

“PENGARUH *EASY OF USE* DAN *TIMELINESS* TERHADAP *USER SATISFACTION* PADA APLIKASI INDRIVE”

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui gambaran mengenai *Easy Of Use*, *Timeliness* dan *User Satisfaction* serta mencari besaran pengaruh *Easy Of Use* dan *Timeliness* terhadap *User Satisfaction* pada baik secara parsial maupun simultan. Metode yang digunakan dalam penelitian Aplikasi InDrive ini adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi yang digunakan pada penelitian ini adalah Pengguna Aplikasi InDrive yang berjumlah 382 responden dengan *non probability* sampling dengan teknik pengambilan *purposive sampling*. Berdasarkan dan *User Satisfaction* termasuk kategori Baik. *Easy Of Use* berpengaruh sebesar 26,4% terhadap *User Satisfaction*, *Timeliness* berpengaruh sebesar 18,5 % terhadap *User Satisfaction*. *Easy Of Use* dan *Timeliness* berpengaruh sebesar 29,5% terhadap *User Satisfaction*. Berdasarkan hasil pengujian hipotesis secara parsial menunjukkan *Easy Of Use* berpengaruh terhadap *User Satisfaction*, *Timeliness* berpengaruh terhadap *User Satisfaction*,. Berdasarkan hasil pengujian hipotesis secara simultan *Easy Of Use* dan *Timeliness* berpengaruh terhadap *User Satisfaction*.

Kata Kunci : *Easy Of Use*, *Timeliness*, *User Satisfaction*, Aplikasi InDrive

***“THE EFFECT OF EASY OF USE AND TIMELINESS ON USER
SATISFACTION IN INDRIVE APPLICATIONS”***

ABSTRACT

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This research aims to determine the description of Ease of Use, Timeliness and User Satisfaction and to find the magnitude of the influence of Ease of Use and Timeliness on User Satisfaction, both partially and simultaneously. The method used in this InDrive Application research is descriptive and verification with a quantitative approach. The population used in this research was InDrive Application Users, totaling 382 respondents using non-probability sampling using a purposive sampling technique. Based on and User Satisfaction is in the Good category. Easy of use has an effect of 26.4% on User Satisfaction, Timeliness has an effect of 18.5% on User Satisfaction. Easy of Use and Timeliness have an effect of 29.5% on User Satisfaction. Based on the results of partial hypothesis testing, it shows that Easy Of Use has an influence on User Satisfaction, Timeliness has an influence on User Satisfaction. Based on the results of simultaneous hypothesis testing, Easy Of Use and Timeliness influence User Satisfaction.

Keywords: Ease of Use, Timeliness, User Satisfaction, InDrive Application

KATA PENGANTAR