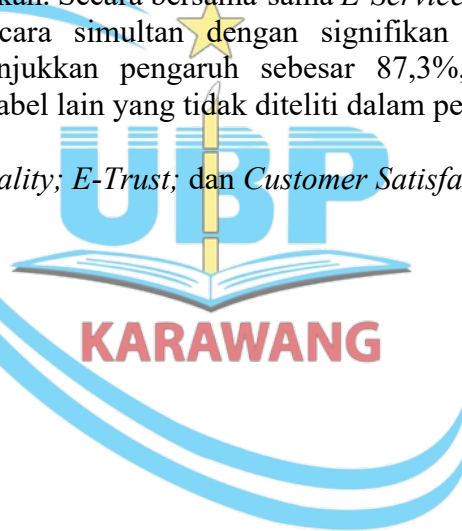


ABSTRAK

Penelitian ini bertujuan untuk: (1) mengetahui korelasi antara pengaruh *E-Service Quality* dan *E-Trust*; (2) mengetahui pengaruh parsial *E-Service Quality* dan *E-Trust* terhadap *Customer Satisfaction* transaksi *e-wallet* aplikasi OVO; (3) mengetahui pengaruh simultan *E-Service Quality* dan *E-Trust* terhadap *Customer Satisfaction* transaksi *e-wallet* aplikasi OVO. Penelitian dilakukan dengan menggunakan metode deskriptif kuantitatif. Jumlah sampel sebanyak 130 orang responden yang pernah bertransaksi menggunakan *e-wallet* OVO dengan menggunakan teknik *purposive sampling*. Metode pengumpulan data menggunakan kuisioner yang telah disebar kepada responden. Alat analisis yang digunakan yaitu analisis jalur (*path analysis*). Penelitian ini menunjukkan hasil bahwa terdapat korelasi antara *E-Service Quality* dan *E-Trust* yang positif dan sangat kuat. Terdapat pengaruh parsial antara *E-Service Quality* terhadap *Customer Satisfaction* secara signifikan, dan adanya pengaruh parsial *E-Trust* terhadap *Customer Satisfaction* secara signifikan. Secara bersama-sama *E-Service Quality* dan *E-Trust* terbukti berpengaruh secara simultan dengan signifikan terhadap *Customer Satisfaction* yang menunjukkan pengaruh sebesar 87,3%, sedangkan 12,7% merupakan pengaruh variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci: *E-Service Quality*; *E-Trust*; dan *Customer Satisfaction*.



ABSTRACT

This study aims to: (1) determine the correlation between the effect of E-Service Quality and E-Trust; (2) knowing the partial effect of E-Service Quality and E-Trust on Customer Satisfaction of OVO application e-wallet transactions; (3) to find out the simultaneous effect of E-Service Quality and E-Trust on Customer Satisfaction with OVO application e-wallet transactions. The research was conducted using a quantitative descriptive method. The number of samples is 130 respondents who have transacted using the OVO e-wallet using purposive sampling technique. Methods of collecting data on questionnaires that have been distributed by respondents. The analytical tool used is path analysis. This study shows that there is a positive and very strong correlation between E-Service Quality and E-Trust. There is a significant partial effect of E-Service Quality on Customer Satisfaction, and a significant partial effect of E-Trust on Customer Satisfaction. Together, E-Service Quality and E-Trust have been shown to have a significant simultaneous effect on Customer Satisfaction, which shows an effect of 87.3%, while 12.7% is the influence of other variables not examined in this study.

Keywords: E-Service Quality; E-Trust; and Customer Satisfaction.

