ABSTRACT

In this era of globalization, technology has experienced very rapid development and is proven to be able to provide many impacts or benefits for people in the world, especially the business world. Indonesian people enjoy business development in the form of online buying and selling transactions (e-commerce), one of which is Zalora. With increasingly fierce competition, Zalora is motivated to make changes or efforts that can increase its users so that Zalora can become the top e-commerce. One of them is by improving the quality of Zalora's service, which is expected to increase customer satisfaction. This study aims to determine and analyze service quality on customer satisfaction who make online purchases from Zalora in Indonesia.

The research method used in this research is quantitative method with descriptive-causality research type. Sampling was carried out using a non-probability sampling technique used was purposive sampling with 400 respondents following Zalora e-commerce in Indonesia via Instagram. The data analysis technique used was descriptive analysis and multiple regression analysis.

Based on the results of the descriptive analysis, service quality is included in the good category with a percentage of 82.05% and customer satisfaction is included in the good category with a percentage of 81.14%. Based on the results of the study showed that service quality had an effect on consumer satisfaction with the magnitude of the effect of 22,1% the rest was influenced by other variables not examined in this study.

Keywords : Service Quality, Consumer Satisfaction, Zalora.