

ABSTRACT

Indonesia is a country that can not be separated from advances in information technology, especially the internet world. APJII (Association of Indonesian Internet Service Providers) in its research publication summarizing technological user landscape in 2014 said that 84 percent of respondents daily access the internet. BPJS Employment is one company that utilizes Internet-based information and communication technology for the smooth service in every branch BPJS Employment.

This study aims to analyze the influence of website marketing on the quality of service and its impact on customer satisfaction on the participants of SIPP Online users in BPJS Labor Soekarno-Hatta Bandung branch. implementation of the three variables according to consumer perceptions and know which variables are the most dominant influence. The method used is Path Analysis method (Path Analysis) with Equation Model Two Path.

The average acquisition percentage of respondents respondents variable Website Marketing is equal to 74%, variable Quality of Service is 72% and Customer Satisfaction variable is 75% overall the three variables included in the category "Good" on the continuum line. The coefficient value of determination of multiple regression of Website Marketing and Quality of Service to Customer Satisfaction is 0,811 or 81,1%. The total influence of Website Marketing variable on Customer Satisfaction through Quality of Service variable is 1,514.

Keywords: Website Marketing, Quality of Service, Customer Satisfaction.