

ABSTRAK

Kualitas Pelayanan, Promosi, dan Harga merupakan faktor penting dalam meningkatkan transportasi online. Kajian Rina A, (2017) menyatakan kualitas pelayanan, promosi dan harga merupakan faktor pendukung untuk meningkatkan kepuasan konsumen dalam bidang transportasi online. Penelitian ini menganalisis pengaruh kualitas pelayanan, promosi dan harga terhadap kepuasan konsumen GoRide. Fandy (2014), Achidah (2016), Kotler (2013), Razak (2016) menyatakan kualitas pelayanan, promosi dan harga sebagai pengukur kepuasan konsumen. Dengan metode deskriptif kuantitatif, dan teknik cluster random sampling diperoleh 87 responden. Kuesioner sebagai instrumen untuk mengumpulkan data. Analisis data menggunakan Uji Asumsi Klasik, Uji Regresi Linier, Uji t, Uji f dan Uji R^2 . Hasil uji asumsi klasik menunjukkan data dapat dipertanggung jawabkan. Uji regresi (0.182, 0.479, -0.029) menunjukkan kualitas pelayanan dan promosi berpengaruh positif sedangkan harga berpengaruh negatif. Nilai signifikansi Uji t sebesar (0.019,0.000,0.802) menyatakan kualitas pelayanan dan promosi berpengaruh signifikan sementara harga berpengaruh tidak signifikan . Uji F dengan signifikansi $0.000 < 0.05$ menunjukkan bahwa kualitas pelayanan, promosi dan harga secara simultan berpengaruh signifikan. Uji R^2 sebesar 0.453 menunjukkan kualitas pelayanan, promosi dan harga berpengaruh 45.3% terhadap kepuasan konsumen GoRide Mahasiswa STIE AUB Surakarta. Hasil penelitian ini bermanfaat sebagai rujukan bagi penelitian pada masa mendatang.

Kata Kunci: Kualitas Pelayanan, Harga, Promosi, Produk, Kepuasan pelanggan

ABSTRACT

Quality Service, Promotion and Price is an important factor in improving online transportation. The study of Rina A (2017) states that quality service, promotion and price are supporting factors to increase consumer's satisfaction in the field of online transportation. This study analyzes the effect of quality service, promotion and price on GoRide consumer's satisfaction. Fandy (2014), Achidah (2016), Kotler (2013), Razak (2016) stated quality service, promotion and price to measure the consumer's satisfaction. By using the quantitative descriptive, and cluster random sampling techniques it was obtained 87 respondents. Questionnaires is used as the instruments to collect data. Analysis of data uses the classic assumption tests, linear regression, t tests, f tests and R² Tests. The results of classical assumption tests it show the data can be accounted for. The Regression test shows (0.182, 0.479, -0.029) quality service and promotion has a positive effect while the price has a negative effect. The t test value significant point at (0.019.0.000.0.802) stating the quality service and promotion had a significant effect while the price had no significant effect. The f test with a significance of 0.000 < 0.05 shows that the quality of service, promotion and price simultaneously have a significant effect. The R² test shows 0.453 which means promotion has 45.3% effect on GoRide customer's satisfaction of STIE AUB Surakarta Students. The results of this study are useful for future online transportation research.

Keywords: *Quality Service, Price, Promotion, Products, Customer Satisfaction*