

ABSTRACT

In the era of globalization, the development of the digital world is so rapid and very easy for users to access anything they want. One of them is online shopping, where consumers currently want something that is practical and easy. At this rate, finally e-commerce create something called mobile application that can be downloaded on the phone to make it easier for users to shop online. Berrybenka, as one of Indonesian e-commerce that is engaged in the field of fashion also applies the use of mobile applications for the convenience of its consumers. However, there are still problems experienced by Berrybenka related to the system in its mobile application, such as slow access speeds makes consumers feel uncomfortable while using the Berrybenka application, lack of detailed information about product information, and complaints from customers who are not taken seriously by Berrybenka.

The purpose of this study was to determine the effect of system quality, information quality, and service quality on customer satisfaction based on the Berrybenka application users experience in Bandung. The data analysis method that used in this research is quantitative method with the type of research used is descriptive and causal, and the measurement scale used is Likert scale. The population in this study is Berrybenka customers who live in Bandung with the sample of 150 respondents. The sampling technique using the non probability sampling with the technique of purposive sampling. The result of the research proves that there's no significant effect between the quality of system and customer satisfaction partially, while the quality of information, and the quality of service have a significant effect on the satisfaction of customers partially. Meanwhile, the quality of system, the quality of information, and the quality of service have a significant effect of customer satisfaction simultaneously.

Keywords: System Quality, Information Quality, Service Quality, Customer Satisfaction