

ABSTRACT

Improved quality of service is one of the company's strategy that aims to create or improve customer satisfaction. Garuda Indonesia launched a Mobile Application that aims to improve the quality of services electronically or so-called E-Service Quality. This program will help the company to increase the satisfaction of customers. This study aims to determine the effect of Mobile Application E-Service Quality towards Customer satisfaction Garuda Indonesia as well as how the link between the two. The independent variables in this study are the dimensions of the E-service Quality, while the dependent variable is the Customer satisfaction.

This research is descriptive causal using a quantitative approach. The population in this study are the consumers of the Garuda Indonesia that use this Mobile Application, but it is not known exactly how many users of this app, so the sampling technique that used is Non-Probability Sampling with convinence technique sampling with a sample of 400 respondents and using 4point Likert scale measurement. Methods of data collection performed by distributing online questionnaires.

Simultaneously E-service Quality has significant impact to Customer satisfaction 49.4%. Partially showed the variable that has significant effect is Web Design, Reliability, System Availability, Responsiveness and Empathy while the variable Ease Of Use and Privacy do not significantly

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