

ABSTRACT

This study aims to determine the effect of dimensions of Web Quality on Customer Satisfaction partially or simultaneously at Shopee. This research is a descriptive study using quantitative methods. This research was conducted from October 2020 to March 2021.

The object of this research is Shopee. Data collection was obtained through distributing questionnaires to 100 respondents. The sampling technique using nonprobability sampling is a convenience sampling technique with a population that is all Shopee platform users. Analysis of this data using Multiple Linear Regression. The research result states that the three dimensions of web quality simultaneously affect customer satisfaction.

Keywords: Shopee, Web Quality, Customer Satisfaction