

ABSTRAK

Jeremy Ferdian Nugroho (0201180080)

ANALISIS PENGARUH *RELIABILITY*, *PRIVACY AND SECURITY*, *DESIGN*, DAN *CUSTOMER SERVICE AND SUPPORT* TERHADAP *E-SATISFACTION* DAN *E-LOYALTY* PADA PENGGUNA OVO

(xv + 124 halaman: 18 gambar; 29 tabel; 11 lampiran)

OVO merupakan salah satu dompet digital terpopuler sebagai alat yang dapat memenuhi kebutuhan transaksi keuangan digital. Kondisi ini ditambah dengan adanya pandemi Covid-19 mendukung OVO mengalami pertumbuhan jumlah pengguna di tahun 2020. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh kualitas e-service yang terdiri dari *reliability*, *privacy & security*, *design*, dan *customer service & support*, *e-satisfaction* dan *e-loyalty* kepada pelanggan OVO di Surabaya.

Penelitian ini merupakan jenis penelitian kausal dengan pendekatan penelitian kuantitatif. Objek penelitian ini adalah OVO. Pengumpulan data dilakukan dengan cara memberikan kuesioner online kepada setiap pelanggan OVO di Surabaya. Teknik pengambilan sampel dilakukan dengan cara *snowball sampling*. Teknik analisis data yang digunakan untuk menguji hipotesis adalah software AMOS versi 22.0.

Hasil penelitian membuktikan bahwa *reliability* dan *customer service & support* berpengaruh positif signifikan terhadap *e-satisfaction* pelanggan OVO, sedangkan *privacy & security* dan *design* berpengaruh positif tidak signifikan terhadap *e-satisfaction* pelanggan OVO. Hasil penelitian juga membuktikan bahwa *e-satisfaction* pelanggan berpengaruh positif signifikan terhadap *e-loyalty* pada pelanggan OVO di kota Surabaya.

References: 36 (2003-2021)

ABSTRACT

Jeremy Ferdian Nugroho (0201180080)

ANALYSIS OF THE EFFECT OF RELIABILITY, PRIVACY AND SECURITY, DESIGN, AND CUSTOMER SERVICE AND SUPPORT ON E-SATISFACTION AND E-LOYALTY ON OVO USERS

(xv + 124 halaman: 18 gambar; 29 tabel; 11 lampiran)

OVO is one of the most popular digital wallets as a tool that can meet the needs of digital financial transactions. This condition coupled with the Covid-19 pandemic supports OVO to experience a growth in the number of users in 2020. Therefore, this study aims to analyze the effect of e-service quality consisting of reliability, privacy & security, design, and customer service & support on e-satisfaction and e-loyalty to OVO customers in Surabaya.

This research is a type of causal research with a quantitative research approach. The object of this research is OVO. Data was collected by providing online questionnaires to every OVO customer in Surabaya. The sampling technique was carried out by snowball sampling. The data analysis technique used to test the hypothesis is AMOS software version 22.0.

The results of the study prove that reliability and customer service & support have a significant positive effect on e-satisfaction of OVO customers, while privacy & security and design have no significant positive effect on e-satisfaction of OVO customers. The results of the study also prove that customer e-satisfaction has a significant positive effect on e-loyalty to OVO customers in the city of Surabaya.

References: 36 (2003-2021)