

ABSTRACT

This study was conducted to determine the effect of website functionality, perceived usability, and perceived usefulness on customer satisfaction at Bukalapak Indonesia. The purpose of this study was to determine and analyze the website functionality, perceived usability, and perceived usefulness provided to customers, the influence of website functionality, perceived usability, and perceived usefulness simultaneously and partially on customer satisfaction at Bukalapak Indonesia.

This study uses a quantitative method with a type of descriptive and causal research. Sampling is done by non probability sampling type Purposive Sampling, with the number of respondents as many as 400 people. Data analysis techniques used descriptive analysis and multiple linear regression analysis.

Based on the results of the descriptive analysis variable of variable perceived usability, and perceived usefulness as a whole are in the good category but variable website functionality and customer satisfaction as a whole are in the fair category. The results of multiple linear regression analysis techniques show that website functionality, perceived usability, and perceived usefulness simultaneously have a positive effect on customer satisfaction Bukalapak. The magnitude of the influence of website functionality, perceived usability, and perceived usefulness together at 68,4% of customer satisfaction and the remaining 31.6% was influenced by other variables not examined in this study such as perceived risk, or trust. Partially website functionality and perceived usefulness have a positive effect and significant on customer satisfaction, whereas perceived usability has a positive effect but not significant. The highest perceived usefulness, website functionality and the lowest perceived usability.

Keywords: *Website Functionality, Perceived Usability, Perceived Usefulness and Customer Satisfaction*