

ABSTRACT

Vidio is an OTT (Over the Top) platform providing the most complete streaming services in Indonesia. The success of a company really depends on the extent to which the company can fulfill customer satisfaction. The level of customer satisfaction is influenced by the quality of service provided by the company. Therefore, this research aims to find out and analyze the influence of e-service quality and price on Vidio.com customer satisfaction and the simultaneous or partial influence of e-service quality and price on Vidio.com customer satisfaction.

The research method used in this research is a quantitative method. Data was collected through a questionnaire distributed by the author with a sample of 400 respondents. The data analysis technique used in this research was carried out using SPSS 26 (Statistical Package for the Social Sciences). Based on hypothesis testing, the results show that e-Service Quality has a significant positive influence on customer satisfaction and price has a significant positive influence on Vidio.com customer satisfaction.

Keywords: *E-Service Quality; Price; Customer satisfaction*