

ABSTRAK
PENGARUH KUALITAS LAYANAN, HARGA, DAN PRODUK TERHADAP
KEPUASAN KONSUMEN JASA EKSPEDISI JNE YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara bersama-sama kualitas layanan, harga dan produk terhadap kepuasan konsumen jasa ekspedisi JNE Yogyakarta, 2) pengaruh kualitas layanan terhadap kepuasan konsumen jasa ekspedisi JNE Yogyakarta, 3) pengaruh harga terhadap kepuasan konsumen jasa ekspedisi JNE Yogyakarta, 4) pengaruh produk terhadap kepuasan konsumen jasa ekspedisi JNE Yogyakarta. Teknik pengambilan sampel menggunakan teknik *non probability sampling* dengan metode *purposive sampling*. Teknik olah data menggunakan bantuan aplikasi IBM SPSS *Statistics* 26. Data diperoleh dengan membagikan kuesioner secara *online* kepada konsumen JNE Yogyakarta. Populasi dalam penelitian ini adalah konsumen jasa ekspedisi JNE Yogyakarta yang berdomisili di kota Yogyakarta. Responden pada penelitian ini sebanyak 100 responden. Hasil penelitian menunjukkan bahwa: 1) kualitas layanan, harga dan produk secara bersama-sama berpengaruh terhadap kepuasan konsumen jasa ekspedisi JNE Yogyakarta, 2) kualitas layanan berpengaruh positif terhadap kepuasan konsumen jasa ekspedisi JNE Yogyakarta, 3) harga berpengaruh positif terhadap kepuasan konsumen jasa ekspedisi JNE Yogyakarta, 4) produk berpengaruh positif terhadap kepuasan konsumen jasa ekspedisi JNE Yogyakarta.

Kata Kunci: Kualitas Layanan, Harga, Produk, Kepuasan Konsumen

ABSTRACT

INFLUENCE OF QUALITY OF SERVICE, PRICE, AND PRODUCTS ON CONSUMER SATISFACTION OF JNE YOGYAKARTA EXPEDITION SERVICES

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This study aims to determine: 1) the joint effect of service quality, price and product on customer satisfaction for JNE Yogyakarta expedition services, 2) the effect of service quality on customer satisfaction for JNE Yogyakarta expedition services, 3) the effect of price on customer satisfaction for JNE expedition services Yogyakarta, 4) the effect of products on consumer satisfaction for JNE Yogyakarta expedition services. The sampling technique uses a non-probability sampling technique with a purposive sampling method. The data processing technique uses the help of the IBM SPSS Statistics 26 application. The data is obtained by distributing questionnaires online to JNE Yogyakarta consumers. The population in this study are consumers of JNE Yogyakarta expedition services who live in the city of Yogyakarta. The number of samples in this study were 100 respondents. The results of the study show that: 1) service quality, price and product together have an effect on consumer satisfaction for JNE Yogyakarta expedition services, 2) service quality has a positive effect on customer satisfaction for JNE Yogyakarta expedition services, 3) price has a positive effect on customer satisfaction on expedition services JNE Yogyakarta, 4) products have a positive effect on consumer satisfaction for JNE Yogyakarta expedition services.

Keywords: Quality of Service, Price, Product, Consumer Satisfaction