

PENGARUH *WEBSITE DESIGN QUALITY, INFORMATION QUALITY, SECURITY & PRIVACY, TRANSACTION & PAYMENT CAPABILITY, SERTA DELIVERY SERVICE* TERHADAP *CUSTOMER SATISFACTION* TOKOPEDIA

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ABSTRAK

Penelitian ini membahas mengenai pengaruh *website design quality, information quality, security & privacy, transaction & payment capability*, serta *delivery service* terhadap *customer satisfaction e-commerce* tokopedia. Penelitian ini adalah penelitian kuantitatif dengan menggunakan analisis regresi linier berganda. Jumlah sampel yang digunakan sebanyak 140 responden. Teknik pengambilan sampel menggunakan *purposive sampling*. Hasil penelitian menemukan bahwa *website design quality, information quality, security & privacy, transaction & payment capability*, serta *delivery service* berpengaruh positif dan signifikan terhadap *customer satisfaction e-commerce* tokopedia.

Kata kunci: *website design quality, information quality, security & privacy, transaction & payment capability, customer satisfaction*

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ABSTRACT

This research discusses the influence of website design quality, information quality, security & privacy, transaction & payment capability, and delivery service to customer satisfaction e-commerce Tokopedia. This research is quantitative research using multiple linear regression analysis. The number of samples used was 140 respondents. Sampling techniques using purposive sampling. The results of the study found that website design quality, information quality, security & privacy, transaction & payment capability, and delivery service have a positive and significant effect on customer satisfaction e-commerce Tokopedia.

Keywords: website design quality, information quality, security & privacy, transaction & payment capability, customer satisfaction