

ABSTRACT

This study aims to analyze the impact of the quality of Indonesian e-commerce websites on student mastery using the WebQual 4.0 method. WebQual 4.0 is an instrument that evaluates the quality of a website based on four main dimensions: information quality, interactive quality, usability quality, and user satisfaction. In this study, data were collected through a survey that surveyed Indonesian students who actively use e-commerce platforms. The results of the analysis show that the quality of e-commerce websites has a significant impact on the level of user satisfaction, with the dimensions of user friendliness and interactive quality contributing significantly to user satisfaction. This study provides important information for e-commerce platform developers to improve user quality, especially for the student community, which is Indonesia's main digital target market.

Keywords: website quality, e-commerce, user satisfaction, students, WebQual 4.0, information quality, interactive quality, ease of use, user satisfaction