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THE INFLUENCE OF USER EXPERIENCE AND INTERFACE DESIGN QUALITY ON USER SATISFACTION OF FEB UNJ STUDENTS WITH TRUST IN THE SHOPEE PLATFORM

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Abstract

This research investigates the impact of User Experience and Interface Design Quality on User Satisfaction of FEB UNJ students, with Trust in the Shopee platform as a mediating variable. Data analysis in this research is executed through the SmartPLS application, applying Partial Least Squares-Structural Equation Modeling (PLS-SEM) within a quantitative design. The respondents consist of FEB UNJ students who are active Shopee users. The results indicate that User Experience and Interface Design Quality have a positive and significant effect on Trust. Furthermore, User Experience, Interface Design Quality, and Trust significantly influence User Satisfaction. Mediation analysis shows that Trust partially mediates the relationship between User Experience and User Satisfaction, as well as between Interface Design Quality and User Satisfaction. These findings highlight the strategic role of trust in strengthening the impact of digital interaction quality on user satisfaction. This study contributes to the literature on digital consumer behavior and provides practical implications for e-commerce platforms in improving service quality and user retention.

1. INTRODUCTION

Technological innovations have exerted a profound influence on the transformation of consumer behavior, especially in the way individuals engage in purchasing activities through e-commerce platforms. While previously buying and selling transactions were dominated by offline transactions, the post-COVID-19 pandemic has seen a significant shift in the way consumers make purchases. The pandemic has accelerated the adoption of digital transactions, leading to the rise of online buying and selling activities through various e-commerce platforms. In practice, the convenience offered by digital services has made online shopping a new habit for most people. Many consumers now consider online shopping a practical and efficient way to meet their needs.

Along with the shift from offline to online transaction patterns, various e-commerce platforms have emerged and grown rapidly to meet consumer demand in Indonesia. E-commerce encompasses online-based transactions in which goods or services are exchanged electronically using internet-enabled platforms, including websites, applications, and social media. University students, as a digitally savvy demographic, have experienced a paradigm shift in their consumption habits due to the burgeoning e-commerce sector in Indonesia. As one of the leading e-commerce platforms in Indonesia, Shopee has successfully positioned itself as a dominant marketplace by offering competitive pricing, extensive product variety, and technology-driven features. This expansion reflects not only the increasing reliance on digital platforms for daily transactions but also the heightened expectations of users regarding system usability, interface quality, and transactional security. Below, we present data on the number of users of various e-commerce platforms in Indonesia to illustrate Shopee's position in the national digital market.

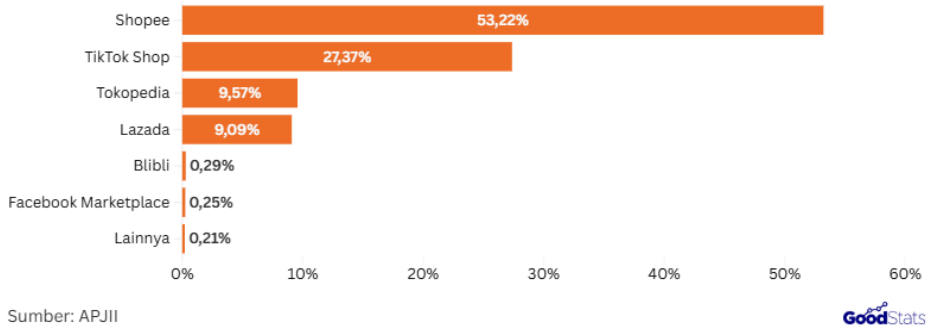


Figure 1. Frequently Accessed E-Commerce Sites in Indonesia (2025)
Source: GoodStats.id 2025

Despite Shopee's strong market presence, sustaining user satisfaction remains a critical challenge in the increasingly competitive e-commerce landscape. For student users, especially those from the Faculty of Economics and Business (FEB) at Universitas Negeri Jakarta, satisfaction is not merely influenced by promotional strategies or product availability, but by how effectively the platform supports their decision-making, purchasing experience, and sense of trust. This raises an important research-driven question: Is user satisfaction among FEB UNJ students primarily shaped by experiential factors such as user experience (UX), by visual and functional elements of interface design quality, or by psychological assurance in the form of trust toward the platform?

In addition to user growth, convenience and the quality of digital interactions are crucial factors in the success of an e-commerce platform. One such aspect is User Experience (UX), which is the overall experience a user experiences when interacting with an application. Good UX is characterized by ease of use, processing speed, clarity of information, and comfort in navigating features. Zahira Haerul (2024) demonstrated that high-quality UI and UX can directly influence purchasing decisions, especially among younger users who are more sensitive to ease and experience when using digital applications. A positive experience will enhance user perception of the platform and foster trust, leading to continued transactions.

