

ABSTRAK

**HUBUNGAN ANTARA KUALITAS PELAYANAN DAN PERSEPSI
HARGA DENGAN KEPUASAN KONSUMEN PT SYNERGY FIRST
LOGISTICS CABANG YOGYAKARTA**

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Penelitian ini bertujuan untuk mengetahui: 1) hubungan antara kualitas pelayanan dengan kepuasan konsumen PT Synergy First Logistics cabang Yogyakarta; 2) hubungan antara persepsi harga dengan kepuasan konsumen PT Synergy First Logistics cabang Yogyakarta.

Jenis penelitian ini adalah penelitian korelasional yang menggunakan pendekatan kuantitatif dengan pengolahan angka-angka dengan teknik pengumpulan data di lapangan. Subjek penelitian ini adalah konsumen pemakai jasa layanan PT Synergy First Logistics cabang Yogyakarta yang berjumlah 95 orang. Teknik pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling*. Teknik analisis data yang digunakan dalam penelitian ini yaitu uji korelasi Spearman's Rank Correlation atau Spearman's rho.

Hasil penelitian menunjukkan bahwa: 1) terdapat hubungan antara kualitas layanan dengan kepuasan konsumen PT Synergy First Logistics cabang Yogyakarta ($r_s = 0,855$, $p = 0,000$) dan 2) terdapat hubungan antara persepsi harga dengan kepuasan konsumen PT Synergy First Logistics cabang Yogyakarta ($r_s = 0,882$, $p = 0,000$).

Kata kunci: kepuasan konsumen logistik, kualitas layanan, persepsi harga

ABSTRACT***THE RELATIONSHIP BETWEEN SERVICE QUALITY AND PRICE PERCEPTION WITH CUSTOMER SATISFACTION AT PT SYNERGY FIRST LOGISTICS YOGYAKARTA BRANCH***

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This research aims to determine: 1) the relationship between service quality and customer satisfaction of PT Synergy First Logistics, Yogyakarta branch; 2) the relationship between price perception and customer satisfaction of PT Synergy First Logistics, Yogyakarta branch.

This type of research is correlational research that uses a quantitative approach by processing numbers with data collection techniques in the field. The subjects of this study were consumers who used the services of PT Synergy First Logistics, Yogyakarta branch, totaling 95 people. The sampling technique in this study used purposive sampling method. The data analysis technique used in this study is the Spearman's Rank Correlation or Spearman's rho correlation test.

The results showed that: 1) there is a relationship between service quality and customer satisfaction of PT Synergy First Logistics Yogyakarta branch ($r_s = 0.855$, $p = 0.000$) and 2) there is a relationship between price perception and customer satisfaction of PT Synergy First Logistics, Yogyakarta branch; $r_s = 0.882$, $p = 0.000$.

Keywords: logistics customer satisfaction, service quality, price perception.

