

ABSTRACT

Indonesia is a country with the highest population. It means, Indonesia has a large market potential. Another thing that can increase market potential is internet technology. One of them is the city of Bandung which has the second rank with the most e-commerce users in Indonesia. User satisfaction E-commerce can be increased by improving quality website which is one of the platforms for the business model ecommerce. Zalora Indonesia is one of the e-commerce companies engaged in world fashion. Zalora Indonesia as an e-commerce company carries out marketing through the platform websites.

This study aims to describe and provide knowledge about the quality website Zalora, an e-commerce site to the satisfaction of Zalora Indonesia users in the city of Bandung. The research method is a quantitative method with a questionnaire and involves 385 respondents. Quality Website is done using the WebQual 4.0 method and adds one variable, namely visual quality using VISAWI to measure website quality. Analysis technique used is descriptive analysis and performs multiple linear regression analysis.

The results showed that based on descriptive analysis of respondents' views on quality website Zalora Indonesia, it was very good. Variable usability website Zalora Indonesia Doesn't have a significant positive effect partially on user satisfaction. While other variables (information quality website, service quality website and visual quality website) have a positive and significant partial effect on user satisfaction. Furthermore, usability website, Information quality website, website service quality website and visual quality have a significant positive effect simultaneously on user satisfaction. The results of this study are expected to be used as a reference for future researchers who conduct similar research. In addition to further research, the results are expected to be used as evaluation material for related companies in improving the quality website company and become a reference for other companies.

Keywords: Customer Satisfaction, E-commerce, Website Quality, Web-Qual, VISAWI