

ABSTRAK

RISDAYANTI. 2020. Pengaruh Harga dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Jasa Transportasi Grab Online (Studi Kasus Mahasiswa FEB Universitas Muhammadiyah Makassar), dibimbing oleh H. Andi Rustam dan Nurlina.

Tujuan penelitian ini yang pertama, untuk mengetahui Pengaruh Harga Terhadap Kepuasan Pelanggan Jasa Transportasi Grab online. Yang kedua, untuk mengetahui Pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan Jasa Transportasi Grab Online.

Populasi penelitian Grab online adalah mahasiswa FEB, dimana besarnya sampel sebanyak 5.680 orang yang ditetapkan menggunakan teknik *accidental sampling* yaitu sebanyak 100 responden. Pengumpulan data menggunakan teknik statistik deskriptif, uji validasi, uji reliability, analisis regresi linear berganda, dan uji t.

Hasil pengolahan dan penelitian diperoleh dari regresi linear berganda $Y = 2.384 + 0.252X_1 + 0.172X_2 + e$. Hasil perhitungan variabel Harga secara parsial berpengaruh positif dan signifikan dengan nilai sig $0.000 < 0.05$ terhadap Kepuasan Pelanggan, dengan nilai t hitung $5.553 > 1.660$ t tabel, H_0 ditolak dan H_a diterima. Sedangkan variabel Kualitas Pelayanan secara parsial berpengaruh positif dan signifikan dengan nilai sig $0.004 < 0.05$ terhadap kepuasan pelanggan, dengan nilai t hitung sebesar $2.912 > 1.660$ t tabel. H_0 ditolak dan H_a diterima.

Kata Kunci : Harga, Kualitas Pelayanan, Kepuasan Pelanggan.

ABSTRACT

RISDAYANTI. 2020. *effect of prices and quality services on satisfaction the customer's online transport service (muhammadiyah university student FEB)*, led by H. Andi Rustam and Nurlina.

The goal of this research is first, to know the price impact on customer satisfaction of an online transport service. Secondly, to know the quality of service impact on customer satisfaction of online transport services.

The population of grab online research is FEB student, where the sample size is 5.680 people who are determined using accidental sampling technique, namely 100 respondents. Data collection using descriptive statistical techniques, validation tests, reliability tests, linear regression analysis, and test t.

The results of processing and research were obtained from multiple linear regression $Y = 2.384 + 0.252 + 0.172 + e$, the results of the calculation of the price variable partially have a positive and significant effect with a sig value of $0.000 < 0.05$ on customer satisfaction, with a value of t count $5.553 > 1.660$ t table, H_0 is rejected and H_a is accepted. While the service quality variable partially has a positive and significant effect with a sig value of $0.004 < 0.05$ on customer satisfaction, with a t value of $2.912 > 1.660$ t table, H_0 is rejected and H_a is accepted.

Keywords : The Price, Quality of Service, Customer Satisfaction.