Abstract

Objectives

To indentify factors that will influence user satisfaction in online trading system in Indonesia

Method

This study will be using questionnaire as data collection and statistical data, which is conducted, are Compare Means, Simple Linear Regressions and Multiple Regressions.

Results

The author found out there are 7 variables which affect user satisfaction in online trading system in Indonesia. The factors will be arranged from the most significant are Company Image, Assurance, Responsiveness, Price, Empathy, Security and Reliability.

Conclusion

Author concludes that the most significant factor in Indonesia is Company Image and assurance as the second place. It is followed by responsiveness and price as third and fourth place. Moreover, it will be much better if this study can be conducted as longitudinal study. Therefore, it can provide more detailed information of data regarding user satisfaction in online trading system in Indonesia

Keyword

User satisfaction, Online Trading System, SERVQUAL model