

## ABSTRAK

### **PENGARUH HARGA, KEMUDAHAN, PROMOSI, DAN KUALITAS LAYANAN TERHADAP KEPUTUSAN PENGGUNAAN LAYANAN TRANSPORTASI *ONLINE* GOJEK DI KAPANEWON WATES, KABUPATEN KULON PROGO**

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Penelitian ini bertujuan untuk menganalisis pengaruh harga, kemudahan, promosi, kualitas layanan, terhadap keputusan penggunaan layanan transportasi *online* gojek di Kapanewon Wates, Kabupaten Kulon Progo.

Penelitian ini merupakan penelitian eksplanatori yang dilaksanakan di Kapanewon Wates, Kabupaten Kulon Progo pada bulan Juli 2025. Populasi dalam penelitian ini merupakan konsumen layanan transportasi *online* gojek yang berada di Kapanewon Wates, Kabupaten Kulon Progo yang tidak diketahui jumlah pastinya. Sampel terdiri dari 150 responden yang ditentukan dengan perhitungan menggunakan rumus *Cochran*. Teknik pengambilan sampel dengan menggunakan *Insidental Sampling*. Pengumpulan data dengan menggunakan kuesioner dengan bantuan *Google Form*. Data dianalisis menggunakan regresi linear berganda.

Hasil analisis data menunjukkan bahwa: (1) harga, kemudahan, promosi, dan kualitas layanan dapat menjadi prediktor keputusan penggunaan layanan transportasi *online* gojek di Kapanewon Wates, Kabupaten Kulon Progo; (2) harga berpengaruh positif terhadap keputusan penggunaan layanan transportasi *online* gojek di Kapanewon Wates, Kabupaten Kulon Progo; (3) kemudahan berpengaruh negatif terhadap keputusan penggunaan layanan transportasi *online* gojek di Kapanewon Wates, Kabupaten Kulon Progo; (4) promosi berpengaruh positif terhadap keputusan penggunaan layanan transportasi *online* gojek di Kapanewon Wates, Kabupaten Kulon Progo; (5) kualitas layanan berpengaruh positif terhadap keputusan penggunaan layanan transportasi *online* gojek di Kapanewon Wates, Kabupaten Kulon Progo.

**Kata Kunci:** keputusan penggunaan, harga, kemudahan, promosi, kualitas layanan.

**ABSTRACT**

**THE EFFECT OF PRICE, CONVENIENCE, PROMOTION, AND SERVICE QUALITY ON THE USAGE DECISION OF GOJEK ONLINE TRANSPORTATION SERVICES IN WATES DISTRICT, KULON PROGO REGENCY**

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*This study aims to analyze the influence of price, convenience, promotion, and service quality on the usage decision of gojek online transportation services in Wates District, Kulon Progo Regency.*

*This research is an explanatory study conducted in Wates District, Kulon Progo Regency in July 2025. The population in this study were consumers of the gojek online transportation service in Wates District, Kulon Progo Regency, whose exact number is unknown. The sample consisted of 150 respondents determined by calculations using the Cochran formula. The sampling technique used Incidental Sampling. Data collection used a questionnaire with the help of Google Forms. Data were analyzed using multiple linear regression.*

*The results of data analysis show that: (1) price, convenience, promotion, and service quality can be predictors of the usage decision of gojek online transportation services in Wates District, Kulon Progo Regency; (2) price has a positive effect on the usage decision of gojek online transportation services in Wates District, Kulon Progo Regency; (3) convenience has a negative effect on the usage decision of gojek online transportation services in Wates District, Kulon Progo Regency; (4) promotion has a positive effect on the usage decision of gojek online transportation services in Wates District, Kulon Progo Regency; (5) service quality has a positive effect on the usage decision of gojek online transportation services in Wates District, Kulon Progo Regency.*

**Keywords:** *the usage decision, price, convenience, promotion, service quality.*