

**ANALYSIS OF INFLUENCE OF E-SERVICE QUALITY ON
CUSTOMER SATISFACTION OF TOKOPEDIA WEBSITE**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

**ANALYSIS OF INFLUENCE OF E-SERVICE QUALITY ON
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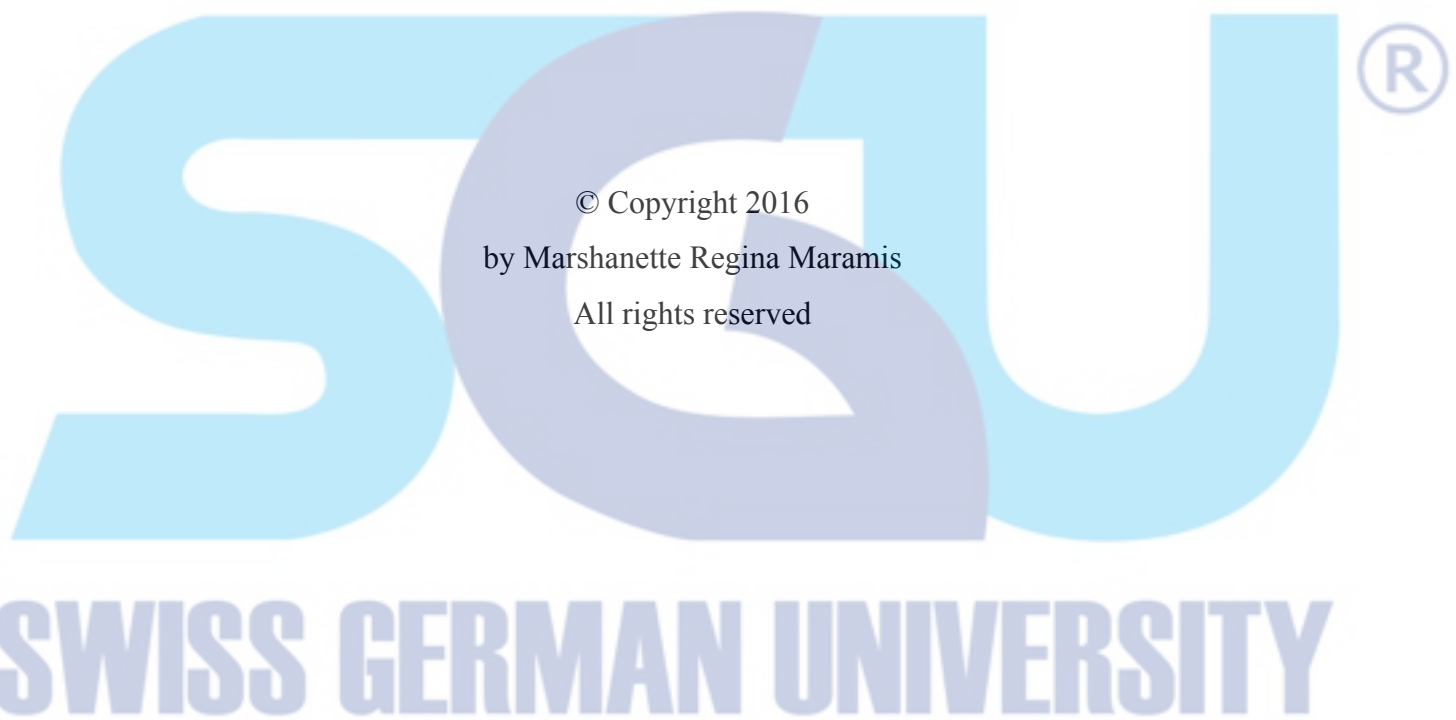
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The purpose of this research is to find out whether e-service quality has an influence towards customer satisfaction. The methodology used would be multiple regression, correlation, and t-test. This study aimed to determine how much influence the E-Service Quality has towards Customer Satisfaction of the Tokopedia website. In this study, data were gathered through distributed questionnaires and will be analyzed by using SPSS. Based on 160 samples collected and tested, the results show that; E-Service Quality has a correlation with Customer Satisfaction. As for the influence, E-Service Quality has a significant influence towards Customer Satisfaction. This study also analyze the customer expectation and reality of each E-Servqual Dimensions that known as Gap Analysis. Results of this research will be discussed and deliver implications of the result which is hoped can be utilized by e-commerce companies to analyze their weakness and strengths as a company.

Keywords: E-Service Quality, Customer Satisfaction, Customer Expectation, Perceived Reality, Gap Analysis



DEDICATION

I dedicate this work to my dearest Mom and Grandmother.
I hope that this one, small achievement will complete the dream
that you both had for me all those many years ago when you
chose to give me the best education you could.



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