

## ABSTRACT

*Development of the internet has changed the lifestyle of people in Indonesia. So many companies take advantage of it. Service quality is a determining factor for the success of a company. First Media released a mobile application called myFirstMedia.*

*The purpose of this study was to determine the effect of the dimensions of e-service quality on e-customer satisfaction for myFirstMedia application users. The myFirstMedia application is present as an application-based digital service solution that allows customers to be connected 24 hours through the myFirstMedia application. However, there is a mismatch between service quality and consumer expectations of the myFirstMedia application.*

*The research method used in this study is a quantitative method. Sources of data used in this study are primary and secondary data. Primary data was obtained through surveys distributed through google form, while secondary data was obtained through news articles and previous research. The sampling technique used in this study is a non-probability sampling technique with purposive sampling type and the sample taken is 385 respondents. The analysis technique in this study is the Structural Equation Model (SEM) using smartPLS 4.0 Software*

*Based on descriptive analysis, it can be seen that the results of the e-Servqual dimensions (reliability, efficiency, responsiveness, fulfillment, security/privacy) have a positive influence on overall e-customer satisfaction of myFirstMedia Application users. The coefficient of determination using R-Square shows that there is an influence of 52.6% of e-service quality dimensions on e-customer satisfaction.*

*The statistical test results show that (1) the reliability dimension has a significant positive effect on e-customer satisfaction (2) the responsiveness dimension has a significant positive effect on e-customer satisfaction (3) the security/privacy dimension has a significant positive effect on e-customer satisfaction (4) the fulfillment dimension has an effect significant positive effect on e-customer satisfaction (5) the efficiency dimension has a significant positive effect on e-customer satisfaction. The coefficient of determination using R-Square shows that there is an influence of 52.6% of the dimensions of electronic service quality on e-customer satisfaction.*

*The results of statistical analysis show that the reliability dimension has an influence on e-customer satisfaction. Based on the results of descriptive analysis, it shows that the fulfillment dimension has the lowest percentage value related to information on package prices, promos and other content contained in the My First Media application.*

**Keywords:** *E-Service Quality, E-customer Satisfaction, myFirstMedia*