

ABSTRACT

OVO is a digital wallet application managed by PT Visionet Internasional. The research aims to see and analyze the influence of the system quality, information quality, and service quality on the OVO user satisfaction in West Java.

The object of research is OVO users in West Java. The data research method was obtained by distributing questionnaires to 385 OVO users in West Java. The questionnaires used in this study had 17 item statements with a 6-point Likert scale. The sampling technique used purposive sampling. The data analysis technique in this research is descriptive analysis and multiple regression analysis.

The findings in the study are system quality and service quality partially have a positive and significant influence on user satisfaction, while the information quality has no effect on user satisfaction. The value of the coefficient determination for the variables of system quality, information quality, and service quality is 65,9%.

Keywords: System Quality, Information Quality, Service Quality, User Satisfaction