

ABSTRACT

The development of technology and information makes everything easier and more efficient for us to get. Innovation in the application of movie ticket booking technology can attract the number of buyers because it is considered to make it easier for users to make ticket booking transactions. In maintaining and increasing user satisfaction, service providers must also improve the quality of service provided. With good service quality, it will provide satisfaction for users and can increase ticket sales figures in this application. This study aims to determine the effect of service quality on user satisfaction. Data collection was carried out through questionnaires distributed to respondents who used the movie ticket booking application. The sample in this study consisted of 400 respondents who filled out the research questionnaire. The data processing technique used is SmartPLS (Smart Partial to analyze the measurement model and structural model. The method used is E-Service Quality with indicators of seven dimensions, namely Efficiency, Fulfillment, Reliability, Privacy, Responsiveness, Compensation, and Contact and Security as external variable. The results of this study show the value of T-Statistics, P Value and path coefficient to determine the effect of the E-Service Quality variable on the E-Customer Satisfaction variable and the level of satisfaction of users of the movie ticket booking application.

Keywords : *E-Service Quality, E-Customer Satisfaction, Movie Ticket Booking.*