

ABSTRACT

Tokopedia is one of online marketplaces in Indonesia who has big role in online business. However, along with the development of technology and the rise of other online marketplaces, website of Tokopedia encounters rank declining and becomes less adaptive in implementing website service technology. Website service enhancement is expected to push the rank and satisfaction of Tokopedia website users which is not maximal yet.

This research will present the measurement of Tokopedia website quality through Webqual 4.0 dimension (usability, information quality, and service interaction) and user satisfaction variable. Method of collecting data applies primary data in the form of questionnaire which is distributed to respondents amounted 138 and people through social media and secondary data which is sourced from books and journal references which are related to the research problem. Data analysis technique applies descriptive analysis with statistic calculation. Data processing is done by using SPSS 23.

Based on data processing, user's perception towards usability, information quality, service interaction are included in good category. In the other hand, based on the influence of those three variables, there are two variables that influence positively and significantly towards user satisfaction which are usability and and service interaction. While information quality variable does not influence positively and significantly towards user satisfaction.

According to the research result, the focus of enhancement is service interaction because it has high influence percentage towards customer satisfaction amounted 62.7%. For example, by using appropriate language and easily understood by the user while communicating, giving standard of communicating with potential customers.

Keywords: webqual, usability, information quality, interaction service, customer satisfaction