

## ABSTRACT

*The rapid development of technology and information affects many aspects of life in society, one of which is the internet. The internet makes it easy to communicate, find information quickly, and even carry out buying and selling activities online. Business people see this ease of exchanging information as an opportunity to improve their business. Tokopedia is one of the largest e-commerce companies in Indonesia. Tokopedia has become an e-commerce website that is often visited by internet users for buying and selling and other services. One important factor for user satisfaction is the quality of the website. The purpose of this study was to analyze the effect of the quality of the Tokopedia website on user satisfaction. The quality of the website on this research consists of usability, information quality, and interaction service quality. Website quality measurement uses the Webqual 4.0 method. The sampling technique used is non probability sampling. The number of samples was 385 respondents, namely consumers who had used and made shopping transactions at least once through the Tokopedia website in Indonesia. The data analysis technique used was multiple regression analysis using SPSS 26 version.*

*From this research obtained quality of the website react to costumer satisfaction to positive and significant with costumer satisfaction in the amount of 65,8% based on respondent's perception. In addition to this, there are other factors outside of the three website quality variables that also react costumer satisfaction by 34.2%. The effect of usability on costumer satisfaction has a significant effect partially with a t value of  $4.891 > 1.96$ . The effect of information quality on costumer satisfaction has a significant effect partially with a t value of  $3.945 > 1.96$ . The effect of interaction service quality on costumer satisfaction has a significant effect with the t value of  $8.109 > 1.96$ . The overall website quality assessment is in the good category with a score of 81%. The majority of respondents answered agree with the three variables researched in the quality of the website. The Tokopedia e-commerce website is able to provide services to its users to continuously make purchases and access interesting features.*

*Keyword: E-Commerce, Website Quality, Webqual 4.0, User Satisfaction*