

ABSTRAK

PENGARUH HARGA, PROMOSI, CITRA MEREK DAN KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN GOJEK

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Penelitian ini bertujuan untuk mengetahui : 1) pengaruh secara bersama-sama harga, promosi, citra merek, dan kualitas layanan terhadap kepuasan pelanggan, 2) pengaruh secara parsial harga terhadap kepuasan pelanggan, 3) pengaruh secara parsial promosi terhadap kepuasan pelanggan, 4) pengaruh secara parsial citra merek terhadap kepuasan pelanggan, 5) pengaruh secara parsial kualitas layanan terhadap kepuasan pelanggan. Adapun populasi penelitian ini adalah mahasiswa Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta dengan penentuan telah menggunakan Gojek minimal 2 kali. Teknik sampel dalam penelitian ini adalah *Purposive Sampling*. Sampel yang dipilih dan kemudian menjadi responden yakni 70 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linear berganda dengan menggunakan aplikasi *Software Statistikal Package for the Social Sciens (SPSS) 25.0*. Hasil penelitian menunjukkan bahwa 1) harga, promosi, citra merek dan kualitas layanan secara bersama-sama berpengaruh terhadap kepuasan pelanggan, 2) harga secara parsial berpengaruh negatif dan signifikan terhadap kepuasan pelanggan, 3) promosi secara parsial berpengaruh negatif dan signifikan terhadap kepuasan pelanggan, 4) citra merek secara parsial berpengaruh negatif dan signifikan terhadap kepuasan pelanggan, dan 5) kualitas layanan secara parsial berpengaruh negatif dan signifikan terhadap kepuasan pelanggan.

Kata kunci: Harga, Promosi, Citra Merek, Kualitas Layanan dan Kepuasan Pelanggan.

ABSTRACT

THE INFLUENCE OF PRICE, PROMOTION, BRAND IMAGE AND QUALITY OF SERVICE TO THE SATISFACTION OF THE CUSTOMER GOJEK

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This study aims to determine: 1) the joint effect of price, promotion, brand image, and service quality on customer satisfaction, 2) partial effect of price on customer satisfaction, 3) partial effect of promotion on customer satisfaction, 4) effect of partial promotion on customer satisfaction. partially brand image on customer satisfaction, 5) partial influence of service quality on customer satisfaction. The population of this research is the students of Faculty of Economics Sanata Dharma University, Yogyakarta, with the determination that they have used Gojek at least 2 times. The sampling technique in this study is purposive sampling. The sample that was selected and then became the respondent was 70 respondents. The data analysis technique used in this study is multiple linear regression, using the Software Statistical Package for the Social Sciences (SPSS) 25.0 application. The results show that 1) price, promotion, brand image and service quality have a joint effect on customer satisfaction, 2) price partially has a negative and significant effect on customer satisfaction, 3) promotion partially has a negative and significant effect on customer satisfaction, 4) brand image partially has a negative and significant effect on customer satisfaction, and 5) service quality partially has a negative and significant effect on customer satisfaction. significant to customer satisfaction.

Keywords: Price, Promotion, Brand Image, Service Quality And Customer Satisfaction.