

ABSTRACT

The rapid development of technology in today's digital era can help everyone to do something in an instant way. This triggers to the development of the number of internet users especially the users of website. It also affects several fast food restaurants to use website as one of the tools to place order online. The purpose of this study is to determine the responses of respondents to several dimensions of website quality, those are usability, information quality, interaction service and the influence of website quality to the user satisfaction.

The research method used is qualitative research and based on the research objectives, this research uses descriptive analysis with the type of causal investigation, and the sample size is 385 people. The primary data on the research was obtained from questionnaire distribution while the secondary data was gained from website, book and journal.

The research found that three aspects of website quality: usability, information quality and interaction service got good result in respondents' perspectives with the percentage of 72.4%, 71,49% and 74% respectively. Overall aspects of website quality acquire good responses with the percentage of 72,57%. The overall dimensions of user satisfaction are in fairly good categories with the percentage of 67.7%.

In this study, the hypothesis testing was performed partially and simultaneously. In partial test of hypothesis in which $T_{count} \geq T_{table}$, had influenced every dimension of website quality to user satisfaction of KFC Indonesia website; usability with the influence of 12,4%, 19,6% of information quality, and 16% of interaction service. In testing the hypothesis simultaneously, it was known that $F_{count} > F_{table}$ which meant the website quality simultaneously had positive influences on user satisfaction of KFC Indonesia website users.

Based on the results of research conducted on KFC Indonesia website users in order to improve user satisfaction, it is found that the dimensions of information quality can be improved, especially regarding the details of information provided by the website of KFC Indonesia.

Keywords: *KFC Indonesia, User Satisfaction, Website Quality*