

## **ABSTRACT**

*Technological developments are increasingly advanced even for retail businesses that have taken advantage of this technology. Utilization is done by making an online shopping application. Alfagift is an online shopping application owned by Alfamart. In 2020 Alfamart was ranked second with the largest number of outlets in Indonesia. The use of this technology certainly has a very positive impact on Alfagift, but in fact there are still some negative comments about the service quality of the Alfagift application, if this continues, customer satisfaction will decrease.*

*This study was conducted to determine the effect of service quality on customer satisfaction with Alfagift applications in West Java Province. This research uses quantitative method with descriptive research type. Sampling was carried out by non-probability sampling method with purposive sampling type with the number of samples used as many as 100 respondents. In this study, the population is all users who have transacted using the Alfagift application who are domiciled in the province of West Java which is not known for certain. The data analysis technique used is descriptive analysis and simple linear regression analysis. The test was carried out using the help of SPSS 25.*

*Based on the partial hypothesis test, service quality has a significant effect on customer satisfaction with the Alfagift application in West Java Province. Based on the coefficient of simultaneous determination obtained that the quality of service e customer satisfaction is 51.8% and the remaining 48.2% is influenced by other factors not examined in influencing this research.*

**Keywords:** *E Service Quality, E Customer Satisfaction, Alfagift*