

## ABSTRACT

*This study was conducted to determine the level of user satisfaction with the electric bicycle rental service at Telkom University in 2025. The underlying problem of this study is the registration and balance top-up process that is not user-friendly, causing confusion, and the price is considered too high, not commensurate with the duration of use.*

*This study aims to measure satisfaction based on three main indicators: meeting expectations, intention to reuse, and willingness to recommend. This study used a descriptive quantitative approach with a purposive sampling technique on 100 respondents, who were students, lecturers, and employees of Telkom University who had used the electric bicycle rental service. The data collection instrument was a questionnaire with an ordinal scale.*

*The results showed that the level of user satisfaction was in the high category, with an overall average value of 3.76. The indicator of willingness to share positive experiences received the highest score, while the application performance received the lowest score. Although the majority of respondents were satisfied, several aspects such as the technical performance of the bicycle, riding comfort, and the efficiency of the application system still need to be improved. The conclusion of this study shows that the electric bicycle rental service has met the expectations of most users, but there is still room for improvement to optimize the service and increase user loyalty.*

*Keywords: User satisfaction, electric bicycle, Telkom University, Consumer survey.*