

ABSTRAK

Lazada is one of the e-commerce that is in great demand to do online shopping in Indonesia. Lazada is an international e-commerce, in addition to Indonesia Lazada also has several branches in addition to Indonesia, namely in Malaysia, the Philippines, Thailand and Vietnam.

The purpose of this study was to determine the effect of E-service quality on e-satisfaction. The purpose of this study was to determine the effect of E-service quality on e-satisfaction. This research uses a quantitative approach by collecting data through survey methods. The population in this study were Lazada application users in Pekanbaru City. The sampling technique uses a purposive sampling method with criteria for users who have used the Lazada application. Samples amounted to 100 respondents with data collection techniques using a questionnaire. Data analysis techniques in this study used descriptive analysis techniques and simple linear regression. The results of this study indicate that: E-Service Quality has a significant effect on Satisfaction. T-count value for X is $3.214 >$ from t-table that is 1.984 and the significance is 0.002, which means it is smaller than 0.05. Hypothesis test tcount is 3.214 while ttable for $n = 100$ ($df = nk$) with a significance of 5% is 1.984 which means that $tcount >$ ttable with a significance value of $0.002 < 0.05$, it can be proved that the E-Service Quality variable has a significant influence on E-Satisfaction (Y). This happens because E-Service Quality in services can affect the results of customer satisfaction. This research is supported by previous studies that are in line with the research of Muslim Amen (2016) which states that E-quality has a positive and significant influence. In addition, Djatmiko's research (2016) which states that E-quality has a positive and significant influence on E-satisfaction

Keywords: E-Service Quality, E-Satisfaction