

ABSTRACT

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THE INFLUENCE OF ECONOMIC DIGITIZATION CONSUMER SATISFACTION IN ONLINE SHOPPING INI SOUTH TANGERANG

In an era of disruption, the need for digital technology is getting bigger and more advanced, making business people take advantage of the digital economy to do business online so that the impact of this economic digitization can affect consumer satisfaction in online shopping. This study uses quantitative methods to determine customer satisfaction with a total of 49 respondents from South Tangerang city who have already done online shopping. The participant selection technique uses a voluntary sampling approach to collect data. The results of this study indicate that Economic Digitalization has an effect on consumer satisfaction in online consumers in South Tangerang.

Keywords: Digital Economy, Customer Satisfaction, Online Shopping

