

## **ABSTRACT**

*Over time the rapid development of technology has made the shift win the hearts of consumers so that they use e-commerce. The purpose of this study is to describe the quality of electronic services (efficiency, flexibility, system availability, privacy, system reliability, compensation, contact) on customer satisfaction at the site Bukalapak.com. The research method used is descriptive qualitative. The results of the study state that the electronic service quality system (e-seroqual) on the site of Bukalapak.com has not all been implemented, so there are still many users who feel disappointed with some of the service features that help users such as system reliability, compensation, and contact. It is better for Bukalapak.com to continue to improve the performance of its service system, so that users who transact or experience difficulties can be overcome and helped.*

**Keywords:** *e-commerce, electronic service quality, customer satisfaction*

## ABSTRAK

Seiringnya waktu perkembangan teknologi yang sangat pesat membuat pergeseran memenangkan hati konsumen sehingga menggunakan *e-commerce*. Tujuan penelitian ini untuk mendeskripsikan kualitas pelayanan elektronik (*efisiensi, fleksibilitas, system availability, privasi, system reliability, compensation, contact*) pada kepuasan pelanggan di situs Bukalapak.com. Metode penelitian yang digunakan ialah deskriptif kualitatif. Hasil penelitian menyatakan bahwa sistem kualitas pelayanan elektronik (*e-seroqual*) pada situs Bukalapak.com belum semua diterapkan, sehingga masih banyak pengguna yang merasa kecewa dengan beberapa fitur pelayanannya yang kurang membantu para pengguna seperti *system reliability, compensation, dan contact*. Sebaiknya Bukalapak.com terus meningkatkan lagi kinerja sistem pelayanannya, agar pengguna yang bertransaksi atau mengalami kesulitan bisa teratasi dan terbantu.

**Kata kunci:** *e-commerce*, kualitas pelayanan elektronik, kepuasan pelanggan