

ABSTRACT

Lazada is one of the e-commerce sites that provide online shopping services, aiming to make it easier for users to find what they need. Service quality is one of the keys to the success of a company in achieving user satisfaction. Therefore, this study aims to determine the effect of e-service quality on the satisfaction of Lazada e-commerce users in Bandung.

This study uses quantitative descriptive and causal method. With the purposive sampling technique which amounted to 97 respondents who have been shopping through Lazada application. The data analysis used is descriptive analysis, classic assumption, simple linear regression, and hypothesis testing.

The results of this study show that e-service quality obtained a significant value of 0.000 or <0.05 , which means that e-service quality has a significant effect on user satisfaction of Lazada in Bandung. Then, e-service quality has an effect of 83.3% on user satisfaction of Lazada in Bandung. Lazada must improve the confirmation system speed in application/website, by create an automatic confirmation system. In addition, Lazada must improve the product strengthens in its' platform, by looking for a trustworthy brand partner who has the best product quality.

Keywords: *E-Service Quality, User Satisfaction, Lazada*