

**PENGARUH *SERVICE QUALITY*, *PERCEIVED EASE OF USE*,
DAN *PERCEIVED USEFULNESS* TERHADAP KEPUASAN
PENGGUNA APLIKASI SEPASAR.ID**

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Service Quality*, *Perceived Ease Of Use*, dan *Perceived Usefulness* terhadap Kepuasan Pengguna Aplikasi Sepasar.id. Sampel dan penelitian ini adalah 64 responden yang merupakan pengguna aktif sepasar.id pada bulan Agustus-November 2021, berdomisili di Yogyakarta. Teknik pengumpulan data yang digunakan adalah metode survei dengan menggunakan instrumen penelitian berupa kuesioner. Hasil Uji Instrumen menyatakan bahwa item pertanyaan dalam instrumen penelitian ini terbukti valid dan reliabel. Hasil Uji Asumsi Klasik menyatakan bahwa data dalam penelitian ini terdistribusi secara normal dan menghasilkan model regresi yang bebas dari multikolinearitas, dan heteroskedastisitas. Hasil penelitian ini membuktikan bahwa: (1) *Service Quality* tidak berpengaruh signifikan terhadap Kepuasan Pengguna Aplikasi Sepasar.id, (2) *Perceived Ease Of Use* berpengaruh positif dan signifikan terhadap Kepuasan Pengguna Aplikasi Sepasar.id, (3) *Perceived Usefulness* berpengaruh positif dan signifikan terhadap Kepuasan Pengguna Aplikasi Sepasar.id. Hasil ini memberikan implikasi secara teoritis berupa terujinya pengaruh *Perceived Ease Of Use* dan *Perceived Usefulness* terhadap Kepuasan Pengguna Aplikasi Sepasar.id. Hasil penelitian ini juga memberikan implikasi bagi Sepasar.id untuk meningkatkan lagi kualitas layanan aplikasi agar mampu mempengaruhi Kepuasan Pengguna.

Kata Kunci: *Service Quality*, *Perceived Ease Of Use*, *Perceived Usefulness*, Kepuasan Pengguna

**THE EFFECT OF SERVICE QUALITY, PERCEIVED EASE OF USE,
AND PERCEIVED USEFULNESS ON USER SATISFACTION OF
SEPASAR.ID APPLICATION**

ABSTRACT

This study aims to analyze the effect of Service Quality, Perceived Ease Of Use, and Perceived Usefulness on Sepasar.id Application User Satisfaction. The sample of this research is 64 respondents who are active users of sepasar.id in August-November 2021, domiciled in Yogyakarta. The data collection technique used is a survey method using a research instrument in the form of a questionnaire. The results of the Instrument Test stated that the question items in this research instrument were proven to be valid and reliable. The results of the Classical Assumption Test state that the data in this study are normally distributed and produce a regression model that is free from multicollinearity and heteroscedasticity. The results of this study prove that: (1) Service Quality has no significant effect on Sepasar.id Application User Satisfaction, (2) Perceived Ease Of Use has a positive and significant effect on Sepasar.id Application User Satisfaction, (3) Perceived Usefulness has a positive and significant effect to the Satisfaction of Sepasar.id Application Users. These results provide theoretical implications in the form of testing the effect of Perceived Ease Of Use and Perceived Usefulness on Sepasar.id Application User Satisfaction. The results of this study also have implications for Sepasar.id to further improve the quality of application services in order to be able to influence User Satisfaction.

Keywords: *Service Quality, Perceived Ease Of Use, Perceived Usefulness, User Satisfaction*

