

ABSTRACT

The increasing level of online purchases in Indonesia encourages the creation of new business opportunities. This has resulted in the rapid development of e-commerce in Indonesia. This study purpose is to analyze the impact of Service Quality, Service Convenience, and Brand Image on Customer Satisfaction.

Data collection technique used in this study are questionnaire. The sample is selected using purposive sampling technique. Respondents in this research are Diponegoro University students who have made a purchase in Lazada.co.id for at least 1 year, with 110 respondents whose distribution includes 11 faculties. To analyze the impact of independent variables on dependent variable, multiple linier regression analysis is used.

The result of this study stated that first hypothesis is Service Quality have positive impact on Customer Satisfaction is accepted. The second hypothesis which stated that Service Convenience have positive impact on Customer Satisfaction is accepted as well. The third hypothesis which stated that Brand Image have positive impact on Customer Satisfaction is accepted. The coefficient of determination test result stated that all three independent variables have an impact of 43,9% on Customer Satisfaction. Lazada.co.id are advised to improve service quality and better service convenience so that it can create a good brand image in the eyes of customers to improve customer satisfactions.

Keywords: Service Quality, Service Convenience, Brand Image, Customer Satisfaction