

ABSTRACT

Tokopedia is one of the largest e-commerce companies in Indonesia. With the Covid-19 virus outbreak, consumers who have never shopped online before have to rely on digital shopping platforms. This research aims to find out and analyze whether or not e-service quality has an influence on customer satisfaction with the Tokopedia application.

In this research the author used quantitative methods with descriptive research type. Sampling used a non-probability sampling method with purposive sampling type. The data analysis techniques used are descriptive analysis and simple linear regression analysis as well as data processing using SPSS version 23 software.

Based on the results of descriptive analysis, the e-service quality variable is in the good category with a percentage of 70.4% and the customer satisfaction variable is in the good category with a percentage of 71.8%. The results of a simple linear analysis show that e-service quality influences customer satisfaction with the Tokopedia application by 82.45% and 17.55% is influenced by other variables not examined in this research such as price, brand image and perceived value.

Keywords: *E-service quality, customer satisfaction, e-commerce.*