

ABSTRACT

The widespread use of the internet and increased activity in e-commerce have created simplicity in commerce. Coupled with a new trend in electronic commerce which known as m-commerce. M-commerce is the commerce activities conducted online on a mobile device. Each year the growth of m-commerce has always increase marked by activity of e-commerce actors in Indonesia that began to notice the utility of mobile devices as a new container in selling products and services. Provide a good mobile service quality will be greatly affects customer satisfaction. The purpose of this study was to determine the effect Tokopedia mobile service quality to customer satisfaction. Number of samples in this research were 400 respondents who had used Tokopedia on mobile devices. The method used is quantitative with multiple linear regression analysis with the dimensions are efficiency, content, system availability, privacy, compliance, responsive, compensation, contact, billing. Based on the research mobile service quality has a significant effect simultaneously and obtain four-dimensional partial effect on customer satisfaction, namely efficiency, content, fulfillment, and billing.

Keywords : e-commerce, m-commerce, service quality, mobile service quality, satisfaction