

## ABSTRACT

Currently the internet is a mainstay for business people, the sale and purchase transactions through the internet is called e-Commerce. The high growth of e-Commerce and the tight competition requires online business players to improve the quality of business websites online to improve website user satisfaction.

The purpose of this study is to determine the effect of quality analysis website (WebQual) to user satisfaction bukalapak in the city of Bandung. This research uses non probability sampling with convenience sampling type.

Data analysis techniques use multiple linear regression. Based on the results of data analysis found that variabel consisting of usability, information quality, and service interaction quality significantly influence the user satisfaction.

Usability (X1) is in the Very Good category with a percentage of 82.88%; Information Quality (X2) variables are in the Very Good category with percentage of 88.21%; and Service Interaction Quality (X3) variables are in Good category with percentage of 78.89%.

The quality of Bukalapak website according to the user's opinion from a WebQual point of view is included in the Very Good category with 84.31% percentage. Based on Test-t WebQual Bukalapak partially significant effect on user satisfaction due to p-value  $< \alpha$  ( $0,000 < 0,05$ ), then  $H_0$  is rejected and  $H_1$  accepted. Based on the F-test, WebQual Bukalapak simultaneously has a significant effect on user satisfaction, because p-value  $< \alpha$  ( $0,000 < 0,05$ ), then  $H_0$  is rejected.

**Keywords:** customer to customer (C2C), e-commerce, multiple linear regression, user satisfaction, website quality.