

## ABSTRACT

*In this modern era, the number of internet users in Indonesia has been increasing constantly every year. The E-commerce industry in Indonesia is growing rapidly and has been ranked first in Southeast Asia. Some e-commerce products made in Indonesia have unicorn status, one of which is Bukalapak.com. As a business of electronic trading platforms support and provider, Bukalapak ensures its security and convenience for users. Besides, to provide the best service, Bukalapak provides a new payment method namely Bukadana digital wallet, which is the result of Bukalapak's collaboration with Dana. On the other hand, Bukadana is believed to provide the speed, convenience, and security in every transaction that can strengthen public confidence in the reliability of Bukalapak as an online shopping platform.*

*This study aims to determine the quality of electronic services (E-Service Quality), usage decisions, and customer satisfaction features of Bukadana at Bukalapak. The measurement of E-Service Quality involved 7 dimensions consisting of efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact.*

*The method of this study used a quantitative method with descriptive and causal research approach. Meanwhile, the background of the study used a non-contrived setting and execution time-based cross-section. Moreover, the method of collecting the data was carried out using an online questionnaire distributed to 300 Bukadana users featured on Bukalapak. The data analysis technique in this study used the technical statistical model Structural Equation Modeling (SEM) with the Covariance Based Structural Equation Modeling (CB-SEM) equation model and LISREL 8.8 statistical analysis to explain the relationship of each item in the variable and model conformation.*

*The results of this study showed that efficiency and privacy had a significant positive effect on usage decisions. Meanwhile, fulfillment, system availability, responsiveness, and compensation did not have a significant positive effect on usage decisions. On the other hand, usage decisions had a significant positive effect on customer satisfaction.*

*Through this research can evaluate each dimension and indicator of e-service quality in Bukadana features in Bukalapak. In addition, it can be a guide in improving usage decision and customer satisfaction in order to maximize the profitability of the company and survive the digital world business competition.*

**Keywords:** *E-Service Quality, Usage Decision, Customer Satisfaction, Covariance Based Structural Equation Modeling (SEM)*