

In 2015, Indonesia's e-commerce user was only 12% and that was a small number when compared to another ASEAN's country such as Singapore, Kuala Lumpur, etc.

Based on this phenomenon, it is researched if users of e-commerce in Indonesia had been satisfied. In this research, e-service quality by Parasuraman et al. is used to measure if there any significant relation between e-service quality towards Indonesia's e-commerce user. Offline and online survey were spread to 400 respondents and the data processing was performed using multiple linear regression technique with SPSS 20.

Based on the result, it can be known that appraisal from Indonesia's e-commerce user has already good towards Indonesia's e-commerce e-service quality. Besides, based on the evaluation, independent variables namely *Assurance*, *Reliability*, *Responsiveness*, *Tangibles*, and *Security* are proven have a positive and significant impact towards customer satisfaction and also *Reliability* has the highest impact towards customer satisfaction despite another variable.

Overall, all parties that involved in e-commerce field have to improve the e-service quality in order to lifting customer's satisfaction in the future. Besides, government's support is also needed so that the number of Indonesia's e-commerce user will increasing in the future.

Keywords : E-Service Quality, E-Commerce, Customer Satisfaction