

ABSTRACT

The rapid growth of Indonesia's e-commerce market share cannot be doubted. To face the increasing challenges, companies are required to be able to implement strategic policies related to services to anticipate the increasingly fierce competition climate. In a customer-oriented industry or company, e-service quality is undoubtedly one factor affecting customer satisfaction. This study aims to identify the effect of e-service quality on customer satisfaction of Lazada consumers in Indonesia.

The dimensions of E-Service Quality used in this study are Web Design, Security, Fulfillment, and Customer Service. This study uses descriptive and causal quantitative methods. The data analysis technique used is descriptive analysis, multiple linear regression, coefficient of determination, correlation coefficient, and hypothesis testing. The sampling technique in this study uses purposive sampling with the criteria of respondents who have made transactions on the Lazada website. The number of samples is 400 samples to represent the Lazada customer population. Data were obtained from the distribution of questionnaires. The results indicate that e-service quality has a significance value of >0.07 , which means that e-service quality significantly affects customer satisfaction at Lazada Indonesia. E-service quality affects Lazada customer satisfaction in Indonesia by 68.0%. Lazada must improve security on the website to ensure maintaining security risks and customer integration, as well as improve compliance such as company performance displayed on the website and customer service so that Lazada Indonesia customers can make customers satisfied.

Keywords: E-Service Quality, Service Quality, Customer Satisfaction, E-Commerce.