

ABSTRACT

In this digitalization era, all activities are dominated by sophisticated technology, especially since we have entered the 4.0 era where companies continue to develop sophisticated technology. Technology makes it easy for users to find information quickly and easily and communication can be fast and easy. Technologies that are considered to be able to meet the needs of humans effectively and efficiently today are the internet and smartphones. The internet itself is a form of technology that encourages economic actors to provide internet-based facilities for human needs that are more practical. This research was conducted at the LinkAja Syariah company. Link Aja Syariah is a company engaged in digital wallets and has service facilities that include transfers to money, paying and buying via smartphones, online shopping, and sharing money. Although LinkAja Syariah is the largest technology company and is well known by the public, it is not certain that it can guarantee customer satisfaction and customer loyalty to LinkAja Syariah. Therefore, this study aims to determine how much influence the quality of services provided by LinkAja Syariah to increase customer satisfaction and customer loyalty of LinkAja Syariah.

The purpose of this study was to determine whether there is an effect of Service Quality on Customer Satisfaction and Customer Loyalty at LinkAja Syariah. To collect data in this study, the authors distributed questionnaires through Google Forms. The total respondents in this study were 400 respondents who were active customers of LinkAja Syariah.

To achieve the research objectives, the data analysis technique used in this research is the Smart PLS software. In addition, the method used in analyzing the data in this study is descriptive statistical analysis, Structural Equation Modeling with Smart PLS software which consists of analyzing the outer and inner models and testing the hypothesis.

Based on the test results found a result, namely Service Quality has a significant and positive effect on Customer Satisfaction, Service Quality has a significant and positive effect on Customer Loyalty, Customer Satisfaction has a significant and positive effect on Customer Loyalty. In addition, based on the R² results obtained, Customer Satisfaction has a result of 0.527 or 52.7% and Customer Loyalty has a result of 0.565 or 56.5% which is influenced by Service Quality. While the remaining 47.3% and the other 43.5% were influenced by other factors not examined in this study.

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty, LinkAja Syariah