Moreover, the excellence of the user interface design acts as a pivotal factor in shaping how consumers interact with digital platforms. Interface design encompasses visual elements, layout, navigation, display consistency, and app aesthetics, all of which directly impact user experience when accessing available features. This is in line with research by Watulingas (2020), which highlights that complex or unattractive UI elements can lead to decreased trust and decreased purchase intention. These findings demonstrate that a negative user interface experience can lead to abandonment of the shopping process, illustrating the importance of effective UI design, particularly in e-commerce. A good interface design makes it easier for users to understand the application's flow, which ultimately increases their satisfaction and perception of the platform's credibility. For UNJ FEB students who are familiar with digital technology, interface design plays a crucial role in determining their preference for an e-commerce platform.

Trust is widely recognized as a critical component of online shopping behavior. According to Annisa & Munas Dwiyanto (2021), trust is crucial in online shopping because customers have high confidence that the company will deliver purchased items safely to their destination. Uncertainties in digital transactions, such as the risk of fraud, non-conforming goods, or personal data leaks, require users to have a high level of trust before deciding to transact. This trust can be built through positive user experiences, good interface quality, and the perception that the platform is secure and reliable. Thus, trust has the potential to be a mediating factor linking user experience and interface design quality with overall user satisfaction.

Furthermore, User Satisfaction is a crucial indicator in measuring the success of a digital platform. Satisfaction arises when a user's experience while using an application meets or even exceeds their expectations. In the context of FEB UNJ students, user satisfaction can be reflected in the ease of transactions, comfortable app navigation, speed of service, and a sense of security when shopping on Shopee. When users feel satisfied, they tend to continue using the platform and recommend it to others.

Although Shopee is one of the most widely used platforms among university students, research specifically examining the influence of User Experience and Interface Design Quality on User Satisfaction, with Trust as a mediating variable, is still limited, especially in the Faculty of Economics and Business (FEB) UNJ. Many existing studies treat these variables as equally influential without empirically questioning which factor plays a more decisive role or how trust functions as an explanatory mechanism between system-related factors and satisfaction outcomes. This gap suggests the need for more structured investigations that not only test direct relationships but also explore the mediating role of trust.

Therefore, the current paper is intended to seeks to evaluate the role of user experience and interface design quality on user satisfaction among FEB UNJ students using the Shopee platform, with trust as a mediating variable. Using a Structural Equation Modeling (SEM-PLS) approach, this study seeks to identify whether satisfaction is driven primarily by the usability of the experience, visual quality, and interaction, or by trust as a psychological reassurance

factor. The outcomes of this research are anticipated to offer significant theoretical insights, by clarifying the interaction between technological and addressing conceptual psychological frameworks, while offering actionable recommendations for e-commerce platforms in designing user-centered and trust-oriented digital services.

2. LITERATURE REVIEW

This literature review aims to review basic theories and empirical findings relevant to the research variables, namely user experience, interface design quality, trust, and user satisfaction. The review is conducted by linking theoretical concepts with recent research findings to establish a conceptual foundation and support the development of research hypotheses. This approach ensures that the research has a strong scientific basis, is relevant to current digital developments, and contributes to the understanding of e-commerce user behavior, particularly Shopee.

2.1 Theoretical and Conceptual Background

Studies in the fields of information systems and digital marketing emphasize that user experience and interface design quality play_a strategic role in shaping user trust and satisfaction with digital platforms. In e-commerce settings, interactions between users and platforms involve not only functional processes but also psychological factors, including emotional responses and evaluations of service performance. Human–Computer Interaction (HCI) theory explains how the quality of human interaction with technological systems influences user experience and evaluations, while Expectation Theory explains how satisfaction is formed through the comparison between expectations and actual experiences. Understanding the relationship between User Experience, Interface Design Quality, Trust, and Customer Satisfaction is crucial for explaining e-commerce user behavior, particularly FEB UNJ students, who are active users of the Shopee platform.

2.1.1 User Experience (X_1)

User Experience (UX) encompasses the holistic impressions and behavioral reactions an individual forms throughout their engagement with a digital interface or service. This variable is explained through a Human–Computer Interaction (HCI) approach. According to Gavriluk (2022), HCI is a discipline focused on the development and evaluation of computer systems to ensure effective and efficient interactions between humans and technology. In the online retail sector, user experience reflects the extent to which users feel comfortable, at ease, and enjoy using a platform. Budiarti et al. (2022) state that the entire interaction process between users and digital business products is greatly influenced by the quality of the user experience. A good experience will help users quickly understand system features, minimize usage barriers, and increase trust and satisfaction. Therefore, user experience is a crucial factor that can influence Shopee user trust and satisfaction.

User experience in this study was measured the empirical evidence for this study was gathered via a survey instrument employing a five-level Likert measurement system. Measurements were conducted using several indicators, including:

1. Ease of use of the application,
2. Clarity of navigation flow,
3. Convenience in interacting with features,
4. System speed and responsiveness, and
5. Overall user experience.

