ABSTRAK

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Program Studi	: Teknik Industri
Judul Laporan Skripsi	: Analisis Kepuasan Pelanggan Pada Pelayanan *E-Commerce* Tokopedia Menggunakan Metode *E-Service Quality*
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Penelitian ini bertujuan untuk menganalisis kepuasan pelanggan terhadap pelayanan *e-commerce* Tokopedia menggunakan metode *E-Service Quality*, *Importance Performance Analysis*, dan *Quality Function Deployment*. Di era globalisasi dan informasi yang luas, pelayanan yang optimal menjadi kunci keberhasilan perusahaan. Dengan meningkatnya mobilitas masyarakat, kebutuhan akan layanan praktis semakin meningkat, dan *e-commerce* menjadi Solusi yang populer. Tokopedia, sebagai salah satu pemain utama di pasar *e-commerce* Indonesia, terus berupaya meningkatkan layanan *online*-nya. Ketidakpuasan pelanggan dapat mengakibatkan sikap negatif terhadap aplikasi dan berkurangnya kemungkinan pembelian ulang. Hasil penelitian menunjukkan bahwa kualitas layanan *e-commerce* Tokopedia secara keseluruhan masih belum sesuai dengan harapan pelanggan. Dan diharapkan usulan perbaikan yang diajukan dapat membuat Tokopedia menjadi *e-commerce* nomer 1 di Indonesia.

Kata Kunci: *E-commerce, E-servqual*, kepuasan pelanggan, *Importance Performance Analysis*, dan *Quality Function Deployment*.

ABSTRACT

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Study Program	: *Industrial Engineering*
Thesis Title	: *Customer Satisfaction Analysis on Tokopedia's E-Commerce Service Using E-Service Quality Method*
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This study aims to analyze customer satisfaction towards Tokopedia's e-commerce services using the E-Service Quality, Importance Performance Analysis, and Quality Function Deployment methods. In the era of globalization and extensive information, optimal service is crucial for company success. With increasing societal mobility, the demand for practical services is growing, and e-commerce has become a popular solution. Tokopedia, as one of the key players in the Indonesian e-commerce market, continues to enhance its online services. Customer dissatisfaction can lead to negative attitudes towards the application and a decrease in repeat purchases. The research findings indicate that overall, Tokopedia's e-commerce service quality still does not meet customer expectations. It is hoped that the proposed improvement suggestions can propel Tokopedia to become the number one e-commerce platform in Indonesia.

Keywords*: E-commerce, E-servqual, Customer Satisfaction, Importance Performance Analysis, Quality Function Deployment.*