

ABSTRACT

Technology The Internet has a very important role to get an information about the various sales of products and services. Timbulah \neg ecommerce term used to transact business through a website quickly and safely. Associated with the website researchers want to discuss a website that sells data package products, pulses, token PLN is kuotamurah website. This study uses webqual method, where the concept is used to measure the quality of a website, there are several webqual indicators used to measure the quality of use, quality of information and quality of interaction. The initial stage of this research is the collection of data obtained from the distribution of questionnaires, then processed to prove the validity of the data. Data processing in this study includes several statistical tests namely, validity and reliability test, then test the classical assumption and the last test hypothesis. Then from the results of statistical tests the researchers get the results of calculations from the characteristics of respondents who have been surveyed through a questionnaire. Results from the data processing questionnaire is used to make the conclusion of the relationship between independent variables with dependent variables, whether the relationship between these variables have a positive or negative influence at the end of the conclusion.

Keywords: Measurement, Website Quality, Satisfaction, and User Loyalty.

(xiii + 45 + Attachment)

Bibliography : 2003 - 2016