These indicators reflect users' perceptions of the quality of their experience when using the Shopee platform.

2.1.2 Interface Design Quality (X_2)

Interface Design Quality refers to the quality of the interface's appearance and a framework designed to facilitates the engagement between individuals and the digital platform. This variable is also based on Human–Computer Interaction (HCI) theory. According to Abdilah and Putri (2024), HCI focuses on designing and testing interactions between humans and computers so that systems can be used optimally according to user needs. Wiwesa (2021) explains that a user interface (UI) is a method of interaction between a program and a user, where all visual elements such as color, icons, typography, and layout are integrated. A well-designed interface will make it easier for users to understand system functions, reduce errors, and increase comfort and satisfaction. In this study, the quality of Shopee's interface design as a key determinant in shaping user trust and satisfaction.

Interface design quality was measured using primary data through a questionnaire with a five-point Likert scale, with the following indicators:

1. Visual appeal,
2. Consistency of interface design,
3. Clarity of icons and menus,
4. Suitability of layout to user needs, and
5. Ease of reading and understanding information.

These indicators were used to assess the extent to which Shopee's interface design supports a positive user experience.

2.1.3 Trust (Y)

Trust is a user's belief in the ability and integrity of a platform to provide reliable and secure services. Moorman, in Ciputra and Prasetya (2020), defines trust as an individual's willingness to rely on a trusted company. In the context of e-commerce, trust is a crucial factor because transactions are conducted without physical interaction. Cuong and Khoi (2019) state that trust is formed through positive experiences, convenience, and ongoing communication between a company and its customers. Rivaldo et al. (2022) add that trust is a customer perception influenced by the fulfillment of expectations regarding service performance. Darmawan (2019) views trust as a mental state focused on receiving expected stimuli from an object. Consequently, trust serves as a pivotal intermediary that amplifies the impact of user experience and interface design on overall satisfaction.

Trust was measured using primary data through a five-point Likert scale questionnaire with the following indicators:

1. Transaction security,
2. System reliability,
3. Platform honesty and credibility,
4. Personal data protection, and
5. Confidence in Shopee's overall service.

2.1.4 Customer Satisfaction (Z)

Customer satisfaction is explained through Expectation Theory. According to Malika et al. (2025), customer satisfaction is formed from comparing expectations before using a product or service with the actual experience. If service performance meets or exceeds expectations, the user will be satisfied. Maulida et al. (2024) define customer satisfaction as the level of individual feelings after comparing the experience received with their expectations. Puspitaloka and Nurhadi (2023) state that customer satisfaction is achieved when the user's perception indicates that their expectations have been met or exceeded. In this research, user satisfaction represents the overall assessment of the Shopee user experience among FEB UNJ students.

Customer satisfaction was measured using a five point Likert scale questionnaire with the following indicators:

1. Satisfaction with the shopping experience,
2. Service conformity to expectations,
3. Satisfaction with app features and appearance,
4. Desire to continue using Shopee, and
5. Willingness to recommend Shopee to others.

These indicators were used to comprehensively measure user satisfaction.

2.2 Empirical Review and Hypothesis

Empirical research in e-commerce shows that user experience and interface design quality consistently influence user satisfaction. However, the role of trust in this relationship is not always equally important. Some studies position trust as a central variable bridging digital experience and satisfaction, while others position it as a secondary variable that emerges after satisfaction is established. This difference highlights the importance of examining the research context more specifically, particularly on e-commerce platforms that involve transaction risk and information uncertainty, such as Shopee. In the digital business context, easy, convenient, and efficient interactions will shape users' positive perceptions of the platform, ultimately increasing their trust and satisfaction.

2.2.1 The Influence of User Experience on Trust (H1)

Previous research has shown that user experience significantly influences user trust in digital platforms. According to Pavlou (2003), a positive user experience while interacting with an e-commerce system will increase trust in the service provider. Research by Cuong and Khoi (2019) also found that a good user experience, such as ease of navigation and clarity of information, directly contributes to building customer trust. The more positive the user experience when using the Shopee platform, the higher the level of trust perceived by university students as users.

In the context of e-commerce, trust is an initial psychological mechanism that enables users to engage in transactions without physical interaction. In contrast to research that positions trust as the ultimate consequence, this study positions trust as an initial cognitive response to the quality of the user experience. Therefore, the better the user experience perceived by FEB UNJ students when using Shopee, the higher the level of trust they develop.

H1: User Experience has a positive and significant influence on Trust on the Shopee platform.

2.2.2 The Effect of Interface Design Quality on Trust (H2)

Interface design quality is a crucial element in building user trust. According to Cyr et al. (2010), a visually appealing, consistent, and user-friendly interface design can increase the perceived credibility and reliability of a digital platform. Research by Budiarti et al. (2022) also shows that good interface quality can increase users' sense of security and trust in online transactions. Therefore, Shopee's informative and user-friendly interface design is believed to increase trust among FEB UNJ students as users.

