

ABSTRAK

Penelitian ini bertujuan untuk: (1) mengetahui korelasi antara pengaruh *E-Trust* dan *E-Service Quality*; (2) mengetahui pengaruh simultan *E-Trust* dan *E-Service Quality* terhadap *Customer Satisfaction* transaksi *e-wallet* ShopeePay; (3) mengetahui pengaruh parsial *E-Trust* dan *E-Service Quality* terhadap *Customer Satisfaction* transaksi *e-wallet* ShopeePay. Penelitian dilakukan dengan menggunakan metode deskriptif kuantitatif. Jumlah sampel sebanyak 115 orang responden yang pernah bertransaksi menggunakan *e-wallet* ShopeePay dengan menggunakan teknik *purposive sampling*. Metode pengumpulan data menggunakan kuisioner yang telah disebar kepada responden. Alat analisis yang digunakan yaitu analisis jalur (*path analysis*). Hasil dari penelitian ini menunjukkan hasil bahwa terdapat terdapat korelasi antara *E-Trust* dan *E-Service Quality* yang positif dan sangat kuat. Terdapat pengaruh yang signifikan secara simultan pada *E-Trust* dan *E-Service Quality* terhadap *Customer Satisfaction* yang menunjukkan pengaruh sebesar 67,6%, sedangkan 32,4% merupakan pengaruh variabel lain yang tidak diteliti dalam penelitian ini. Terdapat pengaruh secara parsial antara *E-Trust* terhadap *Customer Satisfaction* secara signifikan, dan adanya pengaruh parsial *E-Service Quality* terhadap *Customer Satisfaction* secara signifikan.

Kata Kunci: *E-Trust, E-Service Quality, Customer Satisfaction, e-wallet*



ABSTRACT

This study aims to: (1) determine the correlation between the effect of E-Trust and E-Service Quality; (2) find out the simultaneous effect of E-Trust and E-Service Quality on Customer Satisfaction of ShopeePay e-wallet transactions; (3) determine the partial effect of E-Trust and E-Service Quality on Customer Satisfaction of ShopeePay e-wallet transactions. The research was conducted using a quantitative descriptive method. The number of samples is 115 respondents who have transacted using the ShopeePay e-wallet using purposive sampling technique. Methods of data collection using questionnaires that have been distributed to respondents. The analytical tool used is path analysis. The results of this study indicate that there is a positive and very strong correlation between E-Trust and E-Service Quality. There is a simultaneous significant effect on E-Trust and E-Service Quality on Customer Satisfaction which shows an effect of 67.6%, while 32.4% is the influence of other variables not examined in this study. There is a significant partial effect of E-Trust on Customer Satisfaction, and a significant partial effect of E-Service Quality on Customer Satisfaction.

Keywords: *E-Trust, E-Service Quality, Customer Satisfaction, e-wallet*

