

ABSTRAK

PENGARUH HARGA, KUALITAS PELAYANAN DAN NILAI PELANGGAN TERHADAP KEPUASAN PELANGGAN *GO-JEK*

Studi Kasus pada Mahasiswa Pengguna Layanan *Go-Ride* dan *Go-Food*

di Universitas Negeri Yogyakarta

Yustina Aryani

Universitas Sanata Dharma

Yogyakarta, 2018

Penelitian ini bertujuan untuk mengetahui pengaruh harga, kualitas pelayanan dan nilai pelanggan terhadap kepuasan pelanggan *Go-Jek*. Populasi dalam penelitian ini adalah mahasiswa pengguna layanan *Go-Ride* dan *Go-Food* di Universitas Negeri Yogyakarta, dengan sampel sebanyak 100 responden. Pengambilan sampel dengan menggunakan teknik *purposive sampling*. Teknik pengumpulan data dengan menggunakan kuesioner. Teknik analisis data yang digunakan adalah regresi linier berganda. Hasil penelitian menunjukkan bahwa harga, kualitas pelayanan dan nilai pelanggan secara simultan berpengaruh terhadap kepuasan pelanggan *Go-Jek*. Harga dan nilai pelanggan berpengaruh secara parsial terhadap kepuasan pelanggan *Go-Jek*. Kualitas pelayanan secara parsial tidak berpengaruh terhadap kepuasan pelanggan *Go-Jek*.

Kata kunci: harga, kualitas pelayanan, nilai pelanggan, kepuasan pelanggan

ABSTRACT

THE INFLUENCE OF PRICE, SERVICE QUALITY AND CUSTOMER VALUE ON GO-JEK CUSTOMER SATISFACTION

A Case Study on Users of Go-Ride And Go-Food Services
at Yogyakarta State University

Yustina Aryani

Sanata Dharma University

Yogyakarta, 2018

The aim of this study is to determine the influence of price, service quality and customer value on Go-Jek customer satisfaction. The population in this study were students who used the services of Go-Ride and Go-Food at Yogyakarta State University, with a sample of 100 respondents. The sampling technique used was purposive sampling technique. For the data collection, it was used questionnaires. The data analysis technique used is multiple linear regression. The analysis result showed that price, service quality and customer value simultaneously influenced Go-Jek customer satisfaction. Customer prices and values had partial effect on Go-Jek customer satisfaction. Service quality partially had not affect Go-Jek customer satisfaction.

Keywords: price, service quality, customer value, customer satisfaction