In some studies, interface design is only directly linked to visual satisfaction. However, in the context of online transactions, the quality of interface design also serves as a signal of system reliability, strengthening user trust.

Therefore, the quality of Shopee's interface design is thought to play a significant role in building trust among FEB UNJ students as active e-commerce users.

H2: Interface Design Quality has a positive and significant effect on Trust on the Shopee platform.

2.2.3 The Effect of User Experience on User Satisfaction (H3)

User experience has long been considered a key determinant of user satisfaction in digital services. User experience describes the overall user experience formed from the interaction between the user and the system, including emotional, cognitive, and ease-of-use aspects. A good user experience will create a feeling of satisfaction because the application is able to optimally meet user expectations and needs. Research by Gusfi et al. (2024) stated that User Experience has a positive effect on Customer Satisfaction, where a smooth and enjoyable experience increases positive perceptions of the service. This is supported by research by Martins and Riyanto (2020), who found that User Experience has a positive and significant effect on customer satisfaction, particularly in application-based digital services. Furthermore, Putri (2023) stated that User Experience simultaneously has a positive and significant effect on customer satisfaction. These findings indicate that the better the user experience in using the application, the higher the perceived level of satisfaction. Therefore, optimal User Experience management is a strategic factor in increasing user satisfaction. Research by Puspitaloka and Nurhadi (2023) also confirmed that a positive experience in using e-commerce applications significantly influences customer satisfaction.

This study treats satisfaction as a holistic emotional response to application usage. It further argues that the correlation between experience and satisfaction is contingent upon other variables, especially within e-commerce platforms where security and risk are primary concerns. Therefore, it is important to consider the role of trust as a factor that strengthens or weakens this relationship.

H3: User Experience has a positive and significant effect on User Satisfaction of FEB UNJ students.

2.2.4 The Effect of Interface Design Quality on User Satisfaction (H4)

Interface design quality contributes significantly to user satisfaction because it is directly related to ease of use and visual comfort. A visually compelling and intuitive interface not only enhances aesthetic appeal but also streamlines the user's ability to navigate the platform with minimal effort. Research by Da Silva et al. (2022) shows that user interface has a positive and significant effect on customer satisfaction, as a good visual appearance can increase comfort and perceptions of service quality. Research by David (2022) also confirms that user interface has a positive influence on user satisfaction, where an intuitive design makes it easier for users to understand an application's features and functions. According to Wiwesa (2021), a well-designed interface will facilitate user interaction and increase satisfaction. A study by Maulida et al. (2024) also shows that an intuitive and attractive interface significantly increases customer satisfaction in using digital applications.

An intuitive and engaging design enhances user experience and reduces cognitive load when interacting with an app. However, in the context of e-commerce, satisfaction derived from interface quality extends beyond aesthetics to perceived security and system clarity. Therefore, interface design quality is seen as a crucial factor influencing Shopee user satisfaction, both directly and through trust. Consequently, it is hypothesized that the excellence of Shopee's interface design will yield a favorable and significant impact on user satisfaction levels.

H4: Interface design quality has a positive and significant effect on user satisfaction among FEB UNJ students.

2.2.5 The Effect of Trust on User Satisfaction (H5)

Trust is a key factor in creating user satisfaction in online transactions. According to Moorman et al. (1993), high trust will foster a sense of security and user confidence in service performance, thereby increasing satisfaction. Research by Rivaldo et al. (2022) also found that trust has a significant influence on customer satisfaction on e-commerce platforms. Therefore, the higher the trust of FEB UNJ students in Shopee, the higher their perceived satisfaction.

When users feel safe and trusted, positive experiences are more easily translated into satisfaction. In this study, trust is positioned as a key psychological variable explaining why experience and interface design can produce different levels of satisfaction among users with the same risk perception.

H5: Trust has a positive and significant influence on User Satisfaction.

2.2.6 The Mediating Role of Trust in the Relationship Between User Experience and User Satisfaction (H6)

Across various studies, the intervening effect of trust has been highlighted as a key factor that reinforces the connection between the quality of user experience and overall satisfaction levels. Trust allows users to evaluate the experience more positively due to a sense of security and confidence in the system. According to Gefen et al. (2003), a positive user experience can increase trust, which in turn leads to increased satisfaction.

Beyond being an independent variable, trust operates as a mediating psychological engine, reinforcing the link between the quality of user engagement and the resulting level of satisfaction. Therefore, in this study, trust is positioned as a central mediating mechanism, rather than simply an additional variable, explaining how User Experience influences Shopee user satisfaction.

H6: Trust partially mediates the effect of User Experience on User Satisfaction.

