

## ABSTRAK

Penelitian ini bertujuan untuk memperoleh bukti-bukti empirik dan menemukan kejelasan fenomena serta kesimpulan tentang *e-service quality* dan *e-trust* terhadap *e-customer satisfaction* Provider Telkomsel pada Mahasiswa Manajemen Universitas Buana Perjuangan Karawang. Penelitian dilakukan dengan menggunakan metode deskriptif kuantitatif dan verifikatif, yaitu : mengumpulkan, menyajikan, menganalisis, dan melakukan pengujian hipotesis serta membuat kesimpulan dan saran. Jumlah sampel sebanyak 110 responden dengan menggunakan teknik *Non probability sampling* berjenis *purposive sampling*.

Teknik analisis data menggunakan teknik Analisis Rentang Skala dan Analisis Jalur dengan bantuan Methode Successive Interval (MSI), program computer Microsoft Excel 2019 dan SPSS versi 21. Dari hasil analisis data penelitian, diperoleh kesimpulan sebagai berikut :

Provider Telkomsel memiliki *e-service quality* yang baik, tingkat *e-trust* berkategori tinggi serta *e-customer satisfaction* dalam skala puas dikalangan Mahasiswa Manajemen Universitas Buana Perjuangan Karawang. Terdapat korelasi yang positif antara *e-service quality* dan *e-trust* terhadap *e-customer satisfaction*, serta terdapat pengaruh parsial dan simultan secara signifikan dari *e-service quality* dan *e-trust* terhadap *e-customer satisfaction*.

Kata kunci: *e-service quality*, *e-trust*, *e-customer satisfaction*



## ABSTRACT

This research is aimed to obtain empirical evidence and find clarity of phenomena and conclusions about *e-service quality* and *e-trust* towards *e-customer satisfaction* Provider Telkomsel at Management Students at Buana Perjuangan University, Karawang. The research was conducted using descriptive quantitative and verification methods, namely: collecting, presenting, analyzing, and testing hypotheses and making conclusions and suggestions. The number of samples as many as 110 respondents using non-probability sampling technique purposive sampling type.

The data analysis technique used the technique of Scale Range Analysis and Path Analysis with the help of the Method Successive Interval (MSI), the Microsoft Excel 2019 computer program and SPSS version 21. From the results of the research data analysis, the following conclusions were obtained:

Provider Telkomsel has good *e-service quality*, high category *e-trust* level and *e-customer satisfaction* on a satisfied scale among Management Students at Buana Perjuangn University Karawang. There is a positive correlation between *e-service quality* and *e-trust* on *e-customer satisfaction*, and there is a significant partial and simultaneous effect of *e-service quality* and *e-trust* on *e-customer satisfaction*.

Keywords: *e-service quality, e-trust, e-customer satisfaction*

