

ABSTRACT

Webqual is a tool developed by Stuart Barnes and Richard Vidgen used to assess the usefulness, information, and quality of service interactions on websites, especially those offering e-commerce facilities. Webqual is one method or technique based on website quality based on end user perception. A website in terms of quality to better provide satisfaction to the users in accessing the desired website.

This research is intended to determine the effect of the influence of website quality on users of Bandung. Type of descriptive research The method in this study is quantitative. Data by distributing questionnaires to Bandung city community who have accessed or transacted online in Traveloka website as many as 400 respondents with sampling technique that is judgment sampling. The analysis technique is Multiple Linear Regression Analysis.

Based on the results from the respondents, the results of determinants coefficient is 62.0% which is the factor of Usability, Information Quality, and Service Interaction Quality take effect for the user satisfaction of Traveloka website and the other effect is 38.0% by the other factors that not used in this research. The Value of F-count 215,571 is greater than F-table 2,627, and T-count Usability (4,374), T-Counting Information Quality (4.536), Service Interaction Quality T-count (7458) shows bigger than T-table that is (1,966). The conclusion, either of partially or simultaneously variable of Webqual and Usability, Information Quality, and Service Interaction Quality Relating to User satisfaction on Website Quality of Traveloka.

Keywords: WebQual, E-commerce, User Satisfaction