

Abstract

The use of the Internet especially in the country of Indonesia has increased from year after year. The increase of Internet users in Indonesia take part in the role of increasing online shopping transactions or electronic trading activities (e-commerce). The phenomenon of online shopping transactions is supported by the emergence of internet companies that provide services in the form of e-commerce website, one of which is Tokopedia which facilitates both sellers and buyers to have a transaction online through the tokopedia.com website for free. But in reality, there is a tendency or the potential migration of Tokopedia's costumers to use the services of another company that provides similar services.

Therefore, it is necessary to conduct customer satisfaction research through customer ratings related to website quality. The objective is for the company to be able to evaluate quality and optimize the service that Tokopedia has provided for customers.

In this study the researchers use webqual dimensions consisting of usability, information quality and interaction quality. In addition, this research uses quantitative descriptive analysis method and using data processing tool, Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The sampling technique used was purposive sampling by distributing an online questionnaire to 385 respondents that had visited and made a transaction on Tokopedia's site.

The result of the research based on CSI shows the level of Tokopedia's customer satisfaction is in satisfied category. Then based on IPA's cartesian diagram form shows that there are one attribute that need to be repaired, 12 attributes that need to be maintained and nine attributes's priorites that need to be reduced.

Based on the results of the research, the Tokopedia can prioritize improvement, especially on attribute of information that has not been perceived accurately by the customer.

Keywords: Tokopedia, Webqual, Usability, Information Quality, Interaction Quality