

**THE IMPACT OF SYSTEM QUALITY ON E-COMMERCE  
CUSTOMER SATISFACTION**

(Empirical Case Study of Tokopedia E-Commerce Platform Users)

**PENGARUH KUALITAS SISTEM TERHADAP KEPUASAN  
PELANGGAN E-COMMERCE**

(Studi Empiris Pada Pengguna Platform E-Commerce Tokopedia Study kasus  
Pada Pengguna Tokopedia)



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**INTERNATIONAL MANAGEMENT AND BUSINESS SCHOOL  
FACULTY OF ECONOMICS AND BUSINESS  
MUHAMMADIYAH UNIVERSITY YOGYAKARTA**

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**TITLE OF ENDORSEMENT  
THE IMPACT OF SYSTEM QUALITY ON E-COMMERCE  
CUSTOMER SATISFACTION**

**(Empirical Case Study of Tokopedia E-Commerce Platform  
Users)**

Submitted to Fulfill the Requirements for Obtaining a  
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## STATEMENT

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Declare that the thesis entitled "**THE IMPACT OF SYSTEM QUALITY ON E-COMMERCE CUSTOMER SATISFACTION (Empirical Case Study of Tokopedia E-Commerce Platform Users)**" has not been submitted to obtain a bachelor's degree at a university. To the best of the author's knowledge, no works or opinions have been or may be published by other authors except those written as references in the manuscript and mentioned in the bibliography.

Yogyakarta, June 28, 2024



A handwritten signature in black ink, appearing to be "Andriansah".

Andriansah

## **MOTTO**

"A life not wagered will never be won" - Sutan Sjahrir

" Think big and then act." – Tan Malaka

"I always do what I cannot do so that I can learn how to do it." - Pablo Picasso

## **DEDICATION**

I dedicate this thesis to my parents who have supported, endured and struggled for me to get here, and also to my brother who has always been my listener and advisor when I was sad. I love you.

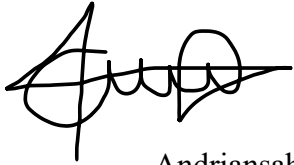
## FOREWORD

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The author has tried his best to prepare this thesis manuscript, but of course, things still need improvement. Therefore, constructive criticism and suggestions from all parties are meaningful to the author. Thus, the author hopes this thesis manuscript can be useful and provide knowledge for all.

Yogyakarta, June 28, 2024

A handwritten signature in black ink, consisting of a large, stylized initial 'A' followed by several loops and a horizontal stroke at the end.

Andriansah