

ABSTRACT

In 2014 internet users in Indonesia reached 88.1 million, growth of 16.2 million users, from 71.9 million users into 88.1 million users. One use of the Internet is to search for news / information on goods or services. According to research Nilsen, Indonesian digital consumers enjoy shopping online, especially reading reviews and searching for information about products and services online for digital consumer looked at the Internet as a means to check the products / services and provide information before they make a purchase. But there are still problems Lazada website security system is still vulnerable, so make consumers Lazada feel worried when going shopping again, the information provided in the website Lazada.co.id not in accordance with the customer complaints received and consumers who are not taken seriously by the Lazada without leave solution to consumers. So that the problem is a challenge to Lazada.

Therefore, this study was conducted to measure how satisfied consumers who have been affected by the variable quality of the system, the quality of information and service quality. So this study was conducted to measure the effect of system quality, information quality and service quality on customer satisfaction Lazada in Indonesia.

The sampling technique using non-probability sampling techniques and sampling techniques with a purposive sampling. Samples were measured with Bernoulli approach and samples taken by 400 respondents. Questionnaires distributed through Facebook groups Lazada Indonesia,

After doing the research showed that the quality of the system affects customer satisfaction was 24.7%, the quality of information affects customer satisfaction at 35.2%, and the service quality affects customer satisfaction of 50.1%. In addition, system quality, information quality, and quality of service simultaneously affects customer satisfaction was 80,6%.

Keywords: e-commerce, quality systems, quality of service, quality of information.