

ABSTRACT

Technological developments in the digital era are currently developing very rapidly, one of which is financial technology which changes the way people pay, send money, borrow money, and invest. One of the financial technology products is the emergence of an online platform for buying and selling mutual fund products. With the availability of online application-based mutual fund buying and selling transactions that can be done anywhere and anytime. Just use the smartphone in one click. The use of mutual fund buying and selling applications in Indonesia has been growing since 2013 when the mutual fund selling agent (APERD) PT Bareksa Investment Portal launched the Bareksa application as a mutual fund trading transaction platform. Bareksa exists as a pioneer of the mutual fund market in Indonesia.

This study aims to outline the dimensions of E-Service Quality in the Bareksa Application in Indonesia. Also to examine the relationship of E-Service Quality dimensions with Customer Satisfaction and Repurchase Intention. An effective digital marketing strategy that leads to customer value, and is expected to be used as a reference for further research to develop the quality of Bareksa's E-Service.

Six dimensions are proposed to measure E-Services Quality of Bareksa application services discussed in this research, namely Information Quality, Application Design, Payment Method, Personalization, Responsiveness, and Security & Privacy. This research is quantitative research with a causal research type. Data collection was carried out through an online survey with 232 respondents from Indonesia because the investors are spread in Indonesia. The Confirmatory Factor Analysis (CFA) was chosen for Validity Test and Construct Reliability (CR) chosen for Reliability Test in this research.

The results of this study indicate that Information Quality, Personalization, Responsiveness, and Security & Privacy have a positive and significant effect on the Customer Satisfaction variable. Then the Application Design and Payment method variables have no positive and significant effect on the Customer Satisfaction variable.

Keywords: E-Service Quality, Mutual Fund Selling Agent, Customer Satisfaction, Repurchase Intention.