

## ABSTRACT

A large population of internet users caused the online shopping became more popular nowadays. Not only by shopping physical goods through internet, people now can also purchase and pay for services online, for example by purchasing digital contents through a website. The example for this event is PlayStation Store. Sony PlayStation Store offers digital contents such as base game (digital game), and DLCs (Downloadable Contents) on their site since 2006. PlayStation Store site allows PSN users to provide feedback if they have problems with the PlayStation Network services. Most reported problems that were found in PlayStation Network consists of Sign-in (77%), Game play (11%), and PlayStation Store (10%).

The objective of this study is to analyze and to observe the effect of online service quality (e-SQ) toward customer satisfaction using PlayStation Store as an application within this research. Five dimensions of e-SQ are used in this research such as: Efficiency, Reliability, System Availability, Fulfillment, and Privacy.

This research used multiple regression analysis with the sample of 385. The most influential variable is Privacy with regression coefficient of 0.372, and System Availability with regression coefficient of 0.219, followed by Reliability with regression coefficient of 0.172, and Efficiency with regression coefficient of 0.129, meanwhile the very least influential is Fulfillment with -0.043.

Based on the overall analysis, Sony PlayStation need to improve every aspect related to the Fulfillment variable, which is to provide better service that includes availability, and delivery time to the customer. With these improvements, Sony PlayStation Store would create a better environment regarding to the Fulfillment of products/services toward Customer Satisfaction.

**Keyword:** *e-Service Quality, e-Commerce, Customer Satisfaction, PlayStation Store.*