

ABSTRACT

Online buying is now a behavior or habit globally and is supported by the significant growth in e-commerce. The large number of Indonesian visitors who carry out shopping activities boldly can cause website performance to be burdened, which can result in website overload which will have an impact on decreasing website quality. The quality of a website is one of the important factors for user satisfaction. This study aims to measure website quality using the webqual 4.0 dimension with three areas, namely usability, information quality, and service interaction quality which will affect the satisfaction of e-commerce users based on the popular website, namely Tokopedia. Collecting data using a questionnaire that was distributed boldly with Google Forms. To achieve the research objectives, the researchers distributed questionnaires to Indonesians who had transacted on the Tokopedia site and obtained a sample of 585, then the collected data were analyzed using IBM SPSS version 26 statistical software. website-based e-commerce to increase success in increasing website-based e-commerce user satisfaction. The results of this study can be seen that the quality of the Tokopedia site is included in the very good category based on the value obtained from the total Web Quality Index, which is 0.860. The results of this study indicate that the usability variable has a partial effect on user satisfaction with a percentage of 13.5%, the information quality variable partially has no effect on user satisfaction with a percentage of 2%, and the service interaction variable partially affects user satisfaction. with a percentage of 16.4%. Based on the results, Tokopedia can focus on the quality aspect of service interactions because these aspects have the highest influence on increasing the satisfaction of Tokopedia website users. For example, Tokopedia can further increase the level of security on the website and provide space for personalization for users, thereby feeling that their needs are met and interactions while browsing the website will be easier.

Keywords : *Website Tokopedia, Webqual 4.0, Webqual Index, Usability, Information quality, Service interaction quality. User Satisfaction.*