

ABSTRACT

This study was conducted to determine the effect of Website Functionality , Perceived Usability, and Perceived Usefulness on Kepuasan Pelanggan for GOTIX, TIX ID, and CGV Cinemas Indonesia applications. The purpose of this research is to determine and analyze how Website Functionality , Perceived Usability, and Perceived Usefulness are given by GOTIX, TIX ID, and CGV Cinemas to its customers, as well as the magnitude of the effect of Website Functionality , Perceived Usability, and Perceived Usefulness simultaneously and partially on Kepuasan Pelanggan GOTIX Application, TIX ID, and CGV Cinemas Indonesia.

This research uses quantitative methods with descriptive and causal research types. Sampling was done by using non-probability sampling method purposive sampling type, with the number of respondents as many as 100 people. The data analysis technique used descriptive analysis and multiple linear regression analysis.

Based on the results of descriptive analysis, the variable Perceived Usability and Perceived Usefulness as a whole are in a good category but the Website Functionality variables and overall Kepuasan Pelanggan are in the good enough category. The results of the multiple linear regression analysis technique of Website Functionality , Perceived Usability, and Perceived Usefulness simultaneously have a positive effect on Kepuasan Pelanggan for GOTIX, TIX ID, and CGV Cinemas applications. The magnitude of the effect of Website Functionality , Perceived Usability, and Perceived Usefulness together is 68.4 on purchasing decisions and the remaining 31.6 is influenced by other factors such as perceived risk, or trust factors which were not examined in this study. Partially Website Functionality , Perceived Usability, and Perceived Usefulness of life have a positive and significant effect on Kepuasan Pelanggan. The highest influence is perceived usefulness, Website Functionality and the lowest effect is Perceived Usability.

Keywords: *Website Functionality , Perceived Usability, Perceived Usefulness and Kepuasan Pelanggan.*