

ABSTRACT

E-commerce businesses are growing in various segments, especially in Indonesia. Shopee is one of the fastest growing e-commerce companies, although it has not been long established. Shopee's development is also accompanied by the interaction of customer complaints that fluctuate every day.

This study aims to see the effect of electronic service quality (e-service quality) on Shopee's customer satisfaction in Bandung. Previous research on e-service quality has some differences in the impact of each dimension. The e-service quality dimension in this study refers to Cetinsoz (2015) using dimensions from Parasuraman et al. (2005) namely efficiency, system availability, fulfillment, privacy, responsiveness, compensation, and contact. This study also evaluates the effect of each dimension of e-service quality on customer satisfaction variables.

Data collection method in this study is using questionnaires with the number of respondents as much as 400. Respondents in this study are Shopee customers in Bandung with purposive sampling. The analysis technique used is multiple linear regression analysis with partial and simultaneous hypothesis testing.

The result of this research shows that e-service quality dimension is efficiency, system availability, fulfillment, privacy, and responsiveness have influence to customer satisfaction, while compensation and contact have no influence to customer satisfaction. Despised privacy has the highest influence on customer satisfaction Shopee in Bandung.

The conclusion that can be taken from this research is the privacy has the highest influence but not yet get the highest assessment from the respondents. Therefore suggestions can be given to improve the privacy of Shopee. Efficiency obtains the highest appraisal of the respondent and therefore must be maintained because it has influence also on customer satisfaction.

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