

## ABSTRAK

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**Pengaruh Promosi, Persepsi Kemudahan Penggunaan, Persepsi Keamanan dan Kepercayaan Terhadap Kepuasan Pelanggan Menggunakan Aplikasi Gopay Serta Tinjauannya Dalam Sudut Pandang Islam (Studi Kasus Pada Pengguna Gopay di wilayah DKI Jakarta).**

162 halaman + clxii halaman + 23 tabel + 15 lampiran dan 3 gambar

### Uraian Abstrak

Penelitian ini dilakukan dengan tujuan untuk menganalisis pengaruh Promosi, Persepsi Kemudahan Penggunaan, Persepsi Keamanan dan Kepercayaan terhadap Kepuasan Pelanggan. Penelitian ini menggunakan penelitian kuantitatif. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling*. Populasi penelitian ini adalah pengguna Gopay pada wilayah DKI Jakarta dengan jumlah responden 150 orang. Data yang dikumpulkan dengan menggunakan instrumen kuesioner. Metode analisis data yang digunakan yaitu uji deskriptif, uji instrumen penelitian, uji asumsi klasik, analisis linier berganda, uji T dan Uji F. Hasil penelitian menunjukkan bahwa: (1) Promosi berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan. (2) Persepsi Kemudahan penggunaan berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan. (3) Persepsi Keamanan berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan. (4) Kepercayaan berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan. (5) Secara simultan, seluruh variabel independen memiliki pengaruh signifikan terhadap Kepuasan Pelanggan. Berdasarkan hasil penelitian terkait Promosi, Persepsi Kemudahan Penggunaan, Persepsi Keamanan dan Kepercayaan memiliki pengaruh yang positif karena dianggap praktis, cepat dan mudah. Dalam islam, bisnis online diperbolehkan asalkan sesuai dengan syariat islam seperti bersifat transparan, tidak terdapat unsur riba, bertransaksi menggunakan akad salam. Jika tidak sesuai syariat islam, maka hukumnya haram.

**Kata Kunci: Promosi, Persepsi Kemudahan Penggunaan, Persepsi Keamanan, Kepercayaan, Islam**

## ABSTRACT

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***The Effect of Promotion, Perceived Ease of Use, Perceived Security and Trust On Customer Satisfaction Using The Gopay Application and It's Review From An Islamic Perspective (Case Study of Gopay Users in the DKI Jakarta area).***

*162 pages + clxii pages + 23 table + 15 attachments and 3 picture*

### ***Abstract Description***

*This research was conducted with the aim of analyzing the influence of Promotion, Perceived Ease of Use, Perceived Security and Trust on Customer Satisfaction. This study uses quantitative research. The sampling technique used is non-probability sampling. The population of this study were Gopay users in the DKI Jakarta area with a total of 150 respondents. Data collected using a questionnaire instrument. The data analysis method used is descriptive test, research instrument test, classical assumption test, multiple linear analysis, T test and F test. The results show that: (1) Promotion has a positive and significant effect on customer satisfaction. (2) Perceived ease of use has a positive and significant effect on customer satisfaction. (3) Perceived Security has a positive and significant effect on Customer Satisfaction. (4) Trust has a positive and significant effect on customer satisfaction. (5) Simultaneously, all independent variables have a significant influence on customer satisfaction. Based on research results related to Promotion, Perceived Ease of Use, Perceived Security and Trust have a positive influence because they are considered practical, fast and easy. In Islam, online business is permissible as long as it complies with Islamic law, such as being transparent, having no elements of usury, transacting using a salam contract. If it is not in accordance with Islamic law, then the law is unlawful.*

***Keywords: Promotion, Perceived Ease of Use, Perceived Security, Trust, Islam***