

## **ABSTRACT**

*Tokopedia is one of the largest e-commerce companies in Indonesia. With the Covid-19 virus outbreak, consumers who have never shopped online before have to rely on digital shopping platforms. This research aims to find out and analyze whether or not e-service quality has an influence on customer satisfaction with the Tokopedia application.*

*In this research the author used quantitative methods with descriptive research type. Sampling used a non-probability sampling method with purposive sampling type. The data analysis techniques used are descriptive analysis and simple linear regression analysis as well as data processing using SPSS version 23 software.*

*Based on the results of descriptive analysis, the e-service quality variable is in the good category with a percentage of 70.4% and the customer satisfaction variable is in the good category with a percentage of 71.8%. The results of a simple linear analysis show that e-service quality influences customer satisfaction with the Tokopedia application by 82.45% and 17.55% is influenced by other variables not examined in this research such as price, brand image and perceived value.*

**Keywords:** *E-service quality, customer satisfaction, e-commerce.*