

ABSTRACT

This study aims to analyze the effect of electronic service quality on customer satisfaction conducting transactions using mobile payments provided by the OVO application. The independent variables used in this study are efficiency, fulfillment, system availability, and privacy, and also customer satisfaction as the dependent variable. The quality of electronic services in this study is proxied as Electronic Service Quality (E-S-Qual).

The population of this research is OVO application users who live in Semarang or DKI Jakarta. The number of samples used in this study were 105 respondents. The sampling method in this study uses a non-probability sampling method with a purposive sampling technique. The collection is done by interview, while the questionnaire used as the tools in data collection. This research analysis technique uses Multiple Linear Regression which is processed using SPSS.

The results of this study indicate that efficiency, system availability, and privacy have positive and significant effects on customer satisfaction. While fulfillment does not significantly affect customer satisfaction.

Keyword : Electronic service quality, Efficiency, Fulfillment, System availability, Privacy, Customer satisfaction, Mobile payment