

ANALISIS PENGARUH DIMENSI KUALITAS PELAYANAN (*SERVICE QUALITY*) TERHADAP KEPUASAN PELANGGAN TRANSPORTASI ONLINE “GRABCAR” DI YOGYAKARTA

Oleh:

Riki

NIM : 16051337

ABSTRAK

Penelitian ini bertujuan untuk menguji: (1) pengaruh *Tangibility* terhadap Kepuasan pelanggan pada jasa Grab car di Yogyakarta (2) pengaruh *Reliability* terhadap Kepuasan pelanggan pada jasa Grab car di Yogyakarta, (3) pengaruh *Responsiveness* terhadap Kepuasan pelanggan pada jasa Grab car di Yogyakarta, (4) pengaruh *Assurance* terhadap kepuasan pelanggan pada jasa grab car di Yogyakarta, (5) pengaruh *emphaty* terhadap kepuasa pelanggan pada jasa Grab car di Yogyakarta, (6) pengaruh *Tangibility, Reliability, Responsiveness, Assurance, emphaty*, terhadap kepuasan pelanggan pada jasa Grab car di Yogyakarta,. Populasi pada penelitian ini adalah konsumen yang pernah menggunakan jasa Grab car di Yogyakarta. Sampel diambil dengan teknik purposive sampling, data dikumpulkan dengan menggunakan kusioner online berupa Google Form.

Hasil penelitian menunjukkan bahwa (1) *Tangibility* tidak berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada pengguna jasa Grab car di Yogyakarta (2) *Reliability* tidak berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada pengguna jasa Grab car di Yogyakarta, (3) *Responsiveness* tidak berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada pengguna jasa Grab car di Yogyakarta (4) *Assurance* berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada pengguna jasa Grab car di Yogyakarta (5) *emphaty* berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada pengguna jasa Grab car di Yogyakarta. (6) *Tangibility, Reliability, Responsiveness, Assurance*, dan *emphaty* berpengaruh simultan berpengaruh positif terhadap keputusan terhadap kepuasan pelanggan pada pengguna jasa Grab car di Yogyakarta.

Kata kunci: *Tangibility, Reliability, Responsiveness, Assurance, Emphaty* dan kepuasan pelanggan

***ANALYSIS OF THE INFLUENCE OF DIMENSIONS OF SERVICE QUALITY
ON CUSTOMER SATISFACTION ONLINE TRANSPORTATION "GRABCAR"
IN YOGYAKARTA***

Oleh:

Riki
NIM :16051337

ABSTRACT

This study aims to examine: (1) the effect of Tangibility on customer satisfaction at Grab car services in Yogyakarta (2) the effect of Reliability on customer satisfaction on Grab car services in Yogyakarta, (3) the effect of responsiveness on customer satisfaction at Grab car services in Yogyakarta , (4) the effect of Assurance on customer satisfaction at grab car services in Yogyakarta, (5) the influence of empathy on customer satisfaction at Grab car services in Yogyakarta, (6) the influence of Tangibility, Reliability, Responsiveness, Assurance, Emphaty, on customer satisfaction with services Grab car in Yogyakarta ,. The population in this study are consumers who have used Grab car services in Yogyakarta. Samples were taken by purposive sampling technique, data was collected using an online questionnaire in the form of Google Form.

The results showed that (1) Tangibility has no positive and significant effect on customer satisfaction for Grab car service users in Yogyakarta (2) Reliability has no positive and significant effect on customer satisfaction for Grab car service users in Yogyakarta, (3) Reponsiveness has no positive effect and significant impact on customer satisfaction for Grab car service users in Yogyakarta (4) Assurance has a positive and significant effect on customer satisfaction for Grab car service users in Yogyakarta (5) Emphaty has a positive and significant effect on customer satisfaction for Grab car service users in Yogyakarta. (6) Tangibility, Reliability, Responsiveness, Assurance, and Emphaty have a positive effect on decisions on customer satisfaction for users of Grab car services in Yogyakarta.

Keywords: Tangibility, Reliability, Responsiveness, Assurance, Emphaty and customer satisfaction