

ABSTRACT

This study aims to determine the effect of the ease of use of the application and service quality on customer satisfaction Anteraja expeditions. The method used is descriptive with a sample of 100 respondents. The analysis technique uses statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of testing the hypothesis simultaneously with the f test, obtained fcount results of 52,433 with a significance (pvalue) of 0,000.

Furthermore, it is compared with the ftable value and probability of 5%, due to the results of fcount>ftable (52,433>3,089) and a significance (pvalue) of 0.000 <0.05, then Ho is rejected and Ha is accepted, so it can be stated that there is a significant influence between ease of application (X1) and service quality (X2) and on customer satisfaction (Y).

Keywords: *Ease of application, service quality and customer satisfaction*