

ABSTRACT

This research was conducted to assess the direct and indirect effects of Semuaterreview website design quality and service quality on satisfaction ratings of product customers and sellers, both directly and indirectly through their trust in the types of product review service providers. The direct and indirect effects of the assessment are the main keys to prioritizing the website repairs in Semuaterreview. This study applied a survey method, in which questionnaires were distributed to a total of 120 respondents. Data obtained and collected from the results of the distribution of questionnaires using a Likert Scale. The questionnaire consisted of questions developed from the WebQual concept as a basis for evaluating the quality of website design and service. Data were then analyzed using confirmatory factor analysis (CFA). Based on the results of data analysis, it was revealed that the quality of the website design review and the quality of its services had a positive impact on the satisfaction of customers and sellers of products, both directly and indirectly. Then from the results of customer satisfaction assessment on the quality of the website design Semuaterreview, obtained the order of priority to make improvements.

Keywords: WebQual, Likert Scale, Factor Analysis, Confirmatory Factor Analysis, Customer Satisfaction