

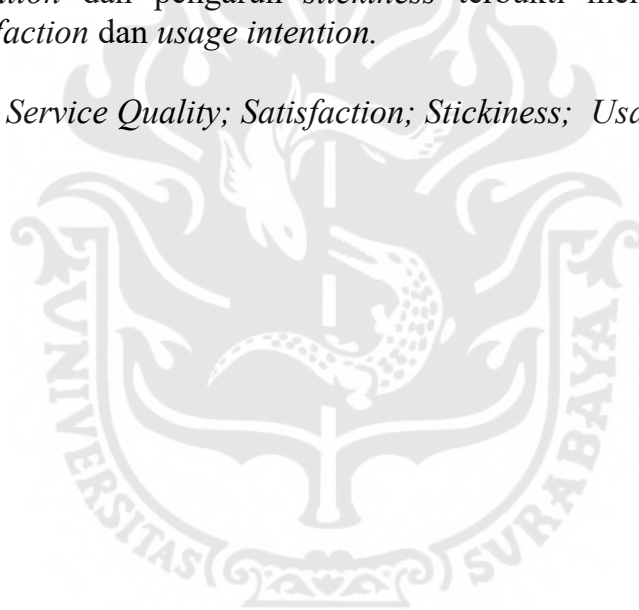
INTISARI

Penelitian ini bertujuan untuk mengetahui dan menguji pengaruh *service quality*, *satisfaction*, *stickiness*, dan *usage intention* pada penggunaan aplikasi WhatsApp di Surabaya.

Pengolahan data dilakukan dengan menggunakan *software SPSS AMOS 20*. Teknik pengambilan sampel yang digunakan adalah *non probability sampling*. Jumlah sampel yang digunakan dalam penelitian ini adalah sebanyak 150 responden yang memenuhi karakteristik populasi yang telah ditentukan dan diperoleh dari penyebaran kuesioner secara *offline*.

Hasil penelitian ini menunjukkan adanya pengaruh positif *environment quality* terhadap *satisfaction*, pengaruh positif *outcome quality* terhadap *satisfaction*, pengaruh positif *satisfaction* terhadap *usage intention*, pengaruh *satisfaction* terhadap *stickiness*, pengaruh *stickiness* terhadap *usage intention* dan pengaruh *stickiness* terbukti memediasi hubungan antara *satisfaction* dan *usage intention*.

Kata kunci: *Service Quality; Satisfaction; Stickiness; Usage Intention*.



ABSTRACT

The purpose of this research is to understand and analyze the influence of service quality, satisfaction, stickiness toward usage intention on the application of WhatsApp in Surabaya.

Data processing was conducted using software SPSS AMOS 20. The sampling technique that used is non-probability sampling. 150 respondents, who qualify the specified characteristics of the population were the total of sample used in this research which distributed by offline questionnaire.

The result of this research that there was a positive influence between environment quality on satisfaction, a positive influence between outcome quality on satisfaction, a positive influence between satisfaction on usage intention, a positive influence between satisfaction on stickiness, a positive influence between stickiness on usage intention and mediating role of stickiness between satisfaction and usage intention is confirmed.

Keywords : Service Quality; Satisfaction; Stickiness; Usage Intention.

