

## **ABSTRACT**

### **THE EFFECT OF USER EXPERIENCE AND CASHBACK PROMOTION ON E-SATISFACTION ON MAYBELLINE PRODUCTS IN THE SHOPEE SHOPPING APPLICATION IN INDONESIA**

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The purpose of this research was to find the effect of user experience and cashback promotion on e-satisfaction on Maybelline products on the Shopee shopping application in Indonesia. This research used a quantitative type of research, sampling in this research used a purposive sampling technique. The sampling method in this research used the Hair formula sample in Ridwan, where the population in this study was 120 respondents who represented consumers of Maybelline products on the Shopee Shopping Application in Indonesia. The method used in this research was multiple linear regression analysis. The research data was processed using Microsoft Excel and Partial Least Square (PLS). PLS is a Structural Equation Modeling (SEM) equation model. The independent variables in this research were User Experience (X1), Cashback Promotion (X2). The dependent variable in this research was E-Satisfaction (Y). The data analysis method used the Partial Least Square (PLS) approach. PLS is a component or variant-based Structural Equation Modeling (SEM) model. The partial hypothesis test resulted that the User Experience and Cashback Promotion variables had an effect on E-Satisfaction on Maybelline Products on the Shopee Shopping Application in Indonesia.

**Keywords:** User Experience, Cashback Promotion and E-Satisfaction.