

ABSTRACT

Quality e-service is one way as an extension of the ability of a site to facilitate shopping, purchasing, and distribution activities effectively and efficiently. The quality of e-service is good and profitable for consumers so that consumers will be happy and provide benefits for the company. This research was conducted to determine the effect of e-service quality on consumer satisfaction of Gojek application users in the city of Bandung.

The method used in this research is quantitative with descriptive research type. Sampling using purposive sampling technique with the number of respondents as many as 100 people. The data analysis technique used descriptive analysis, classical assumption test and multiple linear regression analysis.

The results of multiple linear regression analysis of all sub-variables of e-service quality have a positive effect on consumer satisfaction of Gojek application users in the city of Bandung. The results of the coefficient of determination test show that all sub-variables of e-service quality affect customer satisfaction by 41%, while the remaining 62% is influenced by variables not examined in this study.

It can be concluded that E-service Quality has a positive and significant effect on consumer satisfaction at PT. Gojek Indonesia with a percentage of 41%, while the remaining 59% is explained or influenced by other variables that are not studied, it is advisable for further research to conduct research using variables that have not been studied in this study such as e-customer loyalty, e-customer satisfaction, and e-trust, promotion, product quality, product design and price.

Keywords: *E-service quality and Consumer Satisfaction*