

ABSTRAC

The Covid-19 pandemic has had a considerable impact on MSMEs, in fact, around 63% of MSME businesses experienced a decline in turnover due to the decline in people's purchasing power. Micro, Small and Medium Enterprises (MSMEs) continue to be encouraged to carry out business transformation from using an offline system (offline) or offline sales system online (online). This step is considered important to increase MSME opportunities during the Covid-19 pandemic. According to data, in 2020 the number of MSMEs that have been connected to digital platforms has reached 16% or reached 10.25 million. With the current conditions, it is hoped that the current 64 million MSME players can transform from offline to. To ensure the wheels of the economy keep moving, the object of this research is Mysooltan, who is here to support online business migration. This study was conducted to determine how much influence E-service quality and promotion simultaneously and partially on Customer Satisfaction on Mysooltan products, this research was conducted on MSME customers in Jabodetabek.

The purpose of this study was to determine how much influence E-Service Quality and Promotion on Customer Satisfaction at Mysooltan in Jabodetabek. The method used is quantitative method with data analysis method using multiple linear regression. Questionnaires were distributed to 100 respondents and data processing using SPSS Windows 10.

Based on the results of the study, the percentage for the E-Service Quality variable was 79.33%, the Promotion variable was 86.48% and the Customer Satisfaction was 86.54%. And the E-Service Quality has a partial effect of 2.137 on Customer Satisfaction, and Promotion has a partial effect of 4.749 on Customer Satisfaction. Then E-service quality and Promotion have a simultaneous effect on Customer Satisfaction of 111.414. The variables of E-Service Quality and Promotion affect Customer Satisfaction that is equal to 0.697% or 69.7%. While the remaining 30.3% is not explained in this study or influenced by other variables not examined.

Keywords: E-Service Quality, Promotion, Customer Satisfaction