ABSTRACT

The development of information and communication technology made website as an inseparatable thing from a company/rganization to improve the services for their user or consumer. Quality of the website must be measured to identify the level of user satisfaction and obtain the feedback for the company/organization, especially e-commerce that make the website as the main media in every activity. This study was conducted to analyze the quality of Lazada Indonesia's website using WebQual 4.0 method that contain usability quality, information quality and service interaction quality dimension. Simple linear regression analysis was used to analyze the effect of each WebQual 4.0 dimension towards user satisfaction and multiple regression analysis was used to analyze the effect of WebQual 40 dimension towards user satisfaction simultanously.

Keywords: *Website quality, WebQual, user satisfaction, linear regression*