

ABSTRACT

Tokopedia is buying and selling forum with online method or e-commerce company who make a website quality become a good way and have known with much people. For maintain website quality, Tokopedia using dimension of website quality. For company, website quality is the one of strategy most effectively and efficiently, because with website quality have already known good it make Tokopedia can accept by consumer. This strategy for measure quality website on website of Tokopedia.

The purpose of this research is to know perception of consumer about website quality in Tokopedia. This research using kuantitatif approach with descriptive collection technical data in this research using questionnaire and interview with population is user of Tokopedia as big as 100 responden for questionnaire and 10 responden for interview.

Result from the research from website quality variable, there are usability quality 74,3% information quality 75,93% service interaction of 76,7% and for total 75,62% and all the data including good category

Keywords:Website Quality, Buying and selling forum and Tokopedia.