

ABSTRACT

The e-commerce industry in Indonesia is overgrowing. Indonesia also has the world's most significant number of e-commerce users, which is dominated by the millennial generation. In this intense competition, e-commerce companies are vying to dominate the market. One of the methods used is to ensure Customer Satisfaction with the services provided, such as the quality of the website.

This study aims to determine the effect of website quality dimensions, including Usability, Information Quality, and service interaction, on Shopee user satisfaction in the millennial generation and how much influence it has simultaneously and partially.

The sampling technique used in this study is non-probability sampling with the purposive sampling method. The samples taken in this study were 400 millennial generation respondents who had visited the Shopee website. The data analysis used is descriptive analysis and multiple linear regression analysis with the help of SPSS 26.

The results of this study are Usability and Information Quality partially have no significant effect on Customer Satisfaction of Shopee users in the millennial generation, while Service Interaction Quality partially has a significant effect on Customer Satisfaction of Shopee users in the millennial generation. Then based on simultaneous hypothesis testing, it is known that Usability, Information Quality, and Service Interaction Quality simultaneously have a significant effect on Customer Satisfaction of Shopee users in the millennial generation.

Suggestions that can be given to Shopee are to improve the website's reputation. It is necessary so that users feel safe and trust to make transactions through the Shopee website because it has a positive image that will increase Shopee user satisfaction.

Keywords: *Web Quality, Customer Satisfaction, E-commerce*