ABSTRACT

ANALYSIS OF SHOPEE E-COMMERCE WEBSITE QUALITY TOWARDS
USER SATISFACTION IN BATAM USING WEBQUAL 4.0 METHOD

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The rapid development of technology in recent years triggers significant changes
in various fields of life. One of which is a change in lifestyle which in turn sparks
the growth of e-commerce market in Indonesia, such as Shopee. The purpose of
research in this thesis is to determine the level of quality of the e-commerce Shopee
according to customer’s perception in Batam using Webqual 4.0 method that has
attachment between independent variables (usability, information, service
interaction) and dependent variables (user satisfaction). This research is analyzed
and processed quantitatively and the data obtained is gathered through online
questionnaire via Google form which is then processed further using statistic
application called SPSS v22. After conducting the research, the writer concludes
that the quality of Shopee in accordance to the information variable does not affect
user satisfaction variable significantly, while usability and service interaction
affects user satisfaction variable significantly.

Keywords: Shopee, Webqual 4.0, usability quality, information quality,
service interaction quality, E-commerce