2.2.7 The Mediating Role of Trust in the Relationship Between Interface Design Quality and User Satisfaction (H7)

The quality of interface design not only directly influences user satisfaction but also builds user trust through perceptions of system clarity and professionalism. Research by Cyr (2013) shows that professional and consistent interface design increases user trust, which then contributes to satisfaction. This established trust then reinforces positive evaluations of the user experience. Thus, trust in this study acts as a psychological mediator, particularly for FEB UNJ students, in the context of users who are sensitive to the security and reliability of e-commerce platforms.

H7: Trust partially mediates the effect of Interface Design Quality on User Satisfaction.

No	Hypothesis	Statement
H1	**User Experience → Trust**	User Experience exerts a positive and statistically significant influence on Trust toward the Shopee platform.
H2		Interface Design Quality significantly and positively affects users' Trust in the Shopee platform.
H3	**Interface Design Quality → Trust**	User Experience positively and significantly contributes to User Satisfaction among FEB UNJ students who use Shopee.
H4		The quality of the interface design has a significant positive impact on users' Trust in the Shopee platform.
H5	**User Experience → User Satisfaction**	Trust demonstrates a positive and significant effect on User Satisfaction.
H6		User Experience has a positive and significant effect on Trust on the Shopee platform.
H7	**Interface Design Quality → User Satisfaction**	Interface Design Quality positively and significantly influences User Satisfaction on the Shopee platform.

Source: Authors (2025)

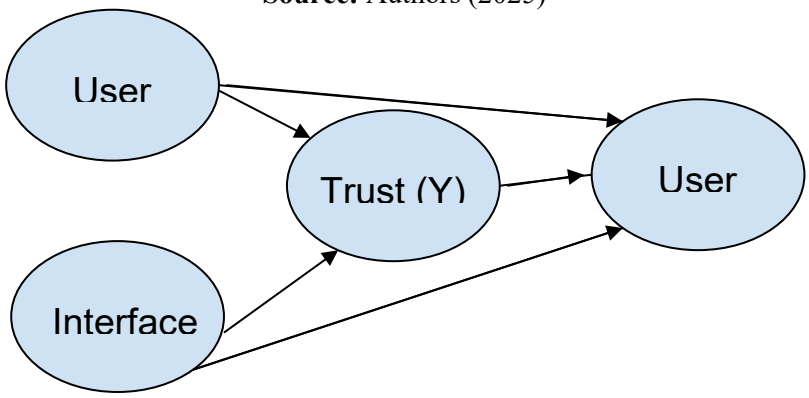


Figure 2. Conceptual Model of the Study
Source: Authors (2025)

3. RESEARCH METHODOLOGY

3.1 Research Design

The research design follows a quantitative framework, leveraging the SmartPLS application for SEM-PLS analysis. The decision to use this technique was driven by the study's aim to dissect complex causal pathways and validate the significance of the mediating variables of Trust in the relationship between User Experience, Interface Design Quality, and User Satisfaction on the Shopee platform. SEM-PLS was considered the best method because it can analyze several structural relationships simultaneously, both direct and indirect.

Therefore, it is suitable for addressing the research objective, which not only examines the direct influence of independent variables on user satisfaction but also the psychological mechanism of Trust as a mediating variable. Furthermore, SEM-PLS is predictive and exploratory, making it relevant for understanding Shopee e-commerce user behavior among FEB UNJ students. This approach also allowed the researcher to test the research model despite the data not being fully normally distributed and the relatively limited sample size, which aligns with the characteristics of the respondents in this study.

3.2 Population and Sample

The target population for this study comprises active Shopee users currently enrolled as students within the Faculty of Economics and Business at Jakarta State University (FEB UNJ). The selection of FEB UNJ students was based on the consideration that this group has a high level of digital literacy and relatively active e-commerce usage, making it relevant to examine the influence of digital experience and trust on user satisfaction. To ensure that the

data collected was relevant to the research objectives, a purposive sampling strategy was implemented, based on the following specific requirements:

1. Active students of Faculty of Economics and Business, Jakarta State University.
2. Have made a transaction or used a Shopee feature for at least 3 months.
3. Have experience interacting with the Shopee app interface.
4. The sample size follows the minimum requirement for SEM-PLS analysis, which is 10 times the number of indicators in the most complex construct (Hair et al., 2021).

3.3 Data Collection Method

To gather primary data, this study utilized a structured survey instrument where respondent opinions were measured on a five-point Likert-type scale. The research instrument was designed to capture subjective user perceptions, as the variables studied, particularly user experience, trust, and satisfaction, are psychological in nature and based on individual evaluations. Therefore, using a questionnaire is the most appropriate method for obtaining data that directly represents user experiences and assessments.

The questionnaire was designed to measure four main constructs:

1. User Experience
2. Interface Design Quality
3. Trust
4. User Satisfaction

3.4 Data Analysis Technique

Data were analyzed using SEM-PLS through SmartPLS version 4.0, enabling simultaneous evaluation of both the measurement model (outer model) and the structural model (inner model). While the outer model is designed to guarantee that the latent variables are accurately captured by their observed indicators, the inner model serves as the framework for validating research hypotheses and measuring the magnitude of inter-variable relationships.

