

ABSTRAK

Hiskia Fitri S. Rumahorbo NIM: 7203550013. PENGARUH E-SERVICE QUALITY DAN BRAND TRUST TERHADAP E-SATISFACTION PADA APLIKASI MAXIM. Skripsi, Jurusan Manajemen Program Studi Bisnis Digital, Fakultas Ekonomi Universitas Negeri Medan 2024

Penelitian ini bertujuan untuk mengetahui pengaruh *E-Service Quality* dan *Brand Trust* terhadap *E-Satisfaction* pada aplikasi Maxim. Penelitian ini menggunakan pendekatan kuantitatif, khususnya menggunakan teknik analisis regresi linear berganda. Data dievaluasi dengan menggunakan perangkat lunak SPSS 29. Dari hasil penelitian diperoleh kesimpulan bahwa Variabel *E-Service Quality* (X_1) dan Variabel *Brand Trust* (X_2) berpengaruh positif dan signifikan terhadap *E-Satisfaction* (Y) pada aplikasi Maxim. Berlandaskan hasil penelitian, ditemukan variabel *E-Service Quality* dan Variabel *Brand Trust* berpengaruh positif dan signifikan terhadap *E-Satisfaction* pada aplikasi Maxim. Dengan nilai thitung variabel *E-Service Quality* yaitu sebesar $2,326 > t_{tabel}$ yakni sebesar $0,161$ dengan nilai signifikansi sebesar $0,000 < 0,05$. Kemudian variabel *Brand Trust* yaitu sebesar $3,767 > t_{tabel}$ yakni sebesar $0,161$ dengan nilai signifikansi sebesar $0,021 > 0,05$. Hasil ini menunjukkan bahwa *E-Service Quality* dan *Brand trust* memainkan peran penting dalam meningkatkan *E-Satisfaction* aplikasi Maxim.

Kata Kunci: *E-Service Quality, Brand Trust, E-Satisfaction*

ABSTRACT

Hiskia Fitri S. Rumahorbo NIM: 7203550013. THE EFFECT OF E-SERVICE QUALITY AND BRAND TRUST ON E-SATISFACTION IN THE MAXIM APPLICATION. Thesis, Management Department, Digital Business Study Program, Faculty of Economics, Universitas Negeri Medan, 2024.

This research aims to determine the effect of E-Service Quality and Brand Trust on E-Satisfaction in the Maxim application. This study uses a quantitative approach, specifically employing multiple linear regression analysis techniques. The data was evaluated using SPSS 29 software. The results of the study concluded that the E-Service Quality variable (X_1) and the Brand Trust variable (X_2) have a positive and significant effect on E-Satisfaction (Y) in the Maxim application. Based on the research results, it was found that the E-Service Quality and Brand Trust variables have a positive and significant impact on E-Satisfaction in the Maxim application. The calculated t-value for the E-Service Quality variable is $2.326 >$ the t-table value of 0.161 with a significance value of $0.000 < 0.05$. Furthermore, the Brand Trust variable has a t-value of $3.767 >$ the t-table value of 0.161 with a significance value of $0.021 > 0.05$. These results indicate that E-Service Quality and Brand Trust play important role in increasing E-Satisfaction in the Maxim application.

Keywords: *E-Service Quality, Brand Trust, E-Satisfaction*