ABSTRACT

Over time, technological developments are increasing. With the development of technology can facilitate human activities, therefore human lifestyles also change with the development of these technologies. One of them is the presence of e-commerce in Indonesia, making people switch from what was previously conventional shopping can now be done online. One of them is Tokopedia which is included in the top e-commerce in Indonesia, Tokopedia has survived to this day for the efforts made in dealing with competitors. One of them is by improving the quality of Tokopedia's service which is expected to increase customer satisfaction. This study aims to determine and analyze the effect of service quality on Tokopedia customer satisfaction.

The research method used in this study is a quantitative method and a likert scale as a measure. The sampling method in this study used a non-probability sampling technique with 120 respondents using Tokopedia. The data analysis technique in this study used descriptive analysis and simple regression analysis.

Based on the results of the descriptive analysis, service quality is included in the good category with a percentage of 83.6% and customer satisfaction is included in the good category with a percentage of 84.3%. The results of the study indicate that service quality has a significant effect on customer satisfaction with the magnitude of the effect of 58.3% and the rest is influenced by other factors not discussed in this study.

Keywords : Service Quality, Customer Satisfaction, Tokopedia