

ABSTRACT

The development of internet users in Indonesia creates new business opportunities such as capital with new methods as one of the business opportunities for now. Currently there are several people who create an online development site or what we know as e-commerce.

With the smallest average number of visitors (average visit duration) compared to competitors, while in 2021 Blibli.com is still in the top 5 best e-commerce in Indonesia, but there is a drastic decrease in the average visit duration. it is necessary to do further research to determine the effect of the quality of the website on the satisfaction of Blibli.com users.

The method used is a quantitative method by collecting primary data for Blibli.com e-commerce users as many as 384 respondents by distributing questionnaires. This study uses a multiple linear regression model with data processing techniques using descriptive analysis, classical assumption test and hypothesis testing with the help of IBM SPSS version 26.

The results of the descriptive test in this study indicate that security, ease of use, information, user interface and privacy are in the "Agree" category. The results of the coefficient of determination test indicate that the variable has an effect on user satisfaction on the Blibli.com website in Indonesia with a percentage value of 46.5%.

F test results, security, ease of use, information, user interface and privacy have a simultaneous effect on user satisfaction from the Blibli.com website in Indonesia. It is hoped that Blibli can improve the electronic payment transaction system on the Blibli.com website so that users feel safe and can also increase user satisfaction on the Blibli.com website.

Keyword: E-commerce, Customer Satisfaction, Web Quality