

ABSTRACT

The development of business onlineshop is growing large. To remain a leading onlineshop, the company should pay attention to customer satisfaction over the e-service quality company owned. This research aims to find out the amount percentage of each dimensions of e-service quality, and to find out the impact of e-service quality towards Zalora.co.id customer satisfaction.

The type of research used in this research is descriptive analysis. The sampling method used in this research is a non-probability sampling, with purposive sampling approach. This research uses 384 respondents as sample. This research using the method of customer satisfaction and importance performance analysis.

The result of this research are two dimensions of e-service quality that is reliability and empathy included in the category of satisfy. While the other five dimensions that are included in the category of not satisfy is website information quality, service information website, usability, responsiveness, and assurance. The result of importance performance analysis mapping using cartesian diagram, there are three dimensions included in quadran 1 that is service interaction website, website information quality, and assurance. There are no dimensions that are included in 2nd quadran. 3rd quadran has one dimension that is usability. While in the 4th quadran there are three dimensions that is reliability, responsiveness, and empathy.

Keywords: Customer Satisfaction, E-service Quality, Operational.