

## **ABSTRACT**

*The study entitled "EFFECTIENESS OF E-TOLL SERVICES ON TOLL ROAD USER SATISFACTION IN THE PALIKANCI SECTIONS AT PT. JASAMARGA (Tbk) PALIKANCI BRANCH", still found congestion and vehicle buildup on the PalikanCI section at PT. Jasa Marga (Tbk) PalikanCI Branch is caused by e- toll services still being ineffective. The hypothesis proposed by the author is as follows: "If the effectiveness of e-toll services is implemented based on aspects of service effectiveness, then the satisfaction of toll road users on the PalikanCI section at PT. Jasa Marga (Persero) Tbk PalikanCI Branch can be achieved. The research method used is the descriptive analysis method. The population in this study were toll road users on the PalikanCI section totaling 100 people. Data collection techniques were carried out through observation, questionnaire distribution, documentation and literature studies. The results of the analysis of the scores of the independent variables of the effectiveness of e-toll services and the dependent variable of the satisfaction of toll road users on the PalikanCI section at PT. Jasa Marga (Tbk) PalikanCI Branch, were obtained with a good category, which means that the effectiveness of e-toll services has an effect on the satisfaction of toll road users on the PalikanCI section at PT. Jasa Marga (Tbk) PalikanCI Branch but is still not effective. The results of the study indicate that the effectiveness of e-toll services carried out by PT. Jasa Marga (Tbk) PalikanCI Branch from the theoretical basis proposed has been carried out well, thus toll road users on the PalikanCI section are fully satisfied.*