ABSTRACT

E-commerce is electronic commerce, a marketing of goods or services with electronic systems through the internet. One of the C2C e-commerce that requires the seller to first complete the verification process is Elevenia. Elevenia has decreased its application ranking on the PlayStore from the first quarter of 2017 to the end of the fourth quarter of 2019. Based on the results of the initial interview found problems regarding information quality, system quality, service quality and user satisfaction on Elevenia applications. The purpose of this study is to determine the response and how much influence partially and simultaneously from the quality of information, system quality and service quality on user satisfaction Elevenia application.

In this study to achieve the research objectives using information quality theory, system quality, service quality and user satisfaction from Delone and McLean (2016) with each dimension and will be analyzed using multiple linear regression analysis techniques.

This research uses a descriptive method with a quantitative approach. Data collection techniques using a questionnaire with 8 statement indicators on information quality variables, 7 statement indicators on system quality variables, 5 statement indicators on service quality variables and 6 statement indicators on user satisfaction variables using a Likert scale and secondary data derived from books, journals, research results, internet articles that are relevant to this study.

Based on the results of descriptive analysis, the information quality variable is in the bad category with a percentage of 51.4%, the system quality variable is in the bad category with a percentage of 51.2%, the service quality variable is in the bad category with a percentage of 51.7% and User satisfaction variable is in the bad category with a percentage of 50.9%. Based on the results of data processing the information quality variable has an effect of 20%, the system quality variable has an effect of 35.3%, the service quality variable has an effect of 16% with a simultaneous effect of 71.3% on the user satisfaction variable. Based on these results, Elevenia companies can pay more attention, improve and develop Elevenia applications so that the better the quality of information, the quality of the system and the quality of service will increase user satisfaction on Elevenia applications.

Keywords: *E-Commerce, Information Quality, System Quality, Service Quality, User Satisfaction*