The use of SEM-PLS in this study specifically supports the following objectives:

1. To identify the direct influence of User Experience and Interface Design Quality on User Trust and Satisfaction.
2. To analyze the role of Trust as a partial mediator, thus explaining how experience and interface quality influence user satisfaction both directly and through the formation of trust.

3.4.1 Measurement Model (Outer Model)

The measurement model is used to explain the relationship between indicators and latent constructs and to assess the validity and reliability of the research instrument. Testing at this stage includes:

a. Convergent and Discriminant Validity Testing

Convergent validity reflects the degree to which indicators of the same construct are strongly correlated. Indicators are regarded as valid when their factor loadings exceed 0.70 and the Average Variance Extracted (AVE) value is greater than 0.50, indicating that the construct explains more than half of the variance of its indicators.

1. Discriminant validity aims to ensure that each construct is unique and distinct from other constructs. Testing is conducted using:
2. The Fornell–Larcker Criterion, where the square root of the AVE must be greater than the correlation between constructs.
3. Cross-loading, where each indicator must have the highest loading value on the construct being measured.
4. If both criteria are met, the construct is declared convergent and discriminant valid.

b. Reliability Test

To ensure the dependability of the measurement model, reliability analysis was performed to evaluate how consistently the indicators represent their respective latent variables. This assessment utilizes Cronbach's Alpha and Composite Reliability (CR). A construct is deemed reliable when both values exceed 0.70, indicating that the indicators consistently represent the underlying construct.

3.4.2 Structural Model (Inner Model)

The purpose of the structural model is to analyze the interactions between latent variables, including direct and mediated relationships. Its quality is determined based on specific evaluation measures.

a. R-Square (R^2)

The R^2 value indicates the ability of the independent variables to explain the dependent variable, with the following criteria:

1. $R^2 \geq 0.75$ indicates a strong influence
2. R^2 around 0.50 indicates a moderate influence
3. R^2 around 0.25 indicates a weak influence

b. Q-Square (Q^2)

Q^2 is used to assess the predictive relevance of the model. A Q^2 value greater than zero indicates good predictive ability.

3.5 Hypothesis Testing

Hypothesis testing in SmartPLS involves evaluating path coefficients and p-values to determine the significance of relationships among variables.

Path Coefficient:

1. A positive coefficient indicates a direct and positive relationship between variables.
2. A negative coefficient indicates an inverse relationship.

P-Value:

1. If p < 0.05, the relationship is significant.
2. If p > 0.05, the relationship is not significant.

Both direct effects (User Experience → User Satisfaction) and indirect effects (mediated through Trust) are analyzed using the bootstrapping technique in SmartPLS.

3.6 Mediation Analysis

The mediation analysis was conducted to test whether Trust functions as a psychological mechanism that bridges the influence of User Experience and Interface Design Quality on User Satisfaction. This approach is important because user satisfaction in the e-commerce context is determined not only by functional and visual aspects, but also by a sense of security and confidence in the platform. Therefore, testing the mediation effect of Trust provides a more comprehensive understanding of the process of shaping Shopee user satisfaction. The mediation effect was tested by examining the total effect, direct effect, and indirect effect.

The strength of the mediation effect was also evaluated using the F-Square (f^2) value with the following criteria:

1. 0.02 indicates a small effect
2. 0.15 indicates a medium effect
3. 0.35 indicates a large effect

If the f^2 value is below 0.02, the mediation effect is considered weak or insignificant.

4. RESULT AND DISCUSSION

4.1 Result

This research involved students from the Faculty of Economics and Business at Jakarta State University (FEB UNJ) who actively use the Shopee platform for online shopping. The study examined the effects of User Experience and Interface Design Quality on User Satisfaction, with Trust serving as a mediating variable. Data were analyzed using Partial Least Squares–based Structural Equation Modeling (SEM-PLS) with the SmartPLS application. Prior to hypothesis testing, a measurement model (outer model) test was conducted, including convergent validity, discriminant validity, and construct reliability to ensure the quality of the indicators used in the study.

