ABSTRACT

Tokopedia is one of the most popular e-commerce that is growing rapidly in the online buying and selling market. Tokopedia is able to survive and continue to grow in the era of e-commerce site competition today and in the future therefore, the need for user satisfaction analysis. Research here to analyze user satisfaction by using the instrument WebQual 4.0. WebQual 4.0 is one of the versions in website quality measurement techniques based on users. This framework uses 3 (three) areas, namely user quality (Usability), Information Quality (Information Quality), and service interaction quality (Service Interaction Quality). The purpose of this study was to determine the results of the measurement level of user satisfaction by using WebQual 4.0. This study will use data collection techniques by distributing questionnaires created online that build using google Forms. The questionnaire will be filled by 126 respondents respondents Tokopedia E-Commerce users. the average value of each variable Webqual as follows usability variable gets the average value of user satisfaction which obtained the number 3.65 so that it enters the category of satisfied. Tokopedia E-Commerce is said to have been able to be used and learned easily for users. Information Quality variable gets the average value of user satisfaction which obtained the number 3.57 so that it enters the category of satisfied. Tokopedia E-Commerce is said to have provided information that is easy to understand, relevant and reliable according to its needs. Service Interaction variable gets the average value of user satisfaction which obtained 3.53 so that it is included in the category of satisfied. Tokopedia E-Commerce is said to have provided information requests quickly and is also said to have provided up-to-date or up-to-date data and information. Based on the results of the analysis of data related to the satisfaction of Tokopedia E-Commerce users using the WebQual method, it can be concluded that users are satisfied with Tokopedia E-Commerce by obtaining an average value of 3.59 so that it is included in the satisfied category.

Keywords: E-Commerce, Tokopedia, WebQual, User Satisfaction.