

ABSTRAK

PENGARUH PERSEPSI MANFAAT, PERSEPSI KEMUDAHAN DAN FITUR LAYANAN TERHADAP KEPUASAN PENGGUNA APLIKASI DOMPET DIGITAL “DANA”

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Penelitian ini bertujuan untuk mengetahui apakah: 1) persepsi manfaat, persepsi kemudahan dan fitur layanan secara simultan berpengaruh signifikan terhadap kepuasan pengguna, 2) persepsi manfaat secara parsial berpengaruh signifikan terhadap kepuasan pengguna, 3) persepsi kemudahan secara parsial berpengaruh signifikan terhadap kepuasan pengguna, 4) fitur layanan secara parsial berpengaruh signifikan terhadap kepuasan pengguna. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 140 responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik dan analisis regresi linier berganda dengan menggunakan program aplikasi *Statistic Product and Service Solution* (SPSS) 20.0. Hasil penelitian ini menunjukkan bahwa: 1) persepsi manfaat, persepsi kemudahan dan fitur layanan secara simultan berpengaruh signifikan terhadap kepuasan pengguna, 2) persepsi manfaat secara parsial berpengaruh signifikan terhadap kepuasan pengguna, 3) persepsi kemudahan secara parsial berpengaruh signifikan terhadap kepuasan pengguna, 4) fitur layanan secara parsial berpengaruh signifikan terhadap kepuasan pengguna.

Kata kunci: persepsi manfaat, persepsi kemudahan, fitur layanan dan kepuasan pengguna

ABSTRACT

THE INFLUENCE OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE AND SERVICE FEATURES TOWARDS CUSTOMER SATISFACTION OF “DANA” DIGITAL WALLET APPLICATION

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This study aims to find out whether: 1) perceived usefulness, perceived ease of use and service features simultaneously have a significant influence towards customer satisfaction, 2) perceived usefulness partially significantly influence customer satisfaction, 3) perceived ease of use partially significantly influence customer satisfaction, 4) service features partially significantly influence customer satisfaction. Sampling technique used was purposive sampling. The data was obtained by distributing questionnaires to 140 respondents. The data analysis techniques in this study are descriptive analysis, classical assumption test and multiple linear regression analysis using Statistic Product and Service Solution (SPSS) 20.0 application program. The results of this study shows that: 1) perceived usefulness, perceived ease of use and service features simultaneously significantly influenced customer satisfaction, 2) perceived usefulness partially significantly influenced customer satisfaction, 3) perceived ease of use partially significantly influenced customer satisfaction, 4) service features partially significantly influenced customer satisfaction.

Keywords: perceived usefulness, perceived ease of use, service features and customer satisfaction