

ABSTRACT

This study aims to analyze whether e-commerce and accounting information systems affect shopping satisfaction. The method used in conducting this research is a quantitative method with a descriptive verification approach. The sampling technique used was the simple random sampling method, with a total sample of 62 respondents who are users of the Shopee platform at Pasundan University, Bandung. Sources of data were obtained through the results of distributing questionnaires and tested based on calculations using SPSS IBM Statistics 29 software. The statistical analysis used in this study was multiple linear regression analysis, multiple correlation, hypothesis testing using partial tests and simultaneous tests, and analysis of the coefficient of determination. The results of the study partially show that e-commerce has positive effect on shopping satisfaction, where the magnitude of the effect is 38.4%. The accounting information system has a positive effect on shopping satisfaction, where the magnitude of the influence is 16.1%, and it is known from the simultaneous research results that e-commerce and accounting information systems have a positive effect on shopping satisfaction, where the magnitude of the effect is 54,5%.

Keywords: E-Commerce, Accounting Information Systems, Shopping Satisfaction