

ABSTRACT

The purpose of this study was to analyze the relationship between the reuse interest model through customer satisfaction during the covid-19 pandemic through cashback promotion and e-service quality. The study involved 190 users of the OVO application. Researchers used Partial Least Square (PLS) as a technique used to analyze measurements and structural models. The results of this research library are that: Cashback promotion and e-service quality have a positive and significant effect on customer satisfaction and OVO electronic money users in Jakarta; Cashback promotions and e-service quality have a positive and significant impact on the interest in reusing OVO electronic money services in Jakarta; There is a positive and significant effect of customer satisfaction on the interest in reusing OVO electronic money services in Jakarta; Customer satisfaction can mediate the effect between cashback promotions and interest in reusing OVO electronic money services in Jakarta; Customer satisfaction can mediate the influence between e-service quality and interest in reusing OVO electronic money services in Jakarta.

Keyword: Reuse, Customer Satisfaction, Cashback Promotion, E-Service Quality



ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis hubungan antara Model minat penggunaan kembali melalui kepuasan pelanggan di masa pandemi covid-19 melalui promosi *cashback* dan *e-service quality*. Studi melibatkan 190 pengguna aplikasi OVO. Peneliti menggunakan Partial Least Square (PLS) sebagai teknik yang digunakan untuk menganalisis pengukuran dan model struktural. Hasil dari library research ini adalah bahwa: Promosi *cashback* dan *e-service quality* berpengaruh positif dan signifikan, terhadap kepuasan pelanggan dan pengguna uang elektronik OVO di Jakarta; Promosi *cashback* dan *e-service quality* berpengaruh positif dan signifikan terhadap minat penggunaan kembali jasa uang elektronik OVO di Jakarta; Terdapat pengaruh positif dan signifikan kepuasan pelanggan terhadap minat penggunaan kembali jasa uang elektronik OVO di Jakarta; Kepuasan pelanggan dapat memediasi pengaruh antara promosi *cashback* dengan minat penggunaan kembali jasa uang elektronik OVO di Jakarta; Kepuasan pelanggan dapat memediasi pengaruh antara *e-service quality* dengan minat penggunaan kembali jasa uang elektronik OVO di Jakarta

Kata kunci : Penggunaan kembali, Kepuasan Pelanggan, Promosi *Cashback*, *E-Service Quality*

