

ABSTRACT

Along with current developments, the growth of technology, especially the internet, will develop rapidly, especially in countries in Indonesia. Seeing that Indonesia is one of the countries that has speed in terms of internet growth and the growth of e-commerce, so many companies take advantage of this development to make e-commerce applications or electronic commerce, for example, such as Shopee. Customer activity in the use of e-commerce is influenced by service quality and system quality, so that if the quality of service and quality of the system provided by e-commerce is good, it will provide satisfaction for consumers.

This study aims to analyze the effect of service quality and system quality on customer satisfaction of Shopee e-commerce in Bandung. The population and sample of this study were users of the e-commerce application Shopee in Bandung and the number of respondents as the sample in this study were 100 respondents. The type of data used in this study is primary data. The method of collecting data using a questionnaire. Data analysis using multiple linear regression. The results of the analysis in this study indicate that service quality has a positive and significant effect on customer satisfaction and system quality has a significant effect on customer satisfaction.

The variable of service quality to researchers is measured through five dimensions, namely tangibility, empathy, responsiveness, reliability and assurance. For the variable quality system has four dimensions, namely response time, system reliability, system integration, and ease of access. Meanwhile, the customer satisfaction variable has three dimensions, namely confirmation of expectations, repurchase intention, and willingness to recommend.

The findings in this study are based on descriptive analysis on service quality variables, the most influencing dimension is the tangible dimension, for the system quality variable the most influencing dimension is the ease of access dimension, and for the customer satisfaction variable the most influencing dimension is the expectation confirmation dimension.

Keywords: *Service quality, sistem quality, customer satisfaction*