ABSTRACT

In the digital era, technology has developed so fast that everyday life is always related using of technology. Many people assume that technology can be a solution to the problems that occur in this digital era. As time goes by, Indonesian people slowly began to switch from conventional payments to electronic money payments. One type of e-money that is being discussed by the public is LinkAja. Based on the results of pre-survey of 30 respondents, overall LinkAja customers are less satisfied with the application on the grounds that there is still a similar e-money that offers more advantages than the LinkAja.

This study was conducted to determine the effect of Perceived Usefulness, Perceived Ease of Use, Service Features, and Trust on LinkAja's Customer Satisfaction in Indonesia. Data collection in this research is done through questionnaires and data analysis using quantitative analysis. This research uses purposive sampling type of non-probability sampling technique. Data analysis in this research is quantitative analysis with 100 respondents. While the analysis tools in this study used SPSS version 20. Data analysis method in this study using The Multiple Linear Regression Analysis Test and descriptive analysis.

The result shows that Perceived Usefulness variable (X1), Perceived Ease of Use (X2), Service Features (X3), Trust (X4), and Customer Satisfaction (Y) are in the poor category. The result of multiple linear regression analysis in this study can be conducted the influence of Perceived Usefulness (X1), Perceived Ease of Use (X2), Service Features (X3), Trust (X4) has a positive and significant influence of LinkAja's Customer Satisfaction (Y) both partial and simultaneous. Based on the result of the coefficient of determination analysis obtained a value of 94,47%. This shows that the influence of the variables of Perceived Usefulness (X1), Perceived Ease of Use (X2), Service Features (X3), and Trust (X4) on the Level of LinkAja's Customer Satisfaction (Y) is 94,47%. While 5,53% are influenced by other variables outside of this study.

Keyword : Perceived Usefulness variable, Perceived Ease of Use, Service Features, Trust, Customer Satisfaction