

## **ABSTRACT**

# **USER ENGAGEMENT ANALYSIS IN SHOPEE APPLICATION USING USER ENGAGEMENT SCALE (USE)**

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*Today's people use the marketplace a lot to buy something they need. Marketplace makes it easy for people to buy and transact, as well as being an intermediary place between sellers and buyers online. Shopee is in second place as a platform that is widely used by the public, with an average of 132.8 million visitors. Shopee is one of the e-commerce platforms that exist in Indonesia until now, Shopee is the leading online shopping platform in Southeast Asia and Taiwan. The research objective is to find out the results of the analysis of user engagement in the Shopee application based on the dimensions in the User Engagement Scale method. The benefits of research are expected to be able to provide knowledge or be useful material to parties who need data such as regarding the Shopee application or information for further research. In the User Engagement Scale is a method for measuring the scale of user involvement in a system, the method is in the form of a questionnaire consisting of 31 items and 6 dimensions. User Engagement is the level of physical, cognitive, and emotional involvement of the customer in establishing a relationship with the company. User Engagement is one of the important strategies that managers need to pay attention to for the success of the company. The Aesthetic Appeal dimension has a high number compared to the other dimensions. The number of Aesthetic Appeal dimensions in the calculation of the sum scale reaches 5530, and there is 81.62%, which means that users strongly agree that Shopee feels attractive, aesthetically appealing, users like graphics and appearance, attracts attention with visuals, and has a layout and appearance. visually appealing.*

**Keywords:** *Shopee, User Engagement Scale (UES), E-commerce*