ABSTRAK

Azizah Heriyani Erizal NIM: 7223550003. Pengaruh E-Service Quality dan E-satisfaction terhadap E-Loyalty Aplikasi OVO di Kalangan Generasi Z (Studi Kasus Prodi Seni Kuliner Politeknik Pariwisata Medan Basic dan Middle)

Penelitian ini bertujuan untuk menganalisis pengaruh *E-Service Quality* dan *E-Satisfaction* terhadap *E-Loyalty* pengguna aplikasi dompet digital OVO di kalangan Generasi Z, khususnya mahasiswa Program Studi Seni Kuliner jenjang Basic dan Middle di Politeknik Pariwisata Medan. Penelitian ini dilatarbelakangi oleh tingginya keluhan pengguna terkait kegagalan transaksi, gangguan sistem, dan respons layanan pelanggan yang lambat, yang berpotensi menurunkan loyalitas pengguna terhadap aplikasi OVO. Penelitian menggunakan pendekatan deskriptif kuantitatif dengan teknik *purposive sampling*, memperoleh 187 responden yang ditentukan melalui rumus Lemeshow. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linear berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa *E-Service Quality* berpengaruh positif dan signifikan terhadap *E-Loyalty* (t hitung 3,423 > t tabel 1,972; sig 0,001), *E-Satisfaction* juga berpengaruh positif dan signifikan terhadap *E-Loyalty* (t hitung 4,327 > t tabel 1,972; sig 0,000), dan secara simultan kedua variabel berpengaruh positif dan signifikan terhadap *E-Loyalty* (F hitung 227,823 > F tabel 3,05; sig 0,000). Nilai koefisien determinasi (R^2) sebesar 0,712 menunjukkan bahwa kedua variabel mampu menjelaskan 71,2% variasi *E-Loyalty*, sedangkan 28,8% sisanya dipengaruhi faktor lain di luar penelitian ini. Berdasarkan temuan tersebut, OVO disarankan terus meningkatkan kualitas layanan elektronik dan kepuasan pengguna guna mempertahankan serta meningkatkan loyalitas pengguna, khususnya di kalangan Generasi Z.

Kata kunci: *E-Service Quality*, *E-Satisfaction*, *E-Loyalty*, OVO, Generasi Z

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ABSTRACT

Azizah Heriyani Erizal NIM: 7223550003. "The Effect of E-Service Quality and E-Satisfaction on E-Loyalty of OVO Application Users Among Generation Z (A Study on Basic and Middle Level Students of the Culinary Arts Study Program at Politeknik Pariwisata Medan)"

This study aims to analyze the effect of E-Service Quality and E-Satisfaction on the E-Loyalty of Generation Z users of the OVO digital wallet application, focusing on Basic and Middle level students of the Culinary Arts Study Program at Politeknik Pariwisata Medan. The research was motivated by frequent user complaints regarding failed transactions, system disruptions, and slow customer service responses, which have the potential to reduce user loyalty toward the OVO application. This study employed a quantitative descriptive approach with a purposive sampling technique, obtaining a sample of 187 respondents determined using the Lemeshow formula. Data were collected through questionnaires and analyzed using multiple linear regression with the help of SPSS software. The results show that E-Service Quality has a positive and significant effect on E-Loyalty (t-count 3.423 > t-table 1.972; sig 0.001), E-Satisfaction also has a positive and significant effect on E-Loyalty (t-count 4.327 > t-table 1.972; sig 0.000), and both variables simultaneously have a positive and significant effect on E-Loyalty (F-count 227.823 > F-table 3.05; sig 0.000). The coefficient of determination (R^2) of 0.712 indicates that both variables explain 71.2% of the variation in E-Loyalty, while the remaining 28.8% is influenced by other factors outside this study. Based on these findings, OVO is advised to continue improving its electronic service quality and user satisfaction in order to maintain and enhance user loyalty, particularly among Generation Z.

Keywords: E-Service Quality, E-Satisfaction, E-Loyalty, OVO, Generation Z

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