

ABSTRACT

Zalora Indonesia website has decreased traffic rank. Web quality measurement using WebQual 4.0 will help web managers adjust their web quality web quality to user perceptions. Factors supporting e-commerce one of the is the website. Consumer on e-commerce interact with companies using websites.

The objective of this research is to measure the quality of Zalora Indonesia using WebQual 4.0 and user satisfaction variable. Method of collecting data applies primary data in the form of questionnaire this study involved 384 respondent in Bandung who ever transaction on the website Zalora Indonesia.

Distributing questionnaires through online and offline, secondary data in the form of book, articles, and journal reference related to the research problem. Data analysis technique applies descriptive analysis. Data processing is done by using SPSS ver 20.

Based on the research result on the quality of the website Zalora Indonesia, simultaneous positive and significant impact on user satisfaction Zalora Indonesia website. T test result showed that three variable partially have a positive impact on user satisfaction Zalora Indonesia website is usability quality, information quality and service interaction quality.

Based on the results of research T test on WebQual 4.0, Information Quality variables have the greatest influence. In improving User Satisfaction, Zalora Indonesia Company should prioritize information quality that provides information on the right detail with the addition of product review feature on the website.

Keywords : *WebQual 4.0, User Satisfactoin*