



**THE APPLICATION OF E-SERVQUAL MODEL ON
OPPO BROWSER TO ACHIEVE E-SATISFACTION**

THESIS

**Submitted as one of the requirements to obtain
Magister Manajemen**

By

Maria Vionetta Pramesthiwardhani

023202105010

**FACULTY OF BUSINESS
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STUDY PROGRAM
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THE APPLICATION OF E-SERVQUAL MODEL ON OPPO BROWSER TO ACHIEVE E-SATISFACTION

By

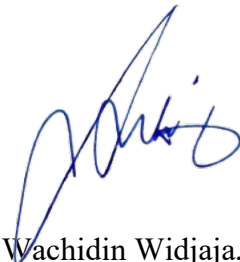
Maria Vionetta Pramesthiwardhani

023202105010

Approved by



Dr. Adhi Setyo Santoso, ST., MBA.
Masters' Final Project Advisor



Dr. Anton Wachidin Widjaja, S.E., M.M.
Head of Study Program
Master's of Technology Management

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Prof. Dr. Ir. Chairy, S.E., M.M.
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Dr. Iman Permana, B.S.(P.E.), M.M.
Member of Panel of Examiners

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ABSTRACT

This study aims to investigate the impact of the E-ServQual implemented in OPPO Browser on E-Satisfaction among its users in Indonesia. Data was collected through questionnaires and analyzed using Structural Equation Modeling (SEM). The findings indicate that all independent variables, including ease of use, reliability, system availability, privacy, responsiveness, security, and user experience, have a significant and positive influence on E-Satisfaction. These results suggest that companies can use the E-ServQual model as a valuable tool to enhance these aspects, thereby ensuring customer satisfaction and maintaining competitiveness in the business landscape.

Keywords: *e-service quality, e-satisfaction, OPPO Browser, ease of use, system availability, privacy, reliability, security, responsiveness, and experience, Structural Equation Model (SEM).*

ABSTRAK

Studi ini bertujuan untuk menyelidiki dampak E-ServQual yang diterapkan di OPPO Browser terhadap E-Satisfaction di antara penggunanya di Indonesia. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan Structural Equation Modeling (SEM). Temuan menunjukkan bahwa semua variabel independen, termasuk kemudahan penggunaan, keandalan, ketersediaan sistem, privasi, responsivitas, keamanan, dan pengalaman pengguna, memiliki pengaruh yang signifikan dan positif terhadap E-Satisfaction. Hasil ini menyarankan bahwa perusahaan dapat menggunakan model E-ServQual sebagai alat berharga untuk meningkatkan aspek-aspek tersebut, sehingga memastikan kepuasan pelanggan dan mempertahankan daya saing dalam segi bisnis.

Kata Kunci: *e-service quality, e-satisfaction, OPPO Browser, ease of use, system availability, privacy, reliability, security, responsiveness, and experience, Structural Equation Model (SEM).*

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