

ABSTRACT

Yuniawan, Fahmi Fauzi. 2024. *“The Influence of Service Quality on Customer Behavior of QRIS Users in Semarang Regency”*. Thesis. Magister Management Department. Faculty of Economics and Business. Universitas Diponegoro. Advisor: Dr. I Made Bayu Dirgantara, S.E., M.M.

This study aims to analyze whether there is an influence between service quality, user satisfaction, continuous usage, word of mouth, and the habit of QRIS users in Semarang Regency after using QRIS. This research was conducted by collecting primary data through a questionnaire using Google Forms from 304 QRIS users in Semarang Regency. The sampling technique employed was probability sampling. The data analysis technique used was SEM with the Smart PLS 3 application.

The findings of the study indicate that high user satisfaction can drive customer behavior of QRIS users after using QRIS, such as continuous usage, word of mouth, and habit. Service quality is an important variable for increasing user satisfaction. Additionally, it was found that when customers continuously use QRIS (continuous usage), it can influence them to give positive recommendations (word of mouth) to others. Another finding is that habit can encourage QRIS users to continue using QRIS on an ongoing basis (continuous usage).

The conclusion of this study is that there is a significant positive influence between service quality and user satisfaction. There is a significant positive influence between user satisfaction and continuous usage, habit, and word of mouth. There is a significant positive influence between continuous usage and word of mouth. And there is a significant positive influence between habit and continuous usage.

Keywords: *Service quality, user satisfaction, continuous usage, word of mouth, dan habit.*