

ABSTRAK

PENGARUH HARGA, PROMOSI, KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN: STUDI PADA PELANGGAN GRABBIKE

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Penelitian ini bertujuan untuk mengetahui pengaruh: harga, promosi, kualitas pelayanan terhadap loyalitas pelanggan: studi pada pelanggan GrabBike. Jenis penelitian ini termasuk penelitian kuantitatif. Populasi dalam penelitian ini adalah pelanggan GrabBike di Daerah Istimewa Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel 100 responden. Data diperoleh dengan menyebar kuesioner daring kepada 100 responden dengan *google forms*. Teknik pengujian instrumen yaitu dengan uji validitas dan reliabilitas. Teknik analisis data menggunakan uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas, dan uji linearitas), persamaan regresi linear berganda dan pengujian hipotesis dengan uji t. Pengolahan data penelitian, peneliti menggunakan SPSS 23. Hasil dari penelitian ini menunjukkan bahwa: 1) Harga tidak berpengaruh positif terhadap Loyalitas Pelanggan GrabBike. 2) Promosi berpengaruh positif terhadap Loyalitas Pelanggan GrabBike. 3) Kualitas Pelayanan berpengaruh positif terhadap Loyalitas Pelanggan GrabBike.

Kata kunci: Harga, Promosi, Kualitas Pelayanan, Loyalitas Pelanggan.

ABSTRACT

THE IMPACT OF PRICE, PROMOTION, QUALITY OF SERVICE ON CUSTOMER LOYALTY: A STUDY ON GRABBIKE CUSTOMERS

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The purpose of this study was to determine the impact of: price, promotion, service quality on customer loyalty: a study on GrabBike customers. This type of research includes quantitative research. The population in this study are GrabBike customers in the Special Region of Yogyakarta. Sampling technique using purposive sampling with a sample of 100 respondents. The data was obtained by distributing online questionnaires to 100 respondents using Google Forms. Instrument testing techniques using validity and reliability test. Data analysis technique using classical assumption test (normality test, multicollinearity test, heteroscedasticity test, and linearity test), multiple linear regression equation and hypothesis testing with T test. Research data processing, researchers used SPSS 23. The results of this study indicate that: 1) Price doesn't have a positive effect on customer loyalty GrabBike. 2) Promotion has a positive effect on customer loyalty GrabBike. 3) Service quality has a positive effect on customer loyalty GrabBike.

Keywords: Price, Promotion, Quality of Service on Customer Loyalty.