PENGARUH KECEPATAN LAYANAN,HARGA APLIKASI DAN TINGKAT KEPUASAN PELANGGAN TERHADAP *RE -USE* APLIKASI ALFAGIFT DI PERUSAHAAN ALFAMART

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ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh kecepatan layanan, harga aplikasi, dan kepuasan pelanggan terhadap niat penggunaan kembali *(re-use)* aplikasi Alfagift pada pelanggan Alfamart. Penelitian menggunakan pendekatan kuantitatif dengan desain asosiatif kausal, melibatkan 110 responden yang dipilih melalui *purposive sampling* dengan kriteria pernah bertransaksi minimal dua kali dan menggunakan aplikasi setidaknya enam bulan. Data dikumpulkan menggunakan kuesioner skala Likert, kemudian dianalisis dengan regresi linier berganda setelah melalui uji validitas, reliabilitas, serta uji asumsi klasik seperti normalitas, multikolinearitas, dan heteroskedastisitas. Hasil penelitian menunjukkan bahwa kecepatan layanan berpengaruh positif dan signifikan terhadap *re-use* aplikasi Alfagift, sedangkan harga aplikasi tidak berpengaruh signifikan secara parsial. Secara simultan, kecepatan layanan, harga aplikasi, dan kepuasan pelanggan berpengaruh signifikan dengan nilai F 218,657 dan *Adjusted* R^2 0,857, yang berarti 85,7 variasi *re-use* dijelaskan oleh ketiga variabel tersebut.

Kata kunci : Kecepatan layanan,Harga aplikasi,Kepuiasan pelanggan belanja online

THE EFFECT OF SERVICE SPEED, APPLICATION PRICE, AND CUSTOMER SATISFACTION LEVEL ON ALFAGIFT APPLICATION REUSE IN ALFAMART

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ABSTRACT

This study aims to analyze the effect of service speed, application price, and customer satisfaction on the intention to reuse the Alfagift application among Alfamart customers. The research employs a quantitative approach with a causal associative design, involving 110 respondents selected through purposive sampling with criteria of having made at least two transactions and used the application for a minimum of six months. Data were collected using a Likert-scale questionnaire and analyzed with multiple linear regression after passing validity, reliability, and classical assumption tests such as normality, multicollinearity, and heteroscedasticity. The results indicate that service speed has a positive and significant effect on Alfagift application reuse, while application price has no significant partial effect. Simultaneously, service speed, application price, and customer satisfaction have a significant effect, with an F value of 218.657 and an Adjusted R^2 of 0.857, meaning that 85.7 of the variation in reuse is explained by these variables.
Keywords: Service speed, Application price, Online shopping customer satisfaction