

# **ANALYSIS OF THE EASE AND USABILITY ON NON-CASH TRANSACTION SERVICE QUALITY AT THE PLAZA LAKSAMANA BENGKALIS SHOPPING CENTER**

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## **Abstract**

In this study, researchers analyzed the influence Ease and usability of Service quality Non-cash transactions at the Plaza Laksamana Bengkalis shopping center. This research uses a quantitative method using nonprobability sampling method with purposive sampling. The sample in this study consisted of 100 respondents, data processing used the IBM SPSS version 22 application with multiple linear regression analysis testing which included validity tests, reliability tests, T tests, F tests, and coefficient of determination (R<sup>2</sup>). The results of this research show that: 1) Ease has a positive and significant effect on the service quality of non-cash transactions at the Plaza Laksamana Bengkalis shopping center, 2) Usability has a positive and significant effect on the service quality of non-cash transactions at the Plaza Laksamana Bengkalis shopping center, 3) coefficient of determination (R<sup>2</sup>) is 0.781. This means that ease and usability influence service quality at the Plaza Laksamana Bengkalis shopping center by 78.1% while the remaining is 21.9%. influenced by other variables not examined in this study.

*Keywords : Ease, Usability, Service Quality*