

ABSTRAK

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ANALISIS PENGARUH *PERCEIVED EASE OF USE*, *SERVICE CONTENT QUALITY*, *CUSTOMER SERVICE QUALITY* TERHADAP *CONTINUANCE INTENTION* MELALUI *CUSTOMER SATISFACTION* PADA PENGGUNA MYTELKOMSEL DI MANADO

(xvi + 117 halaman; 37 tabel; 8 gambar; 5 lampiran)

Aplikasi MyTelkomsel merupakan layanan mandiri yang dibentuk oleh Telkomsel sebagai aplikasi yang dapat membantu pengguna di dalam mengelola akun serta mengakses layanan pelanggan melalui *smartphone*. MyTelkomsel merupakan aplikasi yang memberikan informasi atas pengguna di dalam suatu *provider*.

Penelitian ini bertujuan untuk mengetahui *pengaruh Perceived Ease of Use, Service Content Quality, Customer Service Quality* terhadap *Continuance Intention* melalui *Customer Satisfaction*. Manfaat yang diharapkan di dalam penelitian ini yaitu dapat memberikan kontribusi di dalam pengembangan ilmu pengetahuan yang terkhusus pada faktor yang dapat mempengaruhi *Continuance Intention* yang didasari pada variabel *pengaruh Perceived Ease of Use, Service Content Quality, Customer Service Quality*, dan *Customer Satisfaction*.

Penelitian ini merupakan penelitian kausal yang menggunakan pendekatan kuantitatif dan menggunakan software AMOS 24.0 sebagai pengolahan data untuk mengolah data primer dari 125 pengguna aplikasi MyTelkomsel di Manado yang telah terkumpul dengan teknik pengambilan sampel *Snowball Sampling*. Adapun karakteristik dari responden di dalam penelitian ini adalah pria dan wanita, berusia 18 – 60 tahun, berdomisili di Manado, mengunduh aplikasi MyTelkomsel secara mandiri, menggunakan aplikasi MyTelkomsel setidaknya satu kali dalam 12 bulan, aktif menggunakan aplikasi MyTelkomsel hingga saat ini, dan pernah menghubungi Vero di aplikasi MyTelkomsel.

Hasil penelitian ini yaitu seluruh variabel di dalam penelitian berpengaruh positif dan signifikan terhadap *Continuance Intention* yaitu, *Perceived Ease of Use, Service Content Quality, Customer Service Quality*.

Kata Kunci : *Perceived Ease of Use, Service Content Quality, Customer Service Quality, Customer Satisfaction, Continuance Intention*

ABSTRACT

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ANALYSIS OF THE EFFECT OF PERCEIVED EASE OF USE, SERVICE CONTENT QUALITY, CUSTOMER SERVICE QUALITY ON CONTINUANCE INTENTION THROUGH CUSTOMER SATISFACTION FOR MYTELKOMSEL USERS IN MANADO.

(xvi + 117 halaman; 37 tables; 8 figures; 5 appendices)

MyTelkomsel application is a self-service formed by Telkomsel as an application that can help users manage accounts and access customer services via smartphones. MyTelkomsel is an application that provides information on users in a provider. This study aims to determine the effect of Perceived Ease of Use, Service Content Quality, Customer Service Quality on Continuance Intention through Customer Satisfaction. The expected benefits of this research are that it can contribute to the development of science specifically on factors that can affect Continuance Intention based on the influence variables of Perceived Ease of Use, Service Content Quality, Customer Service Quality, and Customer Satisfaction. This research is a causal research that uses a quantitative approach and uses AMOS 24.0 software as data processing to process primary data from 125 MyTelkomsel application users in Manado who have been collected using the Snowball Sampling technique. The characteristics of the respondents in this study are male and female, aged 18-60 years, domiciled in Manado, downloaded MyTelkomsel application independently, used MyTelkomsel application at least once in 12 months, actively using MyTelkomsel application until now, and have contacted Vero in MyTelkomsel application. The results of this study are that all variables in the study have a positive and significant effect on Continuance Intention, namely, Perceived Ease of Use, Service Content Quality, Customer Service Quality.

Keywords : *Perceived Ease of Use, Service Content Quality, Customer Service Quality, Customer Satisfaction, Continuance Intention*