ABSTRAK

ANALISIS PERBANDINGAN PERSEPSI KUALITAS PELAYANAN, HARGA DAN KEPUASAN KONSUMEN GO-JEK DAN GRAB

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Penelitian ini bertujuan untuk mengetahui bagaimana profil konsumen Go-ride dan Grabbike di Kota Yogyakarta, selain itu untuk mengetahui apakah ada perbedaan persepsi konsumen terhadap kualitas pelayanan, harga dan kepuasan konsumen Go-ride dan Grabbike di Kota Yogyakarta. *Purposive sampling* adalah teknik pengambilan sampel dalam penelitian ini. Data penelitian diperoleh dengan membagikan kuesioner penelitian tentang kualitas pelayanan, harga, dan kepuasan konsumen, kepada 100 responden. Uji *paired Sampel T-Test* dan Uji Wilcoxon adalah teknik analisis data dalam penelitian ini dengan menggunakan aplikasi IBM SPSS Statistik 20. Hasil Penelitian menunjukkan bahwa: (1) mayoritas profil konsumen Go-ride dan Grabbike di Kota Yogyakarta adalah perempuan, usia 17-20 tahun, pendidikan terakhir SMA/sederajat, dan memiliki pekerjaan sebagai pelajar/mahasiswa, dan berpendapatan $\geq$ Rp 1.500.000 per bulan, (2) tidak terdapat perbedaan persepsi kualitas pelayanan Go-ride dan Grabbike, (3) terdapat perbedaan persepsi harga Go-ride dan Grabbike, (4) terdapat perbedaan kepuasan konsumen Go-ride dan Grabbike.

Kata Kunci: Kualitas Pelayanan, Harga, Kepuasan Konsumen.

ABSTRACT

COMPARATIVE ANALYSIS OF CONSUMEN PERCEPTION ON QUALITY SERVICES, PRICE AND CONSUMER SATISFACTION OF GO-JEK AND GRAB CONSUMEN

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The purpose of this research is to find out about the profile of Go-Jek and Grab consumer in Yogyakarta city, and as well as the consumer perception differences toward service quality, price, and the satisfaction. Purposive sampling technique was used for this research. The data was got by distributing research questioner of services quality, price and consumer satisfaction toward 100 respondences. Paired Sampel T - Test and Wilcoxon Test are technique analysis data used for this research by using IBM SPSS Statistic 20 application. The result of this research is: (1) most of the Go-Jek and Grabbike consumer in Yogyakarta were female, 17-20 years old, with Senior High School education background, the profession are Students with allowances of $\geq$ Rp 1.500.000 per month. (2) There was no difference of consumer perception on Go-jek and Grabbike Services quality, (3) there was difference consumer perception on Go-Jek and Grabbike Pricing, (4) there was difference perception on Go Jek and Grabbike consumer satisfaction.

Keywords: Service Quality, Price, Customer Satisfaction.