

## INTISARI

### PENGARUH HARGA, PROMOSI DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN GOJEK (STUDI KASUS MAHASISWA AKUNTANSI UNIVERSITAS MERCU BUANA YOGYAKARTA)

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Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh harga, promosi, dan kualitas pelayanan terhadap kepuasan pelanggan Gojek pada mahasiswa Akuntansi Universitas Mercu Buana Yogyakarta. Jenis penelitian ini termasuk penelitian survei yang dilaksanakan secara online antara bulan Mei sampai dengan Juni 2020. Beberapa studi literatur mengemukakan beberapa faktor yang membentuk kepuasan pelanggan yaitu kualitas produk, harga, *service quality*, *emotional factor*, dan kemudahan mendapatkan produk. Populasi dalam penelitian adalah mahasiswa pelanggan Gojek di Program Studi Akuntansi Universitas Mercu Buana Yogyakarta. Sampel diambil menggunakan teknik purposive sampling. Data dikumpulkan dengan menggunakan kuesioner dan dianalisis dengan menggunakan regresi ganda. Hasil penelitian menunjukkan bahwa: (1) harga tidak berpengaruh positif terhadap kepuasan pelanggan Gojek dengan nilai t hitung 0,999; (2) promosi tidak berpengaruh positif terhadap kepuasan pelanggan Gojek dengan nilai t hitung 0,985; (3) kualitas pelayanan berpengaruh positif terhadap kepuasan pelanggan Gojek dengan nilai t hitung 6,534; (4) harga, promosi, dan kualitas pelayanan secara bersama-sama berpengaruh secara positif terhadap kepuasan pelanggan Gojek dengan nilai F hitung 63,710.

**Kata kunci** : harga, promosi, kualitas pelayanan dan kepuasan pelanggan

## **ABSTRACT**

### **THE INFLUENCE OF PRICES, PROMOTION, AND SERVICE QUALITY TOWARDS GOJEK'S CUSTOMER SATISFACTION (CASE STUDY ON MERCU BUANA YOGYAKARTA UNIVERSITY ACCOUNTING STUDENTS)**

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*The purpose of this study is to determine and analyze the effect of prices, promotion, and quality of service towards Gojek's customer satisfaction on Mercu Buana University Accounting Students. The type of this study is survey research that was conducted online between May till June 2020. Some literature studies explain several factors that influence there were product quality, prices, service quality, emotional factor, and easiness of getting product. Populations in this study were Gojek customer students in Accounting Study Program at Mercu Buana Yogyakarta University. Samples were taken using purposive sampling technique. Data were collected using a questionnaire and analyzed using multiple regression. The results of this study shows that; (1) Price has not a positive effect on Gojek's customer satisfaction with a t value of 0.999; (2) Promotion has not a positive effect on Gojek's customer satisfaction with a t value of 0.985; (3) Service quality has a positive effect on Gojek's customer satisfaction with a t value of 6.534; (4) Prices, promotion, and service quality together positively influence Gojek's customer satisfaction with a calculated F value of 63.710.*

**Keywords :** *Price, Promotion, Service Quality, and Customer Satisfaction*