

ABSTRACT

The development of technology in Indonesia makes it easier for people to carry out online transactions. PT Maresto Innovation Indonesia is one of the companies operating in the IT sector and following developments in technological progress. In this case, PT Maresto Innovation Indonesia aims to ensure that business stakeholders, especially in the food and beverage sector, can get neat net income data and consumers can place orders easily. This research is also motivated by the large number of Maresto application users who still have not deactivated their accounts. Therefore, the author is interested in taking the title "The Effect of E-Service Quality on Customer Satisfaction for Maresto Application Users in Bandung 2023."

This research aims to find out how respondents respond to E-Service Quality on the Maresto application, what customer satisfaction is on the Maresto application, and how much influence E-Service Quality has on customer satisfaction for users of the Maresto application.

This research uses quantitative research and questionnaire data collection. The sample used was nonprobability sampling. The source of the data obtained is primary data from 100 respondents regarding the characteristics of customers who use the application and the application users themselves. As well as secondary data used, namely journals, theses, books, the internet, previous research, and other sources that support theoretical concepts and research variables carried out. Data from the questionnaire will be analysed using descriptive analysis, a normality test, and a hypothesis test.

The research results obtained reveal that the value of the E-Service Quality (X) variable is in the very good category, while the value of Customer Satisfaction (Y) is in the very good category. The influence of E-Service Quality on Customer Satisfaction can be seen from the results of the Simple Linear Regression Test calculation that the significance value is smaller than the probability. The magnitude of the influence of the E-Service Quality variable is in the percentage of close correlation.

Keywords : E-Service Quality, Customer Satisfaction Index, Customer Satisfaction