The outer loading analysis revealed that all indicators associated with the User Experience, Interface Design Quality, Trust, and User Satisfaction constructs exhibited loading values exceeding 0.70. These results indicate that each indicator appropriately reflects its respective construct and satisfies the requirements for convergent validity. The analysis yielded AVE scores above 0.50 across all constructs, which confirms that more than 50% of the indicators' variance is explained by the underlying measurement model. Accordingly, all constructs in this study were confirmed to have adequate convergent validity. \

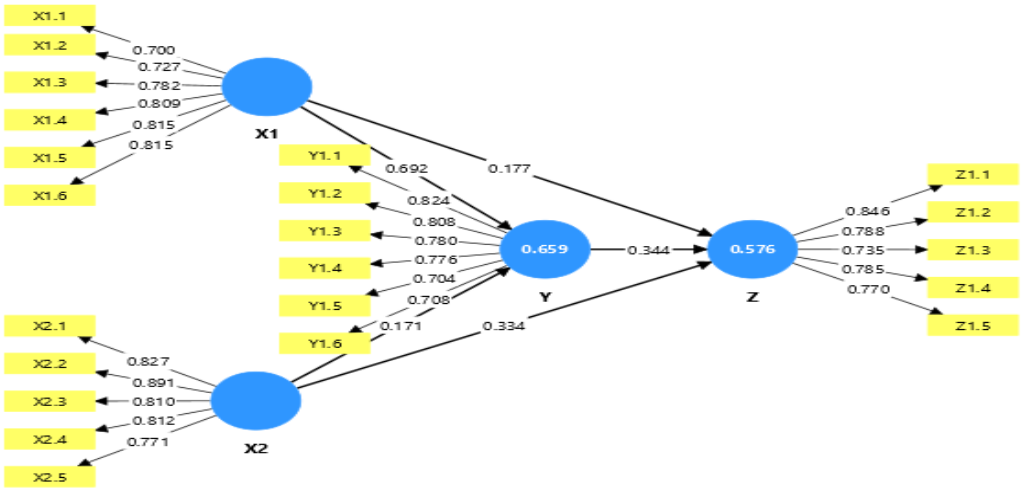


Figure 3. Outer Loading Evaluation
Source: Authors (2025)

Reliability of the research constructs was verified through Composite Reliability (CR) and Cronbach's Alpha. The analysis yielded values exceeding the 0.70 benchmark for all variables, signifying robust internal consistency

across the measurement model. Additionally, the study employed the Fornell–Larcker criterion and the HTMT ratio to establish discriminant validity. With HTMT scores consistently under 0.85 and the square root of the AVE surpassing inter-construct correlations, the empirical independence of each variable was confirmed, ensuring the absence of multicollinearity.

The subsequent phase involved examining the inner model to determine the framework's predictive power. The R-square result for the Trust variable fell within the moderate range, suggesting that User Experience and Interface Design Quality provide a substantial explanation for Trust variance on the Shopee platform. Conversely, User Satisfaction exhibited a strong R-square value, demonstrating that the combination of Trust, Interface Design, and User Experience serves as a powerful predictor of satisfaction levels among users.

Path coefficient analysis revealed that both User Experience and Interface Design Quality exert a positive and significant influence on Trust. Similarly, these two variables were found to directly enhance User Satisfaction among students at FEB UNJ. Notably, Trust emerged as a vital determinant, significantly impacting satisfaction levels within the e-commerce environment. The mediation test further clarifies that Trust acts as a partial mediator in the relationships between User Experience, Interface Design, and User Satisfaction. This implies that while direct effects exist, superior interface quality and user experience also foster satisfaction by first strengthening the users' trust in Shopee.

Overall, the findings demonstrate that all indicators satisfy the required validity and reliability standards, and the structural model exhibits strong predictive capability. Thus, all hypotheses in this study are accepted, providing empirical evidence that User Experience, Interface Design Quality, and Trust play a significant role in shaping user satisfaction among FEB UNJ students with the Shopee platform. For FEB UNJ students, who frequently rely on Shopee for online transactions, a smooth and predictable experience reduces uncertainty and perceived risk. As a result, trust emerges as a psychological response to accumulated positive experiences rather than merely a rational assessment of system features. This finding reinforces the role of user experience as a foundational element in building long-term trust in e-commerce platforms.

Table 2. Relationship Between Variables

Moderation Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X1 -> Y	0.692	0.687	0.078	8.856	0.000
X1 -> Z	0.177	0.176	0.111	1.590	0.112
X2 -> Y	0.171	0.180	0.085	2.002	0.045
X2 -> Z	0.334	0.334	0.078	4.286	0.000
Y -> Z	0.344	0.348	0.106	3.255	0.001

Source: Authors (2025)

This table presents the findings of the moderation analysis, indicating that self-efficacy functions as a moderating variable in the relationship between social support, entrepreneurship education, and entrepreneurial intention. The interaction between self-efficacy and entrepreneurship education has a positive and significant effect (coefficient = 0.137; p = 0.018), meaning that a higher level of self-efficacy can strengthen the impact of entrepreneurship education in encouraging the emergence of entrepreneurial intentions. Conversely, the interaction between self-efficacy and social support shows a negative and significant effect (coefficient = –0.142; p = 0.014), indicating that self-efficacy actually weakens the effect of social support on entrepreneurial intentions. These findings indicate that the moderating role of self-efficacy is variable: strengthening the effect of entrepreneurship education but reducing the influence of social support in shaping entrepreneurial intentions.

