***ABSTRACT***

**Havilah** / **28150493** / **2019** / *The Effect of Perception System Quality and Sales Promotion on User Satisfaction of the QR Code based Go-pay Application in Jakarta* / *Advisor:* Dr. Bilson Simamora, M.M.

*Current technological development required new innovations so that all activities become more efficient, fast, secure. GO-PAY is a Mobile Payment provided by GO-JEK company aims to facilitate digital payment using Go-Jek application. Go-Pay also released a payment feature using the Quick Response Code (QR Code). With a QR Code, Go-Pay users can only pay by scanning the QR Code needed by the merchant. Based on searches on the Internet, there are two important things that encourage someone's interest to use the QR Code in the Go-Pay application, which is the quality of the System and Promotion of the company.*

*The theory used in this study are the theory of system quality, sales promotion and user satisfaction. The variables in this study were divided into two types, namely the independent variable and the dependent variable. The independent variables in this study are system quality and sales promotion, While the dependent variable in this study is user satisfaction.*

*The object of this research is Gopay based on the QR code in Jakarta. The method used in this study are classical testing and multiple regression analysis. Data collection was done by distributing questionnaires to 124 samples of users who have used Gopay QR Code application to payment transactions. Sampling is done by non-probability sampling with judgment sampling techniques.*

*System quality and Sales promotion each have a positive and significant on user satisfaction. Research shows that respondents rate system quality and sales promotions are good, and user satisfaction is satisfied. The results showed that the system quality and sales promotion proved to have a positive effect on satisfaction of Gopay users based on QR Code in Jakarta.*

*In conclusion the perception of the quality of the Go-pay system in ease of use has a positive effect on user satisfaction. This shows that the easier the user to use the application will attract users to continue to use the QR Code-based Go-pay service. And sales promotions have a positive impact on the satisfaction of Gopay application users based on the QR Code or in other words sales promotions are important to influence user satisfaction with cashback from Go-pay QR Code.*

*Keywords: Perception of System Quality, Sales Promotion, User Satisfaction*