

## **ABSTRAK**

Penelitian ini mengembangkan model penelitian untuk menguji hubungan pengaruh antara dimensi-dimensi kualitas situs web terhadap tingkat kepuasan pelanggan pada situs web tiket.com. Data dari survei terhadap 141 responden pengguna situs web tiket.com digunakan untuk menguji model penelitian. Data yang telah dikumpulkan kemudian dilakukan uji validitas dan reliabilitas untuk menguji konstruk penelitian. Uji asumsi klasik kemudian dilakukan untuk memastikan persamaan regresi yang didapatkan tepat dalam estimasi, tidak bias serta konsisten. Analisis regresi linier berganda dilakukan untuk menguji model penelitian yang telah dibangun. Hasil analisis penelitian ini menunjukkan bahwa desain situs web, keamanan dan privasi, serta empati memiliki pengaruh yang positif dan signifikan terhadap kepuasan pelanggan. Namun, interaktivitas, konten dan informasi, reliabilitas, serta daya tanggap tidak secara signifikan mempengaruhi kepuasan pelanggan.

**Kata kunci: kualitas situs web, kepuasan pelanggan, regresi linier berganda.**

## **ABSTRACT**

**[Title: Analysis the Impact of Website Quality on Customer Satisfaction Level using Multiple Linear Regression Method (Case Study: tiket.com)]**

This study develops a research model to examine the relationship between the dimensions of website quality with the customer satisfaction level on tiket.com website. Data that has been collected from 141 respondents who already have used tiket.com website before, were used to test the research model. Validity and reliability test was conducted to test the research constructs. Classic assumption test also being conducted to ensure that the regression equation obtained is correct in the estimate, unbiased and consistent. Multiple linear regression analysis then was carried out to test the research model which had been built before. The result of the analysis of this study indicated that website design, security and privacy, also empathy have a positive and significant influence on customer satisfaction. However, interactivity, content and information, reliability, and responsiveness did not significantly affect the customer satisfaction.

**Keywords: website quality, customer satisfaction, multiple linear regression.**