

ABSTRACT

The rapid development of information technology is the internet which is supported by the right infrastructure, which is currently very often used by most Indonesian people. Halo BCA banking application is a form of flexible communication technology between Bank BCA Customer Service and its customers. This study aims to determine the effect of the motive for using the HaloBCA application on user satisfaction. In Maslow's hierarchy of needs theory, which is also supported by the theory of motives according to McQuail, namely information motives, personal identity, integrity and social interaction and entertainment motives. This study uses explanative quantitative research methods, data collection techniques using survey instruments, and questionnaires with a sample of 100 respondents. To find out how much influence the two variables have, the researcher uses simple linear regression analysis. Questionnaire data processing was carried out using IBM SPSS. Based on the results of simple linear regression for this study, the regression coefficient values obtained in this study were $Y=10,174+0,827X$ and 77,3% for the coefficient of determination. That is, there is an influence between the motives for using the Halo BCA application on user satisfaction, the remaining 22.7% is influenced by other indicators not included in this study.

Keywords: motives, satisfaction, halo BCA application