

ABSTRAK

Penelitian ini ditujukan untuk menganalisis Pengaruh Kualitas Layanan Digital (*reliability, responsiveness, assurance, empathy, tangibility*) pada Kepuasan Konsumen yang dimediasi oleh Kepercayaan pada PLN Mobile. Penelitian ini menggunakan metode kuantitatif melalui pengambilan sampel *non-probability sampling*. Adapun teknik *non-probability sampling* yang dipilih dalam penelitian ini adalah *purposive sampling*. Penelitian ini menggunakan 100 responden konsumen PLN Mobile. Penelitian menggunakan metode Uji *Regresi Linier Berganda* untuk mengukur seberapa besar pengaruh variabel dependen pada variabel independen. Penelitian ini mengukur pengaruh variabel independen kualitas layanan PLN Mobile (*tangibility, reliability, responsiveness, assurance, empathy, network quality*) pada variabel kepuasan konsumen sebagai variabel dependen dengan variabel kepercayaan konsumen menjadi variabel mediasi.

Keyword : Kualitas Layanan, Kepercayaan Konsumen, Kepuasan Konsumen

ABSTRACT

This study aims to analyze the influence of digital service quality (reliability, responsiveness, assurance, empathy and tangibility) on consumer satisfaction mediated by trust in PLN Mobile. This study uses a quantitative method through non-probability sampling. The non-probability sampling technique chosen in this study is purposive sampling. The sample in this study is taken from 100 PLN Mobile users as respondents. Furthermore, this study uses multiple linear regression analysis to measure how much the dependent variable has influence on the independent variable. Moreover, this study measures the effects of the dependent variable on the service quality of PLN Mobile (tangibility, reliability, responsiveness, assurance, empathy and network quality) on the variable of customer satisfaction as the dependent variable with the variable of consumer trust being the mediating variable.

Keyword: Service Quality, Consumer Trust, Consumer Satisfaction