

## ABSTRACT

*Along with the growth of e-commerce or online buying and selling platforms in Indonesia, there is fierce competition between e-commerce companies to compete to be the best. Shopee was ranked first in a survey conducted by the Indonesian Internet Service Providers Association (APJII) to become the most widely used e-commerce community in Indonesia. To maintain its position, Shopee innovated by providing a choice of Cash On Delivery (COD) payment information systems to make it easier for people to shop online.*

*This study aims to evaluate the Shopee application through user perceptions by knowing the effect of system quality, information quality, and service quality on user satisfaction obtained by users of the Cash On Delivery payment information system. (COD) in the Shopee application uses the information system success theory model proposed by William H. Delone and Ephram R. McLean.*

*This study uses quantitative methods with multiple linear analysis techniques. The data collection method was carried out using a purposive sampling technique as many as 350 respondents who were users of the Cash On Delivery (COD) system on the Shopee application. The questionnaire used has 30 statements with a five-point Likert scale. Questionnaires are distributed online to users of the Cash On Delivery (COD) system at Shopee via social media.*

*The results of this study state that all independent variables, namely system quality, and information quality, have a significant positive relationship with the service quality variable having the most significant effect on the dependent variable user satisfaction and vice versa because has a high T-value.*

*Based on the results of this study, the researcher hopes that this research can be a reference for companies to improve performance, especially in improving the information quality and service quality. In addition, the researcher also hopes that this research can be generalized again in a wider direction.*

*Keywords: cash on delivery (COD) payment system, delone & mclean model, e-commerce, shopee*