ABSTRAK

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NET BENEFIT MELALUI *USER SATISFACTION* PADA PENGGUNA APLIKASI SOCO BY SOCIOLLA DI SURABAYA, MELAINKAN SYSTEM QUALITY INFORMATION QUALITY, SERVICE QUALITY, PERCEIVED EASE OF USE, PERCEIVED USEFULNESS

(216 halaman: 19 gambar, 48 tabel, 3 lampiran)

Indonesia menempati peringkat keempat di Asia-Pasifik dalam hal belanja ponsel pintar online. Informasi dari sumber penelitian dan bahan penelitian memberikan informasi mengenai alasan konsumen Indonesia berbelanja dengan ponsel karena lebih fleksibel dan nyaman (49,9%), serta karakteristik aplikasi yang berbeda (43,5%). Dari jumlah tersebut, produk yang paling diinginkan dan diminta oleh konsumen di kawasan Asia-Pasifik adalah pakaian dan aksesoris fesyen (34,9%), disusul produk kecantikan dan perawatan diri (21%) dan tiket bioskop (20,2%). Data dari sumber lain menunjukkan bahwa produk fesyen menjadi barang yang paling banyak dibeli di Indonesia, disusul kosmetik (produk kecantikan dan perawatan diri) di peringkat kelima, dan tiket di peringkat terakhir.

Penelitian ini secara umum bertujuan untuk mengetahui faktor apa saja yang mempengaruhi *Net Benefit* melalui *User Satisfaction* pada pengguna aplikasi SOCO by Sociolla di Surabaya, melainkan System Quality Information Quality, Service Quality, Perceived Ease of Use, Perceived Usefulness. Penelitian ini dapat menambah wawasan atau informasi bagi perusahaan Sociolla terutama dalam fitur layanan SOCO by Sociolla agar dapat meningkatkan metode dan kualitas yang diterapkan perusahaanya

Penelitian ini merupakan penelitian yang bersifat kausal dengan menggunakan metode kuantitatif dan diolah dengan menggunakan teknik snowball sampling kepada 132 responden dengan karakteristik responden yaitu berjenis kelamin pria dan wanita, bertempat tinggal di Surabaya, berusia 18-60 tahun (Kotler dan Amstrong, 2010), berdomisili di Surabaya, telah menginstal dan berbelanja melalui aplikasi SOCO by Sociolla dua kali selama enam bulah terakhir.

Pada penelitian ini, pada objek pertama yaitu SOCO by Sociolla ditemukan variabel yang mempengaruhi *User Satisfaction* yaitu *System Quality, Information Quality, Perceived Ease of Use, Perceived Usefulness*. Sedangkan, yang berpengaruh signifikan terhadap Net Benefit yaitu *User satisfaction*. Hipotesis yang tidak berpengaruh signifikan merupakan *Service Quality* terhadap *User Satisfaction*.

Kata Kunci : *Net Benefit* melalui *User Satisfaction* pada pengguna aplikasi SOCO by Sociolla di Surabaya, melainkan *System Quality Information Quality, Service Quality, Perceived Ease of Use, Perceived Usefulness.*

ABSTRACT

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NET BENEFIT THROUGH USER SATISFACTION FOR SOCO BY SOCIOLLA APPLICATION USERS IN SURABAYA, BUT SYSTEM QUALITY INFORMATION QUALITY, SERVICE QUALITY, PERCEIVED EASE OF USE, PERCEIVED USEFULNESS

(216 pages: 19 figures, 48 tables, 3 appendices)

Indonesia ranks fourth in the Asia-Pacific region in terms of online smartphone spending. Research sources indicate that Indonesian consumers choose mobile shopping due to its flexibility and convenience (49.9%), as well as the distinctive characteristics of applications (43.5%). Among these, the most desired products in the Asia-Pacific region are clothing and fashion accessories (34.9%), followed by beauty and personal care products (21%), andcinema tickets (20.2%). Other data reveals that fashion products are the most purchased items in Indonesia, followed by cosmetics (beauty and personal care products) in fifth place, and tickets in the last position.

This study aims to explore the factors influencing Net Benefit through User Satisfaction on the SOCO by Sociolla app in Surabaya, focusing on System Quality, Information Quality, Service Quality, Perceived Ease of Use, and Perceived Usefulness. The research aims to provide insights for Sociolla, particularly in enhancing the features of the SOCO by Sociolla service to improve methods and quality.

The study adopts a causal research design with a quantitative method, employing snowball sampling techniques on 132 respondents. Respondents are of both genders, aged 18-60,residing in Surabaya, having installed and shopped through the SOCO by Sociolla app at leasttwice in the past six months. In this study, variables influencing User Satisfaction on SOCO by Sociolla include System Quality, Information Quality, Perceived Ease of Use, and Perceived Usefulness. Meanwhile, User Satisfaction significantly influences Net Benefit. The hypothesis stating that Service Quality does not significantly affect User Satisfaction has beenchanged.

Keyword : Net Benefit through User Satisfaction on the SOCO by Sociolla app in Surabaya, focusing on System Quality, Information Quality, Service Quality, Perceived Ease of Use, and Perceived Usefulness.