

ABSTRACT

Technological developments in Indonesia have changed people's consumption patterns. Online shopping sites, such as Bukalapak, are the main alternative for consumers to fulfill their needs effectively. In 2021, Bukalapak was ranked 4th in the number of e-commerce visits, but Bukalapak experienced a decline in ranking and number of site visits in 2023. When other e-commerce sites saw an increase in the number of e-commerce visits, Bukalapak experienced a decrease in the number of visits.

The aim of this research is to determine the influence of service quality, system quality and information quality on user satisfaction, both partially and simultaneously at Bukalapak.

The population in this study were individuals who had used and made transactions at Bukalapak with a minimum age of 17 years. The sample used in this research was 150 people.

This research uses quantitative methods with an explanatory research type and has gone through a series of tests which include validity, reliability, multiple linear regression, classical assumption tests, hypothesis tests which are divided into t tests, f tests and the coefficient of determination (R²) which reveals the existence of a positive influence. service quality and information quality partially and simultaneously have a positive effect on these four variables. Based on multiple linear regression analysis, this research obtained the equation $Y = 2354 + 0.257X_1 + 0.072X_2 + 0.336X_3$. The coefficient of determination test (R²) represents that service quality, system quality and information quality influence user satisfaction by 66.3%, while the other 33.7% is influenced by other factors.

After conducting research, suggestions were given for Bukalapak to continue to improve service quality by increasing the security of customer transactions, improving information quality by presenting better information displays, providing promos in categories that women in general need, and consistently maintaining and improving the quality of its system.

Keyword: Service Quality, System Quality, Information Quality, User Satisfaction Bukalapak