

ABSTRAK

Saat ini, pelayanan jasa sangatlah di minati oleh masyarakat luas salah satunya pelayanan jasa transportasi yang berbasis online, yang dijadikan sebagai alternatif dibalik kemacetan kota-kota besar di Indonesia. Namun fenomena yang terjadi, banyak perusahaan jasa transportasi yang memiliki system yang sama.

Tujuan penelitian ini adalah untuk mengetahui pengaruh antara Kualitas Pelayanan dan Harga terhadap Kepuasan Pelanggan jasa Go-Jek cabang Bandung. Jumlah sampel yang diambil dalam penelitian ini adalah 87 responden dari 637 mahasiswa/mahasiswi Universitas Pasundan Bandung akademik tahun 2017/2018. Sedangkan Teknik sampling yang digunakan untuk menghitung besarnya ukuran sampel adalah *non probability sampling*.

Hasil penelitian menggunakan metode analisis. Regresi linier Berganda, Uji validitas, Uji reliabilitas, analisis Korelasi Berganda, Koefisien Determinasi, Koefisien Determinasi Parsial, Uji hipotesis Parsial, Uji hipotesis Simultan, serta hasil penelitian menunjukkan variable kualitas Pelayanan dan Harga berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan. Sesuai perhitungan statistik, kualitas Pelayanan dan Harga memberikan kontribusi terhadap Kepuasan Pelanggan jasa Go-Jek cabang Bandung sebesar 62,9 % sedangkan 37,1% merupakan pengaruh variabel lain yang tidak diteliti.

Kata Kunci : Kualitas Pelayanan, Harga, dan Kepuasan Pelanggan.

ABSTRACT

At present, services are very interested in by the wider community, one of which is online-based transportation services, which is used as an alternative behind the congestion of major cities in Indonesia. But the phenomenon is happening, many transportation service companies have the same system.

The purpose of this study was to determine the influence between Service Quality and Price on Customer Satisfaction of the Bandung branch of Go-Jek services. The number of samples taken in this study were 87 respondents from 637 students of Pasundan University Bandung academic year 2017/2018. While the sampling technique used to calculate the size of the sample size is non probability sampling.

The results of the study use analytical methods. Multiple Linear Regression, Validity Test, Reliability Test, Multiple Correlation Analysis, Determination Coefficient, Partial Determination Coefficient, Partial Hypothesis Test, Simultaneous Hypothesis Test, and research results show that Service Quality and Price variables have a positive and significant effect on Customer Satisfaction. According to statistical calculations, Service and Price quality contributes to the Customer Satisfaction of the Bandung branch of Go-Jek services by 62.9% while 37.1% is the influence of other variables not examined.

Keywords: Service Quality, Price, and Customer Satisfaction.