

ABSTRACT

Lazada is one of the best e-commerce companies in Indonesia according to Top-brand and Statista. Because of the growing number of e-commerce companies in Indonesia, Lazada must always improve customer satisfaction by always displaying the best on its site, improving the quality of its services, and the benefits Lazada provides for customers.

This study aims to see the variabel website functionality, perceived usability, and perceived usefulness to customer satisfaction from e-commerce company Lazada.

Data collection methods are carried out through questionnaires or questionnaires distributed online, and using a quantitative method. The population of this study are customers from Lazada that are spread throughout the territory of Indonesia, with samples determined through a maximum likelihood of 400. Tools for processing data in this study using Lisrel software.

The results of this study show that there are 2 rejected hypotheses and 1 accepted hypothesis. Website functionality and perceived usability variabel has no positive influence on customer satisfaction. While the perceived usefulness variabel has a positive influence on customer satisfaction.

This research is expected to be a consideration for Lazada to improve the quality of its website, develop its services to make it easier for customers to shop. For further research, it is expected to be able to add other variabels

Keywords: E-commerce, website functionality, perceived usability, perceived usefulness, customer satisfaction.