

## **ABSTRACT**

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### **THE INFLUENCE OF E-SERVICE QUALITY TOWARDS E-CUSTOMER SATISFACTION AND E-CUSTOMER LOYALTY OF PROFITS ANYWHERE APPLICATION PT. PHINTRACO SECURITIES MEDAN**

(xviii+135 pages; 19 figures; 46 tables; 9 appendixes)

Due to Covid-19, the negative stigma towards investment had change. Now, people are shifting to make investment as their first priority for financial support. With the advancement of technology and the demand by the customers to have an effective and efficient investment, there are many securities company that put emphasizes on developing the mobile application which lead to wide range of choices on what application to use to make an investment. PT. Phintraco Securities is one of the companies that provide broker-dealer services which already listed on IDX and launched the Profits Anywhere Application on 2010.

This research is using primary and secondary data through distributing questionnaires to 120 respondents, male and female within age range of 18-60 years old, domicile in Medan, and have been a customer of PT. Phintraco Securities Medan more than 1 years. The data is measured by validity and reliability test. The sample is collected using non-probability sampling with the snowball sampling method.

The collected data is analyzed using SPSS 28.0. The research model is being tested with classical assumption test consisted of normality test, homoscedasticity test, multicollineary test and linearity test. It is also analyzed with linear regression, coefficient of determination test, F-Test and T-Test.

This study is aimed to figure out the influence of E-Service Quality such as Personal Need (PN), Site Organization (SO), User Friendliness (UF) and Efficiency (E) towards E-Customer Satisfaction and E-Customer Loyalty of Profits Anywhere Application PT. Phintraco Securities Medan.

The research result for Profits Anywhere Application PT. Phintraco Securities Medan shows that Site Organization has no significant influence on E-Customer Satisfaction. Personal Need, Site Organization, User Friendliness have a significant influence on E-customer Satisfaction. E-Customer Satisfaction has significant influence on E-Customer Loyalty.

**Keywords: Personal Need, Site Organization, User Friendliness, Efficiency, E-Customer Satisfaction, E-Customer Loyalty.**

References: 57 (1992-2021)

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Dulu masyarakat memiliki persepsi negatif, namun kini bergeser menjadikan investasi sebagai prioritas utama untuk dukungan finansial. Dengan kemajuan teknologi dan tuntutan nasabah untuk memiliki investasi yang efektif dan efisien, banyak perusahaan sekuritas yang menekankan pada pengembangan aplikasi mobile yang mengarah pada berbagai pilihan aplikasi apa yang akan digunakan untuk melakukan investasi. PT. Phintraco Sekuritas merupakan salah satu perusahaan penyedia jasa perantara pedagang efek yang telah terdaftar di BEI dan meluncurkan Aplikasi *Profits Anywhere* pada tahun 2010.

Penelitian ini menggunakan data primer dan sekunder melalui penyebaran kuesioner kepada 120 responden, laki-laki dan perempuan dengan rentang usia 18-60 tahun, berdomisili di Medan, dan pernah menjadi pelanggan PT. Phintraco Sekuritas Medan lebih dari 1 tahun. Data diukur dengan uji validitas dan reliabilitas. Pengambilan sampel menggunakan *non-probability sampling* dengan metode *snowball sampling*.

Data yang terkumpul dianalisis menggunakan SPSS 28.0. Model penelitian diuji dengan uji asumsi klasik yang terdiri dari uji normalitas, uji homoskedastisitas, uji multikolinier dan uji linieritas. Analisis juga dilakukan dengan regresi linier, uji koefisien determinasi, Uji F dan Uji T.

Penelitian ini bertujuan untuk mengetahui pengaruh *E-Service Quality* seperti *Personal Need* (PN), *Site Organization* (SO), *User Friendliness* (UF) dan *Efficiency* (E) terhadap *E-Customer Satisfaction* dan *E-Customer Loyalty* pada aplikasi *Profits Anywhere* PT. Phintraco Sekuritas Medan.

Hasil penelitian untuk Aplikasi *Profits Anywhere* PT. Phintraco Sekuritas Medan menunjukkan bahwa *Site Organization* tidak berpengaruh signifikan terhadap *E-Customer Satisfaction*. *Personal Need*, *Site Organization*, *User Friendliness* berpengaruh signifikan terhadap *E-customer Satisfaction* dan *E-Customer Satisfaction* berpengaruh signifikan terhadap *E-Customer Loyalty*.

**Kata Kunci:** *Personal Need, Site Organization, User Friendliness, Efficiency, E-Customer Satisfaction, E-Customer Loyalty*

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