

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *perceived ease of use*, *perceived usefulness* dan *information quality* terhadap *customer satisfaction* pada SehatQ E-Health di Jakarta Barat. Penelitian ini dilakukan terhadap 120 responden dengan menggunakan pendekatan kuantitatif. Model analisis data yang digunakan adalah *Structural Equation Modelling* (SEM). Hasil penelitian menunjukkan bahwa *perceived ease of use* berpengaruh positif dan signifikan terhadap *customer satisfaction*, *perceived usefulness* berpengaruh positif dan signifikan terhadap *customer satisfaction* dan *information quality* berpengaruh positif dan signifikan terhadap *customer satisfaction*.

**Kata kunci:** *Perceived Ease of Use, Perceived Usefulness, Information Quality, Customer Satisfaction*



## ABSTRACT

*This study aims to examine the effect of perceived ease of use, perceived usefulness and information quality on customer satisfaction at SehatQ E-Health in West Jakarta. This study was conducted on 120 respondents using a quantitative approach. The data analysis model used is Structural Equation Modeling (SEM). The results showed that perceived ease of use had a positive and significant effect on customer satisfaction, perceived usefulness had a positive and significant effect on customer satisfaction and information quality had a positive and significant effect on customer satisfaction.*

**Keywords:** *Perceived Ease of Use, Perceived Usefulness, Information Quality, Customer Satisfaction*

