

ABSTRAK

**PENGARUH KUALITAS LAYANAN, HARGA, DAN PROMOSI
TERHADAP KEPUASAN PELANGGAN JASA *FOOD DELIVERY*
GOFOOD**

Studi Pada Pengguna Layanan GoFood di Daerah Istimewa Yogyakarta

Yovan Andika Diswara
Universitas Sanata Dharma
Yogyakarta
2023

Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh kualitas layanan, harga, dan promosi secara bersama-sama terhadap kepuasan pelanggan, 2) Pengaruh kualitas layanan terhadap kepuasan pelanggan, 3) Pengaruh harga terhadap kepuasan pelanggan, 4) Pengaruh promosi terhadap kepuasan pelanggan. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh melalui penyebaran dengan menggunakan google form kepada 100 responden. Teknik analisis data yang digunakan dalam penelitian adalah analisis deskriptif, uji asumsi klasik, analisis regresi linear berganda, dan uji hipotesis dengan menggunakan program aplikasi SPSS 26.0. Hasil penelitian menunjukkan bahwa: 1) Kualitas layanan, harga, dan promosi secara bersama-sama berpengaruh terhadap kepuasan pelanggan, 2) Kualitas layanan berpengaruh terhadap kepuasan pelanggan, 3) Harga tidak berpengaruh terhadap kepuasan pelanggan, 4) Promosi berpengaruh terhadap kepuasan pelanggan.

Kata Kunci: Kualitas Layanan, Harga, Promosi, dan Kepuasan Pelanggan

ABSTRACT

**THE INFLUENCE OF SERVICE QUALITY, PRICE, AND PROMOTION
ON CUSTOMER SATISFACTION OF GOFOOD FOOD DELIVERY
SERVICES
A Study on Customers of Gofood Delivery Services in Special Region
Yogyakarta**

Yovan Andika Diswara
Sanata Dharma University
Yogyakarta
2023

This study aims to determine: 1) The simultaneous influence of service quality, price, and promotion on customer satisfaction, 2) The influence of service quality on customer satisfaction, 3) The influence of price on customer satisfaction, 4) The influence of promotion on customer satisfaction. The sampling technique used is purposive sampling. Data were obtained by distributing a Google-form questionnaire to 100 respondents. The data analysis technique used in this research is descriptive analysis, classical assumption test, multiple linear regression analysis, and hypothesis testing by using the SPSS 26.0 application program. The results of the study show that: 1) Service quality, price, and promotion simultaneously influenced customer satisfaction, 2) Service quality influenced customer satisfaction, 3) Price did not influence customer satisfaction, 4) Promotion influenced customer satisfaction.

Keywords: Service Quality, Price, Promotion, and Customer Satisfaction