

ABSTRAK

PENGARUH KUALITAS LAYANAN, HARGA, DAN PROMOSI TERHADAP KEPUASAN PELANGGAN GOJEK *ONLINE*

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Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kualitas layanan, harga, dan promosi terhadap kepuasan pelanggan Gojek *online*. Jenis penelitian ini termasuk penelitian survei yang dilaksanakan di Program Studi Pendidikan Ekonomi Bidang Keahlian Khusus Akuntansi Fakultas Keguruan dan Ilmu Pendidikan Universitas Sanata Dharma Yogyakarta pada bulan April - bulan Mei 2019.

Populasi dalam penelitian adalah mahasiswa pelanggan Gojek *online* di Program Studi Pendidikan Ekonomi BKK Pendidikan Akuntansi angkatan 2016 dan 2017. Sampel diambil menggunakan teknik *purposive sampling*. Data dikumpulkan dengan menggunakan kuesioner dan dianalisis dengan menggunakan regresi ganda.

Hasil penelitian menunjukkan bahwa: (1) kualitas layanan berpengaruh positif terhadap kepuasan pelanggan gojek *online* dengan *sign value* 0,000; (2) harga berpengaruh positif terhadap kepuasan pelanggan gojek *online* dengan *sign value* 0,000; (3) promosi berpengaruh positif terhadap kepuasan pelanggan gojek *online* dengan *sign value* 0,003.

Kata kunci : kualitas layanan, harga, promosi, dan kepuasan pelanggan

ABSTRACT

**THE INFLUENCE OF SERVICE QUALITY, PRICES, AND PROMOTION
TOWARDS GOJEK ONLINE'S CUSTOMER SATISFACTION**

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The aim of this study is to find out and analyze the effect of the service quality, price, and promotion towards gojek online customers' satisfaction. The type of this study is a survey study that was conducted in Accounting Education Study Program, Faculty of Teachers Training and Education, Sanata Dharma University Yogyakarta from April to May 2019.

The respondents of this study were Accounting Education Study Program students 2016 and 2017 batch who became Gojek online services. The samples were taken by using purposive sampling technique. The data were collected by using questionnaires and were analyzed by using double regression.

The result of the study shows that: (1) the service quality has a positive effect on the satisfaction of Gojek online's costumers with a sign value of 0,000; (2) The price has a positive effect on the satisfaction of Gojek online's costumers with a sign value of 0,000; (3) The promotion has a positive effect on the satisfaction of gojek online's costumers with a sign value of 0,003.

Keywords: *service quality, price, promotion, and costumers' satisfaction.*