

ABSTRACT

In today's digital era, all activities have been dominated by technology. Then human needs will increase and bring a lot of changes in all activities and make people want to meet their needs effectively and efficiently. As an example, slowly payment transactions are beginning to shift from conventional payments to digital. One of the digital payments that will be discussed in this study is the LinkAja application.

The purpose of this study was to examine the effect of system quality, information quality, and service quality on the satisfaction of LinkAja application users. This research through the distribution of questionnaires and data analysis using quantitative analysis. While the analysis tools used with the help of SPSS version 20. The analytical method used in this study is the Multiple Regression Analysis test. Sampling is done by non-probability sampling method with purposive sampling technique. The sample in this study amounted to 100 respondents with criteria using the LinkAja application, aged over 17 years, and had used the LinkAja application to shop at merchants.

Based on the results of descriptive analysis shows that the System Quality (X1), Information Quality (X2), Service Quality (X3) and System Satisfaction (Y) variables are in the poor category. The results of multiple linear regression analysis can be concluded that System Quality (X1), Information Quality (X2), Service Quality (X3) has positive and significant effect on LinkAja User Satisfaction (Y) either partially or simultaneously. Based on the test results of the coefficient of determination analysis obtained by 88.4%. This shows that the influence of System Quality (X1), Information Quality (X2), Service Quality (X3) on User Satisfaction (Y) LinkAja is 88.4%. While the remaining 11.6% is influenced by other variables not examined in this research.

Keywords: System Quality, Information Quality, Service Quality, Consumer Satisfaction, Mobile Payment, LinkAja