

ABSTRACT

As the development and increasing of the internet access, the transactional activity by e-commerce becomes easier than before. Furthermore, there is also a new trend in terms of online transactional namely m-commerce.. The development of m-commerce is always increasing every year. The development can be seen through the users of e-commerce who use mobile phone as the device to do an online transaction. By giving a great mobile service quality can influence the customer satisfaction while doing the online transaction.

This research will be measured customer assessment with efficiency, content, system availability, privacy, fulfillment, responsive, contact, and billing towards Bukalapak customer satisfaction.

The number of samples in this research are 385 respondents who have utilized Bukalapak by using their mobile phone in the last five months. The data processing by using SPSS 23

Based on the data processing result, the mobile service quality has significant influence simultaneously to the customer satisfaction. There are also four dimentions found which influence the customer satisfaction partially, such as efficiency, content, fulfillment, and billing.

Based on the research result, Bukalapak must give priority towards customer satisfaction with efficiency, content, fulfillment, and billing. Example by giving monthly promo, improve response and speed in page navigation, quick response in preparing order packages, and complete the product details

Keywords: e-commerce, m-commerce, service quality, mobile service quality, customer satisfaction