

ABSTRAK

PENGARUH HARGA, KUALITAS LAYANAN, DAN EXPERIENTIAL MARKETING TERHADAP MINAT BELI ULANG LAYANAN TRANSPORTASI ONLINE INDRIVE

Studi pada Layanan Jasa Transportasi *Online* InDrive di Daerah Istimewa Yogyakarta

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Penelitian ini bertujuan untuk mengetahui : (1) pengaruh harga, kualitas layanan, dan *experiential marketing* secara simultan terhadap minat beli ulang layanan transportasi *online* InDrive di Daerah Istimewa Yogyakarta, (2) pengaruh harga secara parsial terhadap minat beli ulang layanan transportasi *online* InDrive di Daerah Istimewa Yogyakarta, (3) pengaruh kualitas layanan secara parsial terhadap minat beli ulang layanan transportasi *online* InDrive di Daerah Istimewa Yogyakarta, (4) pengaruh *experiential marketing* secara parsial terhadap minat beli ulang layanan transportasi *online* InDrive di Daerah Istimewa Yogyakarta. Responden pada penelitian ini sejumlah 136 responden dan data didapat dari penyebaran kuesioner melalui *google form*. Populasi dari penelitian ini adalah pengguna layanan transportasi *online* dengan minimal 1 kali penggunaan dalam 2-3 bulan terakhir di Daerah Istimewa Yogyakarta dengan sampel menggunakan metode *purposive sampling*. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda, menggunakan *software SPSS 24*. Hasil dari penelitian ini menunjukkan bahwa : (1) harga, kualitas layanan, dan *experiential marketing* berpengaruh secara simultan terhadap minat beli ulang layanan transportasi *online* InDrive di Daerah Istimewa Yogyakarta, (2) harga berpengaruh secara parsial terhadap minat beli ulang layanan transportasi *online* InDrive di Daerah Istimewa Yogyakarta, (3) kualitas layanan berpengaruh parsial terhadap minat beli ulang layanan transportasi *online* InDrive di Daerah Istimewa Yogyakarta, (4) *experiential marketing* berpengaruh secara parsial terhadap minat beli ulang layanan transportasi *online* InDrive di Daerah Istimewa Yogyakarta.

Kata kunci : harga, kualitas layanan, *experiential marketing*.

ABSTRACT

**THE INFLUENCE OF PRICE, SERVICE QUALITY, AND
EXPERIENTIAL MARKETING ON REPURCHASE INTENTION OF
ONLINE TRANSPORTATION SERVICES Indrive**

*A Study on InDrive Online Transportation Services in the Special Region of
Yogyakarta*

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This study aims to determine: (1) the simultaneous influence of price, service quality, and experiential marketing on repurchase intention of InDrive online transportation services in the Special Region of Yogyakarta; (2) the partial influence of price on repurchase intention of InDrive online transportation services in the Special Region of Yogyakarta; (3) the partial influence of service quality on repurchase intention of InDrive online transportation services in the Special Region of Yogyakarta; and (4) the partial influence of experiential marketing on repurchase intention of InDrive online transportation services in the Special Region of Yogyakarta. The respondents of this study consisted of 136 individuals and the data were obtained through the distribution of questionnaires via Google Forms. The population in this study was users of online transportation services who have used the service at least once in the past 2–3 months in the Special Region of Yogyakarta. The sample was selected using purposive sampling. The data analysis technique employed in this research is multiple linear regression analysis using SPSS version 24. The results of this study indicate that: (1) price, service quality, and experiential marketing simultaneously have significant influence on repurchase intention of InDrive online transportation services in the Special Region of Yogyakarta; (2) price has partial influence on repurchase intention of InDrive online transportation services in the Special Region of Yogyakarta; (3) service quality has a partial influence on repurchase intention of InDrive online transportation services in the Special Region of Yogyakarta; and (4) experiential marketing has partial influence on repurchase intention of InDrive online transportation services in the Special Region of Yogyakarta.

Keywords: price, service quality, experiential marketing