ABSTRACT

This research aims to investigate the influence of customer expectations and perceived value on customer satisfaction among DINOTIS application users. The research employs a descriptive quantitative method involving 100 respondents who use DINOTIS application using non-probability purposive sampling. Data analysis is conducted using SPSS 26. Partial hypothesis testing indicates that customer expectations do not significantly affect customer satisfaction, whereas perceived value significantly influences customer satisfaction. Simultaneous hypothesis testing reveals that both customer expectations and perceived value have a significant impact on customer satisfaction.

Keywords: *Customer Expectation*, *Perceived Value*, *Customer Satisfaction*.