

## ABSTRACT

This study aims to analyze the influence of E-Service Quality and Sub Dimensions on Buying Experience on Telkomsel Prepaid customer data services through MyTelkomsel purchase channel. This service quality needs to be analyzed due to the very high Telkomsel data service package purchase transactions in every day, but there are still many failed transactions to buy data service packages seen in Telkomsel's internal Big Data.

The dimensions of E-Service Quality to be analyzed, namely Electronic-Service quality (ES-Qual) consisting of Efficiency, Fulfillment, *System* availability and Privacy, and Electronic-Recovery Service Quality(*E-RecSQUAL*) as a recovery from E-Service Quality consisting of Responsiveness, Compensation and Contact. This research is a quantitative research with descriptive analysis techniques, in which the data collection method in this study uses secondary data sourced from Telkomsel's internal Big Data which contains information on Telkomsel Prepaid customer data service package purchase transactions. Sampling techniques using purposive sampling technique. Based on the specified criteria, there are 164,394 samples of data service package purchase transactions.

This study uses Logistic Regression analysis method using SPSS Modeler Software to perform the testing phases, and also additional Software such as Splunk, MySQL and Shell Script for data processing. Based on Overall Fit Test with the Omnibus Tests of Model Coefficients the chi square value is 100242.134 with df 7 and Sig. model is 0,000, because of the value of Sig. model  $<0.05$ , it can be concluded that simultaneously E-Service Quality has a significant effect on Buying Experience. Partial testing shows that each sub dimension of E-Service Quality consisting of Efficiency, Fulfillment, *System* Availability, Privacy, Responsiveness, Compensation and Contact has a significant effect on Buying Experience, where the significance of each variable is  $<0.05$ . To find out the variability of the dependent variable which can be explained by the independent variable, the Determination Coefficient (Nagelkerke R Square) is used which is equal to 0.941, which means that the variability of the dependent variable that can be explained by the independent variable is 94.1%. Whereas for the Regression Feasibility Test with the Hosmer and Lemeshow Model, the Chi-square value is obtained at 6.342 with a significance (p) of 0.096. because the significance value is  $> 0.05$ , the model can be concluded to be able to predict the value of its observations.

**Keywords** : *E-Service Quality, Buying Experience, Customer Experience, Customer Satisfaction, Data Services and Logistic Regression*