

ABSTRAK
PENGARUH HARGA, KUALITAS PELAYANAN, DAN PROMOSI
TERHADAP KEPUASAN PELANGGAN LAYANAN TRANSPORTASI
ONLINE GOSEH

Yosephina Gracia Br Bangun
Universitas Sanata Dharma
Yogyakarta
2022

Penelitian ini bertujuan untuk mengetahui : 1) harga, kualitas pelayanan, dan promosi secara bersama-sama berpengaruh terhadap kepuasan pelanggan layanan transportasi *online* Goseh, 2) harga secara parsial berpengaruh terhadap kepuasan pelanggan layanan transportasi *online* Goseh, 3) kualitas pelayanan secara parsial berpengaruh terhadap kepuasan pelanggan layanan transportasi *online* Goseh, 4) promosi secara parsial berpengaruh terhadap kepuasan pelanggan layanan transportasi *online* Goseh. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan penyebaran kuesioner melalui *google form* kepada 96 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, analisis regresi linear berganda, dan uji hipotesis dengan menggunakan program aplikasi *Statistic Product and Service Solution* (SPSS) 21.0. Hasil penelitian ini menunjukkan bahwa 1) harga, kualitas pelayanan, dan promosi secara bersama-sama berpengaruh terhadap kepuasan pelanggan layanan transportasi *online* Goseh, 2) harga secara parsial berpengaruh terhadap kepuasan pelanggan layanan transportasi *online* Goseh, 3) kualitas pelayanan secara parsial tidak berpengaruh terhadap kepuasan pelanggan layanan transportasi *online* Goseh, 4) promosi secara parsial berpengaruh terhadap kepuasan pelanggan layanan transportasi *online* Goseh.

Kata kunci : harga, kualitas pelayanan, promosi, dan kepuasan pelanggan.

ABSTRACT
THE EFFECT OF PRICE, SERVICE QUALITY, AND PROMOTION
ON CUSTOMER SATISFACTION OF GOSEH ONLINE
TRANSPORTATION SERVICE

Yosephina Gracia Br Bangun
Sanata Dharma University
Yogyakarta
2022

This study aims to find out that 1) price, service quality, and promotion simultaneously affect the customer satisfaction of Goseh online transport service, 2) price partially affects the customer satisfaction of Goseh online transport service, 3) service quality partially affects the customer satisfaction of Goseh online transport service, 4) promotion partially affects the customer satisfaction of Goseh online transport service. The sampling technique used was purposive sampling. Data were obtained through distribution of the questionnaire via google form to 96 respondents. Data analysis techniques used in this study are descriptive analysis, classical assumption tests, multiple linear regression analysis, and hypothesis testing using application program the Statistical Product and Service Solution (SPSS) 21.0. The results of this study showed that 1) price, quality of service, and promotion simultaneously affect the customer satisfaction of Goseh online transport service, 2) price partially affects the customer satisfaction of Goseh online transport service, 3) service quality partially does not affect the customer satisfaction of Goseh online transport service, 4) promotion partially affects the customer satisfaction of Goseh online transport service.

Keywords : price, service quality, promotion, and customer satisfaction.