

ABSTRACT

Along with the development of technology and the easier the gadgets to use, make everything transform into digital and change the lifestyle of today's society. The digitalization process occurs in almost everything such as the "market" where consumers initially interact or meet face to face with the seller and make transactions in The direct place for now has turned into a "virtual market or onlinemarket", which is an interaction that can be done at any time and at that time without having to interact directly and face to face with the seller and transactions can be done easily, for example, such as: Tokopedia. Tokopedia. Every month more than 16.5 million products are sent to buyers all over Indonesia with transaction figures reaching trillions of rupiah-per month from iprice.co.id Tokopedia every month reaching 66 thousand visitors every month.

The high number of visitors to Tokopedia's customers illustrates that e-service quality and customer satisfaction with Tokopedia are very high. The number of people who use the Tokopedia application or consumers say. Tokopedia's e-service quality is influenced by one of them, namely the response that Tokopedia makes in dealing with customer complaints, as well as the ease with which consumers find the desired product besides the easy-to-understand way of transactions. Customer satisfaction is created by consumers from the reviews that prospective buyers read every time they want to buy a product at the seller's booth which will increase purchase interest as well as positive comments from these consumers. The presence of a virtual market or Market place as a marketing strategy is becoming more efficient and faster.

The purpose of this study was to determine the effect of Tokopedia's E-service Quality on user customer satisfaction (Tokopedia's online mobile application). The research method used was quantitative methods. The population in this study were students of the

Faculty of Economics and Business Telkom University. The sampling technique used in this study was the nonprobability sampling technique. The data analysis technique in this study is the type of data collected is ordinal, the data is obtained from the results of filling out the questionnaire by respondents who choose their answers from strongly agree to strongly disagree. Method of Successive Interval is used to convert ordinal data into interval data.

The results in this study are the effect of e-service quality on user customer satisfaction (online mobile application Tokopedia) on students of the Faculty of Economics and Business Telkom University, namely, consumer perceptions of the e-service quality offered by Tokopedia as a whole are included in the good category and Tokopedia's overall level of customer satisfaction is in the good category. Based on the test results. From the results of research and discussion on the e-service quality variable, it is known that the dimension that has the lowest value is the privacy required in the statement "C Tokopedia maintains the security of customers' personal information on other sites". The researcher's advice for companies to anticipate and maximize the security of their customers' data is to always carry out security levels and periodically update their servers

Keyword: *e-service quality, customer satisfaction, Intention Method of successive interval (MSI)*