

ABSTRAK

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ANALISIS PENGARUH *PRODUCT QUALITY*, *TECHNOLOGY-BASED SERVICE QUALITY*, *PERCEIVED CONVENIENCE*, *PERCEIVED EASE OF USE* TERHADAP *USER EXPERIENCE* DAN *TRUST* UNTUK MENGHASILKAN *USER STASISFACTION* PADA PENGGUNA *APPLE WATCH SE GEN 2* DI SURABAYA

(xii +219 halaman; 21 gambar; 3 lampiran)

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Product Quality*, *Technology-Basedservice Quality*, *Perceived Convenience*, *Perceived Ease Of Use* Terhadap *User Experience* dan *Trust* Untuk Menghasilkan *User Stasisfaction*.

Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan SPSS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 155 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili di Surabaya, telah menggunakan Apple Watch SE Gen 2.

Hasil penelitian menjelaskan bahwa Variabel yang paling mempengaruhi *User Experience* dan *Trust* yaitu *Technology-based Service Quality* dengan nilai regresi sebesar 0.271 untuk *User Experience* dan 0.333 untuk *Trust* dan variabel kedua yang mempengaruhi *User Experience* dan *Trust* yaitu *Perceived Convenience* dengan nilai regresi sebesar 0.367 untuk *User Experience* dan 0.279 untuk *Trust* . Oleh karena itu, Apple Watch SE Gen 2 di Surabaya penting untuk meningkatkan *User Experience* dan *Trust*. Variabel yang mempengaruhi *User Satisfaction* yaitu *User Experience* dan *Trust* dengan nilai regresi masing-masing 0.490 dan 0.336. Implikasi dari penelitian ini yaitu langkah utama yang perlu untuk diupayakan oleh pihak Apple Watch SE Gen 2 adalah dengan meningkatkan *UserE Experience* yang dapat diberikan oleh Apple Watch SE Gen 2 sehingga pengguna dapat merasakan peningkatan *User Satisfaction*.

Kata Kunci: *Product Quality*, *Technology-Basedservice Quality*, *Perceived Convenience*, *Perceived Ease Of Use*, *User Experience*, *Trust* , *User Stasisfaction*
Referensi:165 (1999-2024)

ABSTRACT

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ANALYSIS OF THE EFFECT OF PRODUCT QUALITY, TECHNOLOGY-BASED SERVICE QUALITY, PERCEIVED CONVENIENCE, PERCEIVED EASE OF USE ON USER EXPERIENCE AND TRUST TO PRODUCE USER STASISFACTION ON APPLE WATCH SE GEN 2 USERS IN SURABAYA

This study aims to determine the effect of Product Quality, Technology-Basedservice Quality, Perceived Convenience, Perceived Ease of Use on User Experience and Trust to Produce User Stasisfaction.

The research method used is a quantitative method with data processing using SPSS. Data collection was conducted by distributing questionnaires to 155 respondents with the characteristics of male and female respondents aged 18-60 years, domiciled in Surabaya, have used Apple Watch SE Gen 2.

The results of the study explain that the variable that most influences User Experience and Trust is Technology-based Service Quality with a regression value of 0.271 for User Experience and 0.333 for Trust and the second variable that influences User Experience and Trust is Perceived Convenience with a regression value of 0.367 for User Experience and 0.279 for Trust. Therefore, Apple Watch SE Gen 2 in Surabaya is important to improve User Experience and Trust. The variables that affect User Satisfaction are User Experience and Trust with regression values of 0.490 and 0.336 respectively. The implication of this study is that the main step that needs to be taken by Apple Watch SE Gen 2 is to improve the UserE Experience that can be provided by Apple Watch SE Gen 2 so that users can feel an increase in User Satisfaction.

Keywords: Product Quality, Technology-Based Service Quality, Perceived Convenience, Perceived Ease of Use, User Experience, Trust, User Stasisfaction

Reference:165 (1999-2024)