

ABSTRAKSI

MUHAMAD IRMAN, Analisis Pengaruh *Customer Trust* dan *Customer Value* Terhadap *Customer Satisfaction* OVO Payment (Studi kasus di wilayah Jakarta Barat). (Dibimbing oleh RA Nurlinda).

Penelitian ini bertujuan untuk mengetahui pengaruh *customer trust* dan *customer value* terhadap *customer satisfaction* produk OVO payment. Variabel independent terdiri dari (*customer trust* dan *customer value*) dan variabel dependent (*customer satisfaction*). Jumlah sampel yang digunakan dalam penelitian ini sebanyak 105 orang responden. Responden dalam penelitian ini adalah pelanggan OVO yang menggunakan OVO dalam 2 bulan terakhir di wilayah Jakarta Barat. Uji instrument yang digunakan dalam penelitian ini adalah uji validitas dan reliabilitas serta analisis data menggunakan analisis regresi linear berganda.

Hasil penelitian menunjukkan bahwa *Customer Trust* dan *Customer Value* memiliki pengaruh yang positif dan signifikan terhadap *customer satisfaction* secara parsial maupun secara bersama-sama. Variabel *Customer Value* merupakan variabel yang paling dominan dalam mempengaruhi *Customer Satisfaction* OVO Payment

Kata kunci: *customer trust*, *customer value*, *customer satisfaction*, OVO payment

ABSTRACT

MUHAMAD IRMAN, Analysis of the Effect of Customer Trust and Customer Value on Customer Satisfaction OVO Payment (Case study in West Jakarta). (Guided by RA Nurlinda).

This study aims to determine the effect of customer trust and customer value on customer satisfaction on OVO payment products. Exogenous variables consist of (customer trust and customer value) and endogenous variables (customer satisfaction). The number of samples used in this study were 105 respondents. Respondents in this study were OVO customers who used it in the last 2 months in the West Jakarta area. The test instrument used in this study is the validity and reliability test and data analysis using multiple linear regression analysis.

The results of the study show that Customer Trust and Customer Value have a positive and significant influence on customer satisfaction partially or jointly. The Customer Value variable is the most dominant variable in influencing Customer Satisfaction OVO Payment

Keywords: customer trust, customer value, customer satisfaction, OVO payment