

ABSTRACT

One of the impacts of using technology in modern society is processing data quickly. Website is one of the results of the development of information technology and publications that have been widely used today. Besides being able to be used as a means of communication, the website can also be used in various aspects, one of which is government. E-Buruan SAE is a website managed by Bandung's Food and Agriculture Department (DKPP). Buruan SAE is a program from DKPP that aims to overcome food inequality in the city of Bandung. Therefore, this study aims to find out how far the level of acceptance of the e-Buruan SAE website and user satisfaction in using the e-Buruan SAE website for employees of Bandung's Food and Agriculture Department. The model used is Customer Satisfaction in Web 2.0, with data collection carried out by distributing questionnaires to DKPP employees. The results of this study indicate that the ease of use variable is not worth asking the respondents. In addition, the service quality, interactivity, and trust variables partially have a significant and positive effect on user satisfaction. However, the IT development variable partly does not significantly affect user satisfaction on the e-Buruan SAE website.

Keywords: *customer satisfaction in web 2.0, website, user satisfaction.*