4.2 Discussion

1. The Influence of User Experience on User Satisfaction

The results demonstrate that user experience serves as a positive and significant driver of user satisfaction. This result indicates that satisfaction arises on Shopee user satisfaction among FEB UNJ students from users' overall evaluation of their interaction with the platform, including functional performance and emotional comfort. When users encounter minimal obstacles during browsing, ordering, and payment processes, they tend to perceive the platform as meeting or exceeding their expectations.

For students, a positive user experience enhances convenience and efficiency, which are critical factors in shaping satisfaction. However, the findings suggest that while user experience directly contributes to satisfaction, its impact becomes stronger when accompanied by trust in the platform. Theoretically, this relationship can be explained through User Experience Theory, which emphasizes that users' perceptions and emotions during the platform usage process significantly determine their level of acceptance of digital services. Positive experiences such as easy navigation, fast loading times, and responsive features generate positive emotions and increase satisfaction.

2. The Influence of Interface Design Quality on User Satisfaction

This study's analysis shows that interface design quality positively and significantly influences user satisfaction among FEB UNJ students on Shopee. A visually appealing and well-structured interface enhances usability and

enhances the user experience when interacting with the platform. This means that the better the visual appearance, layout, icon clarity, color, typography, and ease of navigation, the more satisfied users are when interacting with the Shopee app. Based on Human-Computer Interaction (HCI) Theory, interface design plays a crucial role in ensuring user comfort, ease of feature understanding, and avoiding confusion during use.

This comfort contributes to a better overall service evaluation. Then, the results indicate that interface design quality does not solely influence satisfaction through aesthetic appeal. Rather, the effect is amplified when users perceive the interface as reliable and trustworthy, highlighting the interdependence between design quality and psychological beliefs.

3. The Moderating Role of Trust in the Influence of User Experience on User Satisfaction

Empirical evidence from this research validates that trust serves as a partial intermediary between user experience and user satisfaction. This finding implies that while a superior user experience directly enhances satisfaction, it also operates through an indirect pathway by bolstering trust. Specifically, among the FEB UNJ student cohort, a robust level of trust in Shopee amplifies the perceived value of their digital interactions, leading to higher gratification. Thus, user experience does not merely optimize functional utility but also acts as a catalyst for trust, which in turn reinforces the user's overall positive assessment. This study further solidifies the premise that trust is a pivotal bridge linking the quality of digital engagement with consumer satisfaction.

4. The Moderating Role of Trust in the Effect of Interface Design Quality on User Satisfaction

Other findings indicate that trust negatively moderates the relationship between interface design quality and user satisfaction. This means that the higher a user's trust in a platform, the weaker the effect of UI quality on satisfaction. This can be explained through the perspective of trust-based decision theory, where users with high levels of trust tend to rely less on visual excellence or interface appearance to feel satisfied. They already feel secure and confident with the platform, so beautiful design is no longer a dominant factor. Conversely, for users with low levels of trust, an attractive and high-quality interface becomes an important element in building confidence and satisfaction.

5. CONCLUSION

This study provides a comprehensive understanding of how user experience and interface design quality shape user satisfaction in an e-commerce context, with trust serving as a key psychological mechanism strengthening this relationship. Rather than simply acting as an additional explanatory variable, trust emerges as a central construct that transforms functional and visual interactions into deeper user satisfaction. The findings indicate that a positive user experience and high-quality interface design are crucial in building trust in the Shopee platform. Ease of use, system reliability, and intuitive interactions reduce perceived user uncertainty, while a clear and visually consistent interface enhances perceptions of credibility and professionalism. These elements collectively foster trust, which plays a crucial role in shaping how users emotionally evaluate their overall experience.

More importantly, this study demonstrates that trust strengthens the influence of user experience and interface design quality on user satisfaction. While both variables directly contribute to satisfaction, their influence becomes more substantial when users feel psychologically safe and confident in the platform. This confirms that satisfaction in digital commerce is driven not only by technical performance or aesthetic appeal, but also by users' sense of security and perceived risk reduction during online transactions. The partial mediation role of trust highlights its function as a reinforcing psychological pathway, not a substitute for the effects of direct experience. Positive experiences and well-designed interfaces create satisfaction not only through functional benefits but also by fostering trust, which strengthens users' emotional comfort and long-term acceptance of the platform.

From a theoretical perspective, this study contributes to the digital consumer behavior literature by integrating experiential, visual, and psychological dimensions into a unified framework. Practically, the findings suggest that e-commerce platforms like Shopee must balance usability enhancements and interface design improvements with explicit trust-building strategies, including transparency, system reliability, and transaction security, to achieve sustained user satisfaction. While contributing, this study is limited by its focus on FEB UNJ students, which may limit the generalizability of the results. Future research is encouraged to examine more diverse user groups, compare multiple e-commerce platforms, and incorporate additional psychological or relational variables to further explore the formation of satisfaction in digital environments.

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