ABSTRACT

The growth of technology rapidly increases the internet consumption in Indonesia, the utilization of internet to trading is low based on the association internet service. The e-commerce company play a big role in the utilization of internet to have electronic commerce in Indonesia such as Tokopedia that still have lowest Top Brand Index. The perception of customer on Tokopedia is not satisfying, therefore electronic service quality has a big impact to improve the perception of customer about Tokopedia. In order to have a proper result analysis fuzzy logic is used as method to analyze the prioritize customer in e-servqual framework. The result shows the prioritized dimensions and attributes based on the calculation on fuzzy to improve the satisfaction on perception customer which are confidentiality of security and approachability access. The suggestion for manager in order to improve e-service quality are protect the physical and Digital Signature and Biometric Technology. Manager also should consider in approachability access. Ease of contact for customer, such as Chatbot that using artificial intelligence that based on experience and could give direct information and decision for the customer in real time and Image Search.

Keywords: Internet, Tokopedia, Electronic Service Quality, Fuzzy Logic