

ABSTRACT

Online trading is a trade with unlimited coverage for promotions. But the many types of e-commerce circulating in the community also adds to the competition so that a website should be required to have a good quality website. The purpose of this research is to analyze the influence of website quality consisting of system quality, information quality and service quality on GO-JEK customer satisfaction in Palembang. The sample used in this research is all GO-JEK customers in Palembang. The number of samples used are as many as 100 respondents selected using purposive sampling technique. The data collection techniques using online questionnaires. The technique of analysis in this study using multiple regression analysis techniques. The results in this study indicate that the quality of the system, the quality of information and the quality of service has a positive and significant impact on customer satisfaction GO-JEK in Palembang partially and together.

Keyword: *system quality, information quality, service quality and customer satisfaction.*