

PENGARUH *WEBSITE QUALITY* TERHADAP
CUSTOMER SATISFACTION SHOPEE

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ABSTRAK

Penelitian ini membahas pengaruh *website design, information quality, security & privacy, transaction & payment capability* dan *delivery service* terhadap *customer satisfaction* aplikasi belanja online Shopee. Penelitian ini adalah penelitian kuantitatif dengan menggunakan analisis regresi linier berganda. Sebuah survei dilakukan dengan cara menyebarkan kuesioner secara online pada 126 responden pengguna aplikasi belanja online Shopee. Hasil penelitian menemukan bahwa *website design, information quality, security & privacy, transaction & payment capability* dan *delivery service* berpengaruh positif signifikan terhadap *customer satisfaction* aplikasi belanja online Shopee.

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

THE EFFECT OF WEBSITE QUALITY ON
CUSTOMER SATISFACTION SHOPEE

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ABSTRACT

This study examines the influence of website design, information quality, security & privacy, transaction & payment capability and delivery service on customer satisfaction for the online shopping application Shopee. This research is a quantitative research using multiple linear regression analysis. A survey was conducted by distributing questionnaires online to 126 respondents using the online shopping application Shopee. The results of the study found that website design, information quality, security & privacy, transaction & payment capability and delivery service had a significant positive effect on customer satisfaction for the online shopping application Shopee.

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