

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh harga dan *people* terhadap kepuasan pelanggan (survei pada pelanggan JNE cabang Sukamenak). Serta untuk menjawab rumusan masalah mengenai harga, *people* dan kepuasan pelanggan.

Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 orang. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi liner berganda, korelasi berganda, koefisien determinasi dan menggunakan alat bantu SPSS 26.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara harga dan *people* terhadap kepuasan pelanggan. Besarnya pengaruh harga dan *people* terhadap kepuasan pelanggan secara simultan sebesar 54,34% dan sisanya 45,66% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh harga terhadap kepuasan pelanggan sebesar 18,34% dan pengaruh *people* terhadap kepuasan pelanggan sebesar 36,00%, sehingga dapat disimpulkan bahwa *people* memberikan pengaruh paling besar terhadap kepuasan pelanggan.

Kata Kunci: Harga, *People* dan Kepuasan Pelanggan.

ABSTRACT

This study aims to determine how much influence price and people have on customer satisfaction (survey of JNE Sukamenak branch customer). As well as to answer the problem formulation regarding price, people and customer satisfaction.

The research method used is descriptive and verification method with a total sample of 100 people. Testing the research instrument using validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation, coefficient of determination and using SPSS 26 tools.

The results show that there is a positive and significant influence between price and people on customer satisfaction. The magnitude of the effect of price and people on customer satisfaction simultaneously is 54.34% and the remaining 45.66% is influenced by other variables not examined. Partially, the effect of price on customer satisfaction is 18,34% and the influence of people on customer satisfaction is 36,00%, so it can be concluded that people have the greatest influence on customer satisfaction.

Keyword: Prisce, People, and Customer Satisfaction.