

ABSTRAK

Datangnya pandemi COVID-19 di Indonesia pada awal tahun 2020 lalu menyebabkan ketatnya persaingan antar platform *video on demand* (VOD) sehingga mengharuskan mereka untuk memaksimalkan strategi guna mempertahankan para pelanggannya. Vidio merupakan salah satu VOD yang perlu meningkatkan strateginya di Indonesia, karena posisinya masih dikalahkan oleh para kompetitornya serta masih sering ditemukannya ulasan-ulasan negatif terhadap platform tersebut. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh harga dan *electronic service quality* terhadap kepuasan konsumen aplikasi Vidio pada pengguna di Kota Bandung baik secara simultan maupun secara parsial. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden. Pengujian instrumen penelitian menggunakan uji validitas dan realibilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda, uji hipotesis dan koefisien determinasi Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara harga dan *electronic service quality* terhadap kepuasan konsumen. Besarnya pengaruh harga dan *electronic service quality* terhadap kepuasan konsumen secara simultan 53,4% dan sisanya 46,6% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh harga terhadap kepuasan konsumen sebesar 38,7%, dan pengaruh *electronic service quality* terhadap kepuasan konsumen sebesar 14,64%, sehingga dapat disimpulkan bahwa harga dan *electronic service quality* memberikan pengaruh paling besar terhadap proses kepuasan konsumen

Kata Kunci : Harga, *Electronic Service Quality*, dan kepuasan konsumen

ABSTRACT

The arrival of the COVID-19 pandemic in Indonesia in early 2020 led to intense competition among video on demand (VOD) platforms, requiring them to maximize their strategies to retain their customers. Vidio is one such VOD platform that needs to enhance its strategy in Indonesia, as it is still lagging behind its competitors and often receives negative reviews. This research aims to determine the extent of the influence of price and electronic service quality on customer satisfaction with the Vidio application among users in the city of Bandung, both simultaneously and partially. The research methods used are descriptive and verificative, with a sample size of 100 respondents. The research instrument was tested for validity and reliability. The data analysis method used is multiple linear regression analysis, multiple correlations, hypothesis testing, and the coefficient of determination. The results show that there is a positive and significant influence between price and electronic service quality on customer satisfaction. The combined influence of price and electronic service quality on customer satisfaction is 53.4%, with the remaining 46.6% influenced by other variables not examined. Partially, the influence of price on customer satisfaction is 38.7%, and the influence of electronic service quality on customer satisfaction is 14.64%. Therefore, it can be concluded that price and electronic service quality have the most significant impact on the customer satisfaction process.

Keywords: Price, Electronic Service Quality, and Customer Satisfaction.