

ABSTRACT

In the current era of globalization, business competition is growing rapidly. Over time, business development plays a very important role in the activities of human life. Currently in Indonesia, one type of business that is growing rapidly is the e-commerce business. E-commerce is a business transaction that is carried out using the internet media and devices integrated with the internet between organizations and individuals. One of the e-commerce companies in Indonesia that is in the form of C2C is Olx. Olx is a medium that provides users with advertisements to quickly sell their goods, as well as a medium for buyers to find a variety of used products and new goods for their needs. such as cheap cellphones, computers, fashion, used cars, motorbikes, houses and property, household appliances, various services, and also job vacancies

This study aims to determine and analyze "Effects of Information Quality, System Quality and Service Quality on User Satisfaction with Olx applications"

This research uses quantitative methods with descriptive causality research. Sampling was done by non probability sampling method with purposive sampling, with a total sample of 100 people. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

Based on the results of research partially information quality variables with a t value of $3.756 > t$ table 1.6609 with a significance value of $0.000 < 0.05$. This means that the quality of information significantly influences user satisfaction on the Olx application. Partial effect, the system quality variable with a t value of $2.917 > t$ table 1.6609 with a significance value of $0.004 < 0.05$. This means that the quality of the system significantly influences user satisfaction on Olx applications. And the partial effect of service quality with a t value of $4.626 > t$ table 1.6609 with a significance value of $0.000 < 0.05$. This means that service quality significantly influences user satisfaction on Olx applications.

Based on the results of the coefficient of determination the magnitude of the influence of information quality, system quality and service quality on the satisfaction of Olx application users is 51.3% while the remaining 48.7% is influenced by other variables not explained in this study.

Keywords: Information Quality, System Quality, Service Quality, User Satisfaction