

ABSTRAK
PENGARUH KUALITAS LAYANAN, HARGA DAN PROMOSI TERHADAP
MINAT BELI ULANG PELANGGAN TRANSPORTASI ONLINE MAXIM

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Penelitian ini bertujuan untuk mengetahui : 1) pengaruh secara simultan kualitas layanan, harga dan promosi terhadap minat beli ulang pelanggan transportasi *online* Maxim, 2) pengaruh secara parsial kualitas layanan terhadap minat beli ulang pelanggan transportasi *online* Maxim, 3) pengaruh secara parsial harga terhadap minat beli ulang pelanggan transportasi online Maxim, 4) pengaruh secara parsial promosi terhadap minat beli ulang pelanggan transportasi online Maxim. Populasi dalam penelitian ini adalah pelanggan transportasi online Maxim di Provinsi Daerah Istimewa Yogyakarta. Teknik pengambilan sampel menggunakan metode non probability sampling dengan teknik purposive sampling. Sampel pada penelitian ini adalah 96 responden yang sudah pernah menggunakan Maxim bike dengan minimal pelanggan yaitu 2 kali dalam 1 bulan dan pengumpulan data melalui kuesioner. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linear berganda dengan menggunakan aplikasi IBM SPSS 26. Hasil penelitian ini menunjukkan bahwa: 1) kualitas layanan, harga, dan promosi secara simultan berpengaruh terhadap minat beli ulang pelanggan transportasi online Maxim, 2) kualitas layanan secara parsial berpengaruh terhadap minat beli ulang pelanggan transportasi online Maxim, 3) harga secara parsial berpengaruh terhadap minat beli ulang pelanggan transportasi online Maxim, 4) promosi secara parsial berpengaruh terhadap minat beli ulang pelanggan transportasi online Maxim.

Kata Kunci: Kualitas Layanan, Harga, Promosi, Minat Beli Ulang

ABSTRACT
THE INFLUENCE OF SERVICE QUALITY, PRICE AND PROMOTION ON
THE INTEREST TO REBUY CUSTOMERS OF MAXIM'S ONLINE
TRANSPORTATION

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This study aims to determine: 1) the simultaneous effect of service quality, price and promotion on the repurchase intention of Maxim online transportation customers, 2) the partial effect of service quality on the repurchase intention of Maxim online transportation customers, 3) the partial effect of price on the repurchase intention of Maxim online transportation customers, 4) the partial effect of promotion on the repurchase intention of Maxim online transportation customers. The population in this study were Maxim online transportation customers in the Special Region of Yogyakarta Province. The sampling technique uses a non-probability sampling method with a purposive sampling technique. The sample in this study were 96 respondents who had used Maxim bikes a minimum of 2 times a month and collected data through a questionnaire. The data analysis technique used in this study is multiple linear regression analysis using the IBM SPSS 26 application. The results of this study indicate that: 1) service quality, price, and promotions simultaneously influence the repurchase intention of Maxim online transportation customers, 2) service quality partially influences the repurchase intention of Maxim online transportation customers, 3) price partially influences the repurchase intention of Maxim online transportation customers, 4) promotion partially influences the repurchase intention of Maxim online transportation customers.

Keywords: Service Quality, Price, Promotion, Repurchase Intention