

ABSTRACT

Internet usage in Indonesia is growing rapidly attended by many emerging e-commerce sites are change the culture and society became multi-style shopping online. The growth of e-commerce market this should be accompanied with the services to be provided to consumers as well so that consumers feel satisfied when the transaction to the company. The purpose of this research is to determine what factors influence customer satisfaction on the online shopping site Lazada, Zalora, and Mataharimall.

The independent variable used in this study is Website Design, Security, Information Quality, Payment Method, E-Service Quality, Product Quality, Product Variety, Delivery Service and dependent variabel is Customer Satisfaction.

Respondents in this study are the consumers Lazada, Zalora, and Mataharimall located in the province of West Java, Central Java and East Java with the number of respondents as many as 400 people. The sampling technique used nonprobability sampling that is purposive sampling. This research used quantitative method with multiple regression data analysis techniques and descriptive analysis techniques.

The results of this research shows that design website, information quality, product vaiety, delivery service has a significant effect on customer satisfaction in online shopping.

Keywords : *website design, information quality, product vaiety, delivery service, security, product quality, e-service quality, payment method, customer satisfaction.*