

ABSTRACT

Currently the development of the internet in Indonesia is a promising business opportunity for companies. One of them is Blibli.com, Blibli.com is one of the biggest E-Commerce in Indonesia. However, the current level of competition is increasingly stringent which increases new companies engaged in the same field. Therefore, Blibli.com is required to be able to provide funds for all aspects in the hope that it can provide satisfaction to users of the website Blibli.com. The website has a big influence for companies engaged in E-Commerce. This big influence can be measured using the method of measuring website quality. Website Quality Measurement Method is also called WebQual 4.0. WebQual 4.0 can help manage the web to be able to adjust the quality of the web with user satisfaction.

In this study, we will measure the quality of the Blibli.com website using Webqual 4.0 dimensions (Usability, Information Quality, Service Interaction) and user satisfaction variables. In the data analysis technique using descriptive statistics with calculations. The research data is a questionnaire with 110 respondents. Data processing is done using SPSS 22. The results of research on the quality of Blibli.com's website are a positive and significant contribution to Blibli.com user satisfaction.

Keywords: Usability Quality, Information Quality, Service Interaction, User Satisfaction, WebQual 4.0