

ABSTRAK

ANALISIS PENGARUH KUALITAS APLIKASI, KUALITAS LAYANAN, DAN HARGA TERHADAP KEPUASAN KONSUMEN GO-JEK

Studi Pada Konsumen Go-Jek di Yogyakarta

Stephanus Irfan Setyawan
Universitas Sanata Dharma
Yogyakarta
2018

Penelitian ini bertujuan untuk mengetahui: (1) Apakah ada pengaruh kualitas aplikasi, kualitas layanan, dan harga secara simultan, (2) Apakah ada Pengaruh kualitas aplikasi, kualitas layanan, dan harga secara parsial terhadap kepuasan konsumen, (3) Apakah ada perbedaan persepsi konsumen pada kualitas aplikasi jika dilihat dari jenis kelamin dan golongan usia. Populasi dalam penelitian ini adalah konsumen jasa ojek *online* Go-Jek di wilayah Yogyakarta. Jumlah sampel sebanyak 100 responden. Teknik pengambilan sampel menggunakan *purposive sampling*. Pengujian instrumen menggunakan uji validitas dan uji reliabilitas. Teknik pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan analisis deskriptif, uji asumsi klasik, uji hipotesis, analisis regresi linier berganda, dan *independent sample t test*.

Hasil penelitian menunjukkan bahwa: (1) kualitas aplikasi, kualitas layanan, dan harga secara simultan berpengaruh terhadap kepuasan konsumen, (2) kualitas aplikasi secara parsial tidak berpengaruh terhadap kepuasan konsumen sedangkan kualitas layanan dan harga secara parsial berpengaruh terhadap kepuasan konsumen, (3) tidak ada perbedaan persepsi konsumen pada kualitas aplikasi jika dilihat dari jenis kelamin dan golongan usia.

Kata Kunci: Kualitas Aplikasi, Kualitas Layanan, Harga, Kepuasan Konsumen.

ABSTRACT

ANALYSIS OF INFLUENCE OF APPLICATION QUALITY, SERVICE QUALITY, AND PRICE ON GO-JEK CUSTOMER SATISFACTION

The case study on Go-Jek Consumers in Yogyakarta

Stephanus Irfan Setyawan
Sanata Dharma University
Yogyakarta
2018

This study aims to determine: whether (1) there is an influence of application quality, service quality, and price simultaneously toward customer satisfaction, (2) there is an influence of application quality, service quality, and price partially on customer satisfaction, (3) there are differences in consumer perceptions of the quality of applications viewed from gender and age group. The population in this study was Go-Jek consumers in the Yogyakarta region. The number of sample was 100 respondents. The sampling technique used purposive sampling. The researcher used validity and reability test for the technique of instrument testing. The technique of collecting data was questionnaire. The analysis of data used descriptive analysis, classic assumption test, hypothesis test, multiple linear regression analysis, and independent sample t test.

The results showed: (1) application quality, service quality, and price simultaneously influenced on customer satisfaction, (2) application quality did not partially influence customer satisfaction, while service quality and price had a partial influence on customer satisfaction (3) there were differences in consumer perceptions of application quality viewed from gender, as well as from age perspective.

Keywords: Application Quality, Service Quality, Price, Customer Satisfaction.