

ABSTRAK

Perkembangan teknologi mendorong PT PELNI menghadirkan aplikasi PELNI Mobile sebagai layanan digital. Namun, masih terdapat kendala seperti gangguan sistem, rendahnya pemanfaatan aplikasi, dan promosi yang belum optimal sehingga dapat memengaruhi kepuasan pelanggan. Penelitian ini bertujuan menganalisis pengaruh *E-Service Quality*, *Word of Mouth* (WOM), dan Promosi Produk terhadap Kepuasan Pelanggan pengguna aplikasi PELNI Mobile di PT PELNI Cabang Tanjungpinang. Penelitian menggunakan kuantitatif dengan metode survei terhadap 100 responden yang dipilih menggunakan *purposive sampling*, kemudian dianalisis menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa *E-Service Quality* tidak berpengaruh signifikan terhadap Kepuasan Pelanggan, sedangkan *Word of Mouth* (WOM) dan Promosi Produk berpengaruh positif dan signifikan. Secara simultan, ketiga variabel berpengaruh signifikan terhadap Kepuasan Pelanggan dengan nilai Adjusted R Square sebesar 0,542. Penelitian ini menyimpulkan bahwa peningkatan *Word of Mouth* (WOM) dan Promosi Produk, serta perbaikan kualitas layanan elektronik, dapat meningkatkan Kepuasan Pelanggan pengguna PELNI Mobile.

Kata Kunci: *E-Service Quality*, *Word of Mouth* (WOM), Promosi Produk, Kepuasan Pelanggan

ABSTRACT

Technological advancements have prompted PT PELNI to introduce the PELNI Mobile application as a digital service. However, challenges such as system disruptions, low application utilization, and suboptimal promotion persist, potentially affecting customer satisfaction. This study aims to analyze the influence of E-Service Quality, Word of Mouth (WOM), and Product Promotion on the customer satisfaction of PELNI Mobile users at PT PELNI Tanjungpinang Branch. A quantitative research approach was employed, utilizing a survey of 100 respondents selected through purposive sampling, followed by multiple linear regression analysis. The results indicate that while E-Service Quality does not have a significant effect on customer satisfaction, Word of Mouth (WOM) and Product Promotion exert a positive and significant influence. Collectively, the three variables significantly affect customer satisfaction, with an Adjusted R-Square value of 0.542. The study concludes that enhancing Word of Mouth (WOM) and Product Promotion, alongside improving electronic service quality, can boost customer satisfaction among PELNI Mobile users.

Keywords: *E-Service Quality, Word of Mouth (WOM), Product Promotion, Customer Satisfaction.*