

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *Efficiency, Fulfillment, System Availability, Privacy* dan *Responsiveness* terhadap Kepuasan Pelanggan layanan jasa transportasi GOJEK. Jenis penelitian ini adalah penelitian kuantitatif kausal. Sampel penelitian ini adalah pelanggan berusia minimal 17 tahun dengan menggunakan layanan jasa transportasi GOJEK minimal satu tahun. Sampel yang diambil dengan teknik Random Sampling. Data dikumpulkan dengan menggunakan kuesioner. Variabel Terikat dalam penelitian ini adalah Kepuasan Pelanggan, sedangkan Variabel Bebas dalam penelitian ini adalah *Efficiency, Fulfillment, System Availability, Privacy* dan *Responsiveness*. Analisis yang dilakukan menggunakan metode uji asumsi klasik, koefisiensi determinasi, dan regresi linier berganda. Hasil penelitian menunjukkan bahwa: 1) *Efficiency* tidak berpengaruh signifikan terhadap Kepuasan Pelanggan layanan jasa transportasi GOJEK; 2) *Fulfillment* berpengaruh signifikan terhadap Kepuasan Pelanggan layanan jasa transportasi GOJEK; 3) *System Availability* berpengaruh signifikan terhadap kepuasan pelanggan layanan jasa transportasi GOJEK; 4) *Privacy* tidak berpengaruh signifikan terhadap Kepuasan Pelanggan layanan jasa transportasi GOJEK; 5) *Responsiveness* berpengaruh signifikan terhadap Kepuasan Pelanggan layanan jasa transportasi GOJEK.

Kata Kunci: *Efficiency, Fulfillment, System Availability, Privacy, Responsiveness* dan Kepuasan Pelanggan

ABSTRACT

This study aims to examine and analyze the effect of efficiency, fulfillment, system availability, privacy and responsiveness on customer satisfaction of gojek transportation service business. This type of research is causal quantitative research. The sample of this study is consumers aged at least 17 years who using GOJEK transportation service business for at least 1 year. Data were collected using a questionnaire. The bound variable in this study was the satisfaction to customers in gojek transportation service business, while the independent variable in this study was the efficiency, fulfillment, system availability, privacy and responsiveness. The analysis was performed using the classical assumption test methods, coefficient of determination, and multiple linear regression. The results showed that: 1) efficiency has no significant effect on customer satisfaction of gojek transportation service business; 2) fulfillment had a significant effect on customer satisfaction of gojek transportation service business; 3) system availability significantly influences the customer satisfaction of gojek transportation service business; 4) privacy quality does not significantly influence the customer satisfaction of gojek transportation service business; 5) responsiveness influences the customer satisfaction of gojek transportation service business.

Keywords: *Efficiency, Fulfillment, System Availability, Privacy, Responsiveness and Customer Satisfaction*