ABSTRACT

The development of the internet in the world is very fast triggering the development of the e-commerce market. Shopee.co.id is a well-known C2C e-commerce website in Indonesia and is included in e-commerce companies that have many visitors and experience positive trends in the number of visitors and trends in mobile commerce applications. The purpose of this study was to determine the quality of Shopee.co.id website according to the visitor's perception.

The method in this study is quantitative and data collection methods through online questionnaires to users of Shopee.co.id website and have searched for information on the website. From the questionnaires distributed, 112 respondents data were obtained. Data processing using Microsoft Excel 2013 applications.

Respondents' responses to the quality of Shopee.co.id's website got a result of 78.62% and included in good quality, the Usability dimension was the Webqual dimension that received the highest response of 81.43% in the good category, the information quality dimension received a response of 76 , 58% and the dimension of service interaction got a response of 77.45%.

It is recommended that the Shopee.co.id website needs to continue to maintain the usability website dimension to users by continuing to provide appropriate information and quick responses to existing violations. The quality of information on Shopee.co.id's e-commerce website receives the lowest response compared to the quality dimensions of other websites, this can be overcome by the way e-commerce websites need to properly filter the information contained in the website.

Keywords: Descriptive, Information Quality, Quantitative, Service Interaction. Usability, WebQual,