

ABSTRACT

The development of Information Technology has been growing rapidly that makes it is quite difficult to be controlled. Almost every second of time is born the product of Information Technology in the whole parts of the world. One of the positive effects of the development of Information Technology, that its ability to facilitate and simplify the exchange of transaction for either company or individual for business purpose. So that, nowadays business platform like Online Shop is getting competitive in providing and offering service with a wide range of privileges to satisfy the customers.

This study entitled “The Effects of Online Shop Service Quality to Customer Satisfaction Zalora Indonesia” aims to find out customer rate to its service quality (tangible, empathy, responsiveness, reliability, assurance) that has been built up by Zalora Indonesia, the rate of customers satisfaction and the significance effect of service quality of online shop to customers satisfaction Zalora Indonesia.

This study is based on quantitative descriptive research methodology, data are collected through questionnaire method towards 100 respondents of Zalora Indonesia customers in which is obtained through Bernaulli approach. Analysis is finished using simple regression analysis to find out the rate of quality service to customers satisfaction whom are tested.

The result of the study is that service quality online shop has simultaneously significant effect to customer satisfaction. The major effect of service quality to customer satisfaction is 70% while the other 30% is influenced by other factors.

Keywords : Service Quality and Customers Satisfaction