Allah SWT the gift that has been given by Allah, I was able to complete the preparation of the thesis entitled

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PERCEIVED EASE OF USE, E-SERVICE QUALITY, E-TRUST ON CUSTOMER  
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This thesis is submitted to fulfill and complete one of the graduation requirements in achieving drata One (S-1) Faculty of Economics and Business, Narotama University.

In the preparation of this thesis, I realized that the success and implementation this research is not an individual success. Therefore, I say sincere thanks to all those who have provided assistance, encouragement, and prayers so that this thesis can be completed properly. My thanks address to:

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Surabaya, August 20th, 2022

Salem Abdul-Aziz Bawazir

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## ABSTRACT

The growth of Internet use around the world has created a new phenomenon in consumer behavior, with consumer attention shifting to online shopping. Consumer behavior is shifting away from traditional ways as their reliance on internet sectors grows. (Ahmad Syakir & Adi Irawan Setiyanto, 2019). said an estimated 1.8 billion people worldwide now buy their things online. in this study there a variable independent (**X**) is Perceived Benefits (X1), Perceived Ease of Use (X2), E-Service Quality (X3), E-Trust (X4) and variabel dependent (Y) is Customer Satisfaction (Y). Based on the results of the analysis and discussion of the data, the authors get conclusions that can be drawn from research The Effect Of Perceived Benefit, Perceived Ease Of Use, E-Service Quality, and E-Trust On Customer Satisfaction Of Lazada In Narotama University Surabaya : The variable Perceived Benefit has a positive and significant effect on the variable Customer Satisfaction, the variable perceived Ease of Use has a negative and significant effect on the variable Customer Satisfaction, the variable E-Service Quality has a postive and significant effect on the variable Customer Satisfaction, the variable E-Trust has a positive and significant effect on the variable Customer Satisfaction, then the hypothesis that all independent variables in this study starting from Perceived Benefits (X1), Perceived Ease of Use (X2), E-Service quality (X3) and E-Trust (X4) simultaneously have an effect. Which is significant to the dependent variable, namely Customer Satisfaction (Y).

Key Words: **Online Shopping, Perceived Benefits, Perceived Ease of Use, E-Service Quality, E-Trust**