ABSTRACT

Tokopedia website is one form of e-commerce website that provides various daily needs. The rise of e-commerce business players has made online buying and selling competition tight so that e-commerce must be able to maintain its existence. One of the main factors that encourages customers to carry out e-commerce activities is the level of user satisfaction in accepting the website towards the quality of the e-commerce website's services. This study aims to analyze the quality factors of the Tokopedia website that affect the level of user satisfaction using the WebQual 4.0 and EUCS methods. Users will be studied by collecting data using an online questionnaire in the form of Google Forms distributed through social media. Data from respondents who have met the criteria, obtained a total of 162 respondents who were then analyzed using the structural equation modeling-partial least square (SEM-PLS) method using the SmartPLS application. The results of the analysis show that each of the three WebQual 4.0 variables has a positive and significant effect on user satisfaction on the Tokopedia website.

Keywords   : Tokopedia, website quality, user satisfaction, Webqual 4.0, EUCS, PLS-SEM.