ABSTRAK

PERBEDAAN PERSEPSI KONSUMEN TENTANG TARIF DAN KUALITAS PELAYANAN SERTA FREKUENSI PENGGUNAAN JASA GO-JEK SEBELUM DAN SESUDAH DITETAPKAN TARIF DASAR BARU 2017

Dimas Ponda Saragih
Universitas Sanata Dharma
2017

Penelitian ini bertujuan untuk menguji dan menganalisis perbedaan persepsi konsumen tentang tarif dan kualitas pelayanan serta penggunaan jasa Go-Jek sebelum dan sesudah ditetapkan tarif dasar baru 2017. Penelitian ini merupakan penelitian komparatif yang dilaksanakan di kota Yogyakarta pada bulan September sampai Oktober 2017. Populasi dalam penelitian ini adalah pengguna jasa Go-Jek yang tidak diketahui secara spesifik mengenai karakteristik dan jumlah penggunanya. Teknik pengambilan sampel menggunakan *sampling insidental* dengan jumlah 100 responden. Data dikumpulkan menggunakan kuesioner. Data analisis menggunakan *Wilcoxon Signed Ranks t test.*

Hasil penelitian menunjukkan bahwa: (1) terdapat perbedaan persepsi tentang tarif sebelum dan sesudah ditetapkan tarif dasar baru; tarif dasar baru 2017 dipersepsikan mahal oleh konsumen; (2) terdapat perbedaan kualitas pelayanan jasa Go-Jek sebelum dan sesudah ditetapkan tarif dasar baru 2017; kualitas pelayanan sesudah ditetapkan tarif dasar baru 2017 dipandang sangat memuaskan; dan (3) ada perbedaan frekuensi penggunaan jasa Go-Jek sebelum dan sesudah ditetapkan tarif dasar baru 2017; setelah ditetapkan tarif dasar baru 2017 frekuensi penggunaan terhadap jasa Go-jek menurun.

Kata kunci: persepsi tentang tarif, kualitas pelayanan, penggunaan jasa Go-Jek.

ABSTRACT

THE DIFFERENCE ON CONSUMER PERCEPTION ON TARIFF, SERVICE QUALITY, AND FREQUENCY OF GO-JEK SERVICES USAGE BEFORE AND AFTER ISSUING NEW BASE RATE IN 2017

Dimas Ponda Saragih
Sanata Dharma University
2017

This research aims to verify and analyze the difference of consumer perception on tariff, service quality and the use of Go-Jek services before and after the new base rate set 2017. This research is comparative study conducted in Yogyakarta in September and October of 2017. The research population was consumer of Go-Jek which its characteristics was not known. The researcher used insidental sampling to gain the data; the number of sample were 100 respondents. The data collection method was questionnaire. The data analysis technique was Wilcoxon Signed Ranks t-test.

The results of data analysis indicated that: (1) there was a difference of consumer perceptions on tarrif before and after issuing the new base rate; the consumers perceived that the tariff was expensive comparred as before; (2) there was a difference of consumer perceptions on quality of Go-Jek services before and after issuing the new base rate in 2017; the consumers perceived that quality of services was very satifying afer setting new base rate; and (3) there was a difference of the usage frequency of Go-Jek services before and after issuing the new base rate 2017; after issuing new rates in 2017 the frequency of Go-Jek services usage was decreasing.

Key words : consumer perception on tariff , the services quality, usage frequency of Go-Jek.