

ABSTRAK

**PENGARUH HARGA, CITRA MEREK, DAN KUALITAS PELAYANAN
TERHADAP KEPUASAN KONSUMEN MAXIM**

(Studi pada konsumen Maxim di Daerah Istimewa Yogyakarta)

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Penelitian ini mempunyai tujuan untuk mengetahui: 1) pengaruh harga, citra merek, dan kualitas pelayanan secara bersama-sama terhadap kepuasan konsumen Maxim di Daerah Istimewa Yogyakarta, 2) pengaruh harga terhadap kepuasan konsumen Maxim di Daerah Istimewa Yogyakarta, 3) pengaruh citra merek terhadap kepuasan konsumen Maxim di Daerah Istimewa Yogyakarta, dan 4) pengaruh kualitas pelayanan terhadap kepuasan konsumen Maxim di Daerah Istimewa Yogyakarta. Populasi dalam penelitian ini adalah seluruh pengguna layanan transportasi online Maxim di Daerah Istimewa Yogyakarta. Sampel penelitian berjumlah 100 responden yang dipilih menggunakan teknik purposive sampling. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dengan bantuan program IBM SPSS Statistics 25. Hasil penelitian menunjukkan bahwa: 1) harga, citra merek, dan kualitas pelayanan secara bersama-sama berpengaruh terhadap kepuasan konsumen Maxim di Daerah Istimewa Yogyakarta; 2) harga berpengaruh terhadap kepuasan konsumen Maxim di Daerah Istimewa Yogyakarta; 3) citra merek berpengaruh terhadap kepuasan konsumen Maxim di Daerah Istimewa Yogyakarta; dan 4) kualitas pelayanan berpengaruh terhadap kepuasan konsumen Maxim di Daerah Istimewa Yogyakarta.

Kata kunci: harga, citra merek, kualitas pelayanan, kepuasan konsumen, transportasi *online*.

ABSTRACT

**THE INFLUENCE OF PRICE, BRAND IMAGE, AND SERVICE QUALITY ON
MAXIM CUSTOMER SATISFACTION**

(A Study on Consumers in the Special Region of Yogyakarta)

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This study aimed to determine: 1) the simultaneous influence of price, brand image, and service quality on the satisfaction of Maxim consumers in the Special Region of Yogyakarta; 2) the influence of price on the satisfaction of Maxim consumers in the Special Region of Yogyakarta; 3) the influence of brand image on the satisfaction of Maxim consumers in the Special Region of Yogyakarta; and 4) the influence of service quality on the satisfaction of Maxim consumers in the Special Region of Yogyakarta. The population of this study consisted of all users of Maxim online transportation services in the Special Region of Yogyakarta. The sample comprised 100 respondents selected using a purposive sampling technique. The data were analyzed using multiple linear regression analysis with the assistance of IBM SPSS Statistics 25. The results of the study indicated that: 1) price, brand image, and service quality simultaneously had a significant influence on the satisfaction of Maxim consumers in the Special Region of Yogyakarta; 2) price had a significant influence on the satisfaction of Maxim consumers in the Special Region of Yogyakarta; 3) brand image had a significant influence on the satisfaction of Maxim consumers in the Special Region of Yogyakarta; and 4) service quality had a significant influence on the satisfaction of Maxim consumers in the Special Region of Yogyakarta.

Keywords: price, brand image, service quality, customer satisfaction, online transportation.