

ABSTRACT

This research was conducted to determine the effect of e-service quality website on customer satisfaction of PT. Pelayaran Indonesia (PELNI) Makassar branch. The purpose of this research is to find out and analyze how the quality of electronic services provided to customers through the website, how customer satisfaction with the services provided, the magnitude of the influence of service quality simultaneously and partially on customer satisfaction at PT. Pelayaran Indonesia (PELNI) Makassar branch. This research uses quantitative method with descriptive-causality research type. Sampling was done by non-probabilty sampling method purposive sampling type, with the number of respondents as many as 100 people. The data analysis technique used is descriptive analysis and simple linear regression analysis. Based on the results of simultaneous hypothesis testing, e-service quality has a significant effect on customer satisfaction at PT. Pelayaran Indonesia (PELNI) Makassar branch. This is evidenced by $F_{count} > F_{table}$ ($16,764 > 1660$) with a significance level of $0.000 < 0.005$. Based on the coefficient of determination, it was found that the service quality of PT. Pelayaran Indonesia (PELNI) Makassar branch is able to explain customer satisfaction by 74,1% and the remaining 25,9% is influenced by other factors not examined in this researcher such as price factors and website programs. The conclusion of this study, the quality of service at PT. Pelayaran Indonesia (PELNI) Makassar branch has entered the good category, but there are several items that need to be improved such as giving compensation or gifts as a form of attention to customers.

Keywords: PT. Pelayaran Indonesia (PELNI), E-Service Quality, and Customer Satisfaction.