

ABSTRACT

This study discusses the analysis of Tokopedia.com site's customer satisfaction based on ease of use, e-scape, responsiveness and assurance variables. The significance of these variables to e-satisfaction variable is tested to determine correlation value between those variables with Tokopedia.com site's customer satisfaction. Results of hypothesis testing; prove that all variables; ease of use, e-scape, responsiveness and assurance have positive relationship with e-satisfaction variables.

From the result, generally, it is seen that the interest rate is still below the expectations of Tokopedia.com site's members. This can be seen that the correlation between level of actual performance and level of interest of Tokopedia.com site's members has negative value for all variables, with an average value of the gap is -0.33. Responsiveness variable has lowest gap value (gap value of -0.15) and ease of use variable has highest gap value with a gap value of -0.61.

In designing a program recommendation, the order of priority for improvement of each variable is should be carried out previously by noticing variabel position in the level of importance-actual performance diagram and measuring the gap of each variable. Repairing sequence is initiated from the ease of use variable (quadrant I-/-Expected), followed by the e-scape and responsiveness variables (quadrant IV-/-low impact) and lastly the assurance variable (quadrant II-/-high impact). Recommendation program is based on the benchmarking result program with online shopping sites in Indonesia and overseas. Based on Tokopedia's confirmation, the programs are Most Viewed/Most Selling, Your Recent History, Vertical Search, Recommendations, Web Using Demo, Expansion Utilization Browser, Contacts Number, Free Consultation with our Customer Services, Expansion Method Payment and SSL.

Keywords: online shopping, e-service quality, e-satisfaction