

ABSTRACT

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**THE INFLUENCE OF RELIABILITY, PRIVACY & SECURITY, APP
DESIGN, AND CUSTOMER SERVICE TOWARDS E-CUSTOMER
SATISFACTION AND E-CUSTOMER LOYALTY OF PROFITS
ANYWHERE APPLICATION USERS IN MEDAN**

(xviii+142 pages; 11 figures; 40 tables; 5 appendixes)

Currently, investment has been widely discussed by many people, not only parents but young people like the millennial generation and generation Z as well. PT Phintraco Sekuritas is a securities company and a member of the Indonesia Stock Exchange which officially operates on 1 July 1999. PT Phintraco Sekuritas has a mobile application called Profits Anywhere. The purpose of this research is to find out whether there is an effect of Reliability, Privacy & Security, App Design and Customer Service on E-Customer Satisfaction and E-Customer Loyalty of Profits Anywhere Application Users in Medan.

This study uses quantitative research methodologies and is categorized as descriptive and causal research. The Structural Equation Model (SEM) and AMOS 22.0 software are used for data processing. This study's primary data collection was administering a questionnaire to 120 respondents of Medan, 18 to 60 years old, live in Medan, have been registered as Profits Anywhere customers within the past year, have installed and been using past six months, have completed more than three transactions within the past six months, and have contacted the Profits Anywhere customer service team within the past six months.

According to the findings of this study found that Reliability and Customer Service have a significant effect on E-Customer Satisfaction. Meanwhile Privacy & Security and App Design do not have a significant effect on E-Customer Satisfaction. Reliability, Privacy & Security, App Design and Customer Service do not have a significant effect on E-Customer Loyalty. E-Customer Satisfaction does not have a significant effect on E-Customer Loyalty.

Keywords: Reliability, Privacy & Security, App Design, Customer Service, E-Customer Satisfaction, E-Customer Loyalty

References: 84 (2017-2023)

ABSTRAK

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THE INFLUENCE OF RELIABILITY, PRIVACY & SECURITY, APP DESIGN, AND CUSTOMER SERVICE TOWARDS E-CUSTOMER SATISFACTION AND E-CUSTOMER LOYALTY OF PROFITS ANYWHERE APPLICATION USERS IN MEDAN

(xviii+142 halaman; 11 gambar; 40 tabel; 5 lampiran)

Saat ini investasi sudah banyak dibicarakan oleh banyak orang, tidak hanya orang tua tetapi juga generasi muda seperti generasi milenial dan juga generasi Z. PT Phintraco Sekuritas adalah perusahaan sekuritas dan anggota Bursa Efek Indonesia yang resmi beroperasi pada 1 Juli 1999. PT Phintraco Sekuritas memiliki aplikasi mobile bernama Profits Anywhere. Tujuan dari penelitian ini adalah untuk mengetahui apakah terdapat pengaruh Reliability, Privacy & Security, App Design dan Customer Service terhadap E-Customer Satisfaction dan E-Customer Loyalty terhadap Pengguna Aplikasi Profits Anywhere Di Medan.

Penelitian ini menggunakan metodologi penelitian kuantitatif dan dikategorikan sebagai penelitian deskriptif dan kausal. Perangkat lunak Structural Equation Model (SEM) dan AMOS 22.0 digunakan untuk pemrosesan data. Pengumpulan data primer penelitian ini adalah pemberian kuesioner kepada 120 responden kota Medan, 18 hingga 60 tahun, berdomisili di Medan, telah terdaftar sebagai pelanggan dalam satu tahun terakhir, telah menginstal dan menggunakan dalam enam bulan terakhir, telah menyelesaikan lebih dari tiga transaksi dalam enam bulan terakhir, dan telah menghubungi tim layanan pelanggan Profits Anywhere dalam enam bulan terakhir.

Menurut temuan penelitian ini ditemukan bahwa Reliability dan Customer Service berpengaruh signifikan terhadap E-Customer Satisfaction. Sedangkan Privacy & Security dan App Design tidak berpengaruh signifikan terhadap E-Customer Satisfaction. Reliability, Privacy & Security, App Design dan Customer Service tidak berpengaruh signifikan terhadap E-Customer Loyalty. E-Customer Satisfaction tidak berpengaruh signifikan terhadap E-Customer Loyalty.

Kata Kunci: Keandalan, Privasi & Keamanan, Design App, Customer Service, E-Kepuasan Pelanggan dan E-Loyalitas Konsumen.

Referensi: 84 (2015-2023)