

ABSTRACT

The e-commerce industry in Indonesia is growing very rapidly. Even in 2021, Indonesia is ranked first with the highest number of e-commerce users in the world. Currently, Indonesia has many e-commerce companies, one of which is Bukalapak. However, the average visit to the Bukalapak website tends to decrease from QI-2020 to the period Q4-2022.

The purpose of this study was to find out how much influence of Website Quality which consists of Usability, Information Quality, and Service Interaction Quality that Bukalapak has on the satisfaction of Bukalapak site users.

This study uses quantitative methods with the aim of causal research. In determining the respondent is done by using a sampling technique non probability sampling that is purposive sampling. So in this study using a sample of 400 respondents. Then, the data analysis technique used is Multiple Linear Regression with the help of SPSS Version 25 software.

The results of this study are Usability and Service Interaction Quality partially has a positive and significant effect on Customer Satisfaction Bukalapak site users, meanwhile Information Quality partially has a positive influence but not a significant effect on Customer Satisfaction Bukalapak site users. Then based on the simultaneous hypothesis testing, it is known that Web Quality consisting of Usability, Information Quality, and Service Interaction Quality simultaneously significant effect on Customer Satisfaction Bukalapak site users.

Advice that can be given to Bukalapak is to make improvements to variables Service Interaction Quality by further increasing security on the Bukalapak site in order to reduce cases of fraud or hijacking of Bukalapak user accounts. Thus, this will create user trust in the Bukalapak site which will lead to the formation of Bukalapak site user satisfaction.

Keywords: Web Quality, Customer Satisfaction, E-commerce