

ABSTRACT

Nielsen's new Global Health and Innovative Survey stated that Indonesian consumers are more aware of healthy eating patterns. As the first e-commerce in the field of healthy lifestyle ecosystem, lemonilo.com is one of the markets for natural and healthy foods. In August 2017, Bank of Indonesia mentions that the total online transactions in Indonesia reached 75 trillion rupiah with around 24 million people shopping online. In a competitive market, companies must focus on customers. One way that can be done is through a good service quality. Lemonilo.com applies e-service quality. How consumers value a service quality is determined by perception. Quality of service is one of the activities that can emerge perception. By maximizing e-service quality, it is hoped that it will produce a good perception in the eyes of customers. This study aims to find out how respondents respond to e-service quality and perception, as well as whether there is an effect of e-service quality on consumers perceptions of e-commerce lemonilo.com. The method used in this research is descriptive causal method and quantitative approach. Based on the results of partial hypothesis testing (t test) of nine variables X, only four variables have a significant effect on the Perception variable (Y). These variables are Accessibility (X1), Reliability (X2), Service content quality (X7), and Delight of Services (X9). The results of the study show that there is an effect of e-service quality on consumer perception of e-commerce lemonilo.com by 60.2% while the remaining 39.8% is influenced by other factors that are not examined in this study.

Kata kunci: *E-commerce, E-service quality, Persepsi*