

ABSTRAK

**PERAN KUALITAS LAYANAN, PERSEPSI HARGA, DAN
PROMOSI TERHADAP KEPUASAN PELANGGAN
SHOPEE FOOD DI DAERAH ISTIMEWA
YOGYAKARTA**

Fanny Nuryanti
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengkaji (1) peran kualitas layanan, persepsi harga, promosi secara bersama-sama berpengaruh terhadap kepuasan pelanggan Shopee Food di Daerah Istimewa Yogyakarta, (2) peran kualitas layanan secara parsial berpengaruh terhadap kepuasan pelanggan Shopee Food di Daerah Istimewa Yogyakarta, (3) peran persepsi harga secara parsial terhadap kepuasan pelanggan Shopee Food di Daerah Istimewa Yogyakarta, (4) peran promosi secara parsial berpengaruh terhadap kepuasan pelanggan Shopee Food di Daerah Istimewa Yogyakarta. Teknik pengambilan sampel menggunakan metode *non Probability sampling* dan *Purposive Sampling*. Data untuk penelitian ini dikumpulkan dengan menyebarkan kuisioner melalui *goggle forms* kepada 100 responden. Penelitian ini menggunakan teknik analisis berupa uji instrumen, analisis deskriptif data dan variabel, uji asumsi klasik, analisis regresi linear berganda, uji hipotesis, dan koefisien determinasi. Menggunakan pendekatan kuantitatif dan analisis dengan SPSS, studi ini menemukan bahwa (1) kualitas layanan, persepsi harga, dan promosi secara bersama-sama berpengaruh terhadap kepuasan pelanggan Shopee Food di Daerah Istimewa Yogyakarta, (2) kualitas layanan secara parsial memiliki pengaruh terhadap kepuasan pelanggan Shopee Food di Daerah Istimewa Yogyakarta, (3) persepsi harga secara parsial tidak memiliki pengaruh terhadap kepuasan pelanggan Shopee Food di Daerah Istimewa Yogyakarta, (4) promosi secara parsial memiliki pengaruh terhadap kepuasan pelanggan Shopee Food di Daerah Istimewa Yogyakarta. Hasil ini memberikan implikasi perusahaan bisa berfokus untuk mengembangkan keunggulan kompetitif yang membedakan Shopee Food dari layanan sejenis, seperti menawarkan menu eksklusif, layanan pelanggan yang lebih responsif, atau fitur unik dalam aplikasi.

Kata Kunci : Kualitas Layanan, Persepsi Harga, Promosi, Kepuasan Pelanggan, Shopee Food.

ABSTRACT

**THE ROLES OF SERVICE QUALITY, PRICE PERCEPTION, AND PROMOTION
ON CUSTOMER SATISFACTION
WITH SHOPEE FOOD IN THE SPECIAL
REGION OF YOGYAKARTA**

Fanny Nuryanti
Management Study Program Faculty of Economic
Sanata Dharma University
Yogyakarta
2025

This study aims to examine (1) the role of service quality, price perception, promotion together influence customer satisfaction at Shoppe Food in the Special Region of Yogyakarta, (2) the role of service quality partially influence customer satisfaction at Shoppe Food in the Special Region of Yogyakarta, (3) the role of price perception partially influence customer satisfaction at Shoppe Food in the Special Region of Yogyakarta, (4) the role of promotion partially influence customer satisfaction at Shoppe Food in the Special Region of Yogyakarta. The sampling technique uses non-probability sampling and purposive sampling methods. Data for this study were collected by distributing questionnaires via google form to 100 respondents. This study uses analytical techniques in the form of instrument testing, descriptive and variable data analysis, classical assumption tests, multiple linear regression analysis, hypothesis testing, and coefficient of determination. Using a quantitative approach and analysis with SPSS, this study found that (1) service quality, price perception, and promotion jointly influence Shopee Food customer satisfaction in the Special Region of Yogyakarta, (2) service quality partially influences Shopee Food customer satisfaction in the Special Region of Yogyakarta, (3) price perception partially does not influence Shopee Food customer satisfaction in the Special Region of Yogyakarta, and (4) promotion partially influences Shopee Food customer satisfaction in the Special Region of Yogyakarta. These results imply that companies can focus on developing competitive advantages that differentiate Shopee Food from similar services, such as offering exclusive menus, more responsive customer service, or unique features within the application.

Keywords: Service Quality, Price Perception, Promotion, Customer Satisfaction, Shopee Food.