

ABSTRACT

Tokopedia is one of the e-commerce sites in Indonesia. Competition between e-commerce in Indonesia can be said to be tight. With just a few months the number of monthly visitors to Tokopedia did not increase significantly. Based on observations of problems with Tokopedia, it was found that consumers felt their complaints were ignored, felt that Tokopedia was accused of violating provisions, Tokopedia also experienced user data theft recently. The purpose of this study was to determine consumer perceptions of Tokopedia's e-service quality, how Tokopedia's customer satisfaction is, and the effect of e-service quality on Tokopedia's satisfaction.

This research uses descriptive analysis with a quantitative approach. The data collection technique used by distributing questionnaires with 22 statements with a total of 100 respondents. Respondents who filled out the questionnaire were Telkom University students and had used Tokopedia.

In the F test the result is if $F_{count} > F_{table}$ ($354.792 > 3.94$) and the significance level is less than 0.005, then the e-service quality variable has a simultaneous effect on customer satisfaction. In the T test, the results of e-service quality partially have a significant positive effect on Tokopedia's customer satisfaction. Based on the results of the coefficient of determination, the e-service quality variable simultaneously affects Tokopedia's customer satisfaction by 78.4% and the remaining 20.6% is influenced by other variables not examined in the study. The conclusion is that Tokopedia's e-service quality is in the good category, however There are several dimensions that must be improved, especially on the dimensions of privacy and responsiveness. Tokopedia's level of customer satisfaction falls into the fairly good category. Based on this research, e-service quality has a positive effect on customer satisfaction. So if Tokopedia's e-service quality is good, then customer satisfaction from Tokopedia will also increase..

Keywords: E-Service Quality, Customer Satisfaction, Customer Satisfaction