ABSTRACT

Today's society has been facilitated by the development of technology, especially *the internet* usage in *smartphones. Internet* users in Indonesia in 2016 reached 132.7 million and *smartphone* users reached 88.9 million (67.8%). Public interest use the *smartphone* as *a mobile application* that allows a person to carry out the fulfillment of their desires and needs. *Mobile application* chosen because it is easily accessible. Applications often used is *Social* Media.However, the *Mobile Banking* application or the like is needed to make transactions and payment. Therefore, PT. Veritra International Sentosa brings *PayTren* as an application that allows people to conduct transactions daily needs. *PayTren* is a testament to the company in realizing *the E-Service Quality* to meet customer satisfaction. This study aimed to analyze the implementation of *the E - Service Quality* for Customer Satisfaction in knowing *PayTren* applications. Type of Quantitative Research with Descriptive method. *Nonprobability* sampling method using *purposive sampling* and *sampling.*The study population was the Customer or Partner that uses *PayTren* application. Data collection by questionnaire and observation method. Technique Data analysis using Descriptive Analysis. Also, Technique *Importance Performance Analysis* and *Customer Satisfaction Index.* Results Calculation of Expectation and Reality on *E - Service Quality* Application *PayTren* by 97.36% and 90.7% indicated in the position of Very Important and Very Good. Calculation Results *Customer Satisfaction Index* showed 89.38% of consumers are very satisfied with the application *PayTren.* According to the results of *Importance Performance Analysis,* aspects *E - Service Quality* in need of improvement is the maintenance of the application system, the process of entering data, transaction speed and smoothness of the commission.

Keywords : *E - Service Quality,* Customers Satisfaction, *PayTren.*