

ABSTRACT

As technology advances increasingly rapidly, human activities become easier with the development of technology. This transformation not only affects the way people live, but also brings changes in the way people shop. E-commerce has become the preferred choice for many people, allowing them to shop online more conveniently and efficiently. Among the leading e-commerce platforms in Indonesia, the Tokopedia application is the one with the highest number of monthly web visits. However, there are still many user complaints regarding the quality of service on the Tokopedia application, this can significantly affect the level of user satisfaction and application rankings on the App Store and Play Store.

This research aims to measure the influence of service quality on customer satisfaction. The aspects studied include convenience, reliability, ease of use, fulfillment, and security. These five aspects were chosen because they have an important role in determining the user's shopping experience, which ultimately influences the level of user satisfaction.

The research method used was a quantitative method with a non-probability sampling technique on 155 respondents using the Tokopedia application who had a history of purchase transactions. Data was collected through an online questionnaire using Google Form. The data analysis technique used is Partial Least Squares Structural Equation Modeling (PLS-SEM).

The results of hypothesis testing show that service quality has a positive and significant influence on customer satisfaction among Tokopedia application users. As for suggestions that can be given, Tokopedia needs to improve the security of online transactions with advanced encryption to increase customer trust and satisfaction. Improving delivery speed, product quality, and service responsiveness will also increase user satisfaction. Intuitive interface design and features that make it easier to navigate and use the app are essential for a comfortable experience. Making the app more intuitive with easy navigation and a simple payment system is also important. Maintaining technical reliability, speed of response and accuracy of service will strengthen customer satisfaction and Tokopedia's position in the e-commerce market.

Keywords: *Customer satisfaction, Service quality, Tokopedia.*