

ABSTRACT

In today's modern era, the development of internet users in Indonesia is increasing every year, so that people are starting to be familiar with the term e-commerce. E-commerce or electronic commerce is an act of conducting business transactions electronically by using the internet as the main communication medium. In this study the authors analyzed the effect of e-service quality on customer satisfaction at Blanja.com who have made shopping transactions at Blanja.com. In this research, the method used is quantitative research methods. Based on the results of the study, it can be seen that the majority of Blanja.com consumers are aged 17-29 years, namely 44 people with a percentage of 44.00%, then aged 30-39 years as many as 36 people with a percentage of 36.00%, and the rest are aged > 39 years. namely as many as 20 people with a percentage of 20.00%. As in general, this condition shows that the younger generation prefers to shop online. The highest result obtained in this Efficiency dimension is 412, namely the respondents prefer to make transactions easier.

The results obtained in this dimension of fulfillment are 410, that is, respondents prefer fast delivery of goods. The results obtained in this Privacy dimension are 444, namely that respondents prefer more privacy, customer transaction security is more secure. The results obtained in this Responsiveness dimension are 446, namely respondents prefer to respond more quickly to customer service. The results obtained in this dimension of Contact are as many as 447, namely respondents prefer to have customer service available that can be contacted directly. The results obtained by Design are respondents agree that the design or appearance of the website is attractive.

Keywords : E-Commerce, E-Service Quality, Customer Satisfaction, Blanja.com, Multiple Regression Analysis