

ABSTRACT

MUHAMMAD DIVA PRASETYA H / 1800861201345 / FACULTY OF ECONOMICS / MARKETING MANAGEMENT / THE EFFECT OF SERVICE QUALITY AND PRICE ON CONSUMER SATISFACTION OF ONLINE TRANSPORTATION SERVICES (GRAB BIKE) IN TELANAIPURA DISTRICT, JAMBI CITY / ADVISOR 1. AHMAD TARMIZI, SE., MM., ADVISOR 2. RIKO MAPPADECENG S.E., M.M.

The purpose of this study is to determine the description of service quality and price on customer satisfaction of GrabBike online transportation services and to determine and analyze the influence of service quality and price on customer satisfaction of GrabBike online transportation services simultaneously and partially.

To answer the research objectives, the author utilized theoretical studies related to the research variables, namely service quality, price, and satisfaction. Furthermore, the author also sought relevant previous research in the form of journals/articles and previous theses to support this research. This study employed 100 respondents, using multiple linear regression as the analysis technique, and hypothesis testing using the f-test and t-test.

Grab is a technology company from Malaysia with offices in Singapore that provides public transportation service applications including 2-wheeled and 4-wheeled motorized vehicles. The Grab company is only a technology company that launches applications and its vehicles are vehicles owned by partners who have joined PT Grab Indonesia.

From the data processing results, a regression equation of $9.706 + Y = -1.053 + 0.037X_1 + 0.769X_2$ was obtained. Meanwhile, from the hypothesis testing conducted, the results showed that service quality and price had a positive and significant effect on satisfaction simultaneously and partially.

The results of the research, data analysis, and discussion in this study conclude that the Grab Bike online transportation service is in good condition, and consumers are very satisfied with the quality of service and pricing offered by Grab. Furthermore, satisfaction can be explained by service quality and price, accounting for 81.60%, while the remaining 12.40% is explained by other factors.

Keywords: Service Quality, Price, Consumer Satisfaction

ABSTRAK

MUHAMMAD DIVA PRASETYA H / 1800861201345 / Fakultas Ekonomi / Manajemen Pemasaran / Pengaruh Kualitas Pelayanan dan Harga Terhadap Kepuasan Konsumen Jasa Transportasi Online (Grab Bike) di Kecamatan Telanaipura, Kota Jambi / Pembimbing 1 Ahmad Tarmizi, S.E., M.M., dan Pembimbing 2 Riko Mappadeceng, S.E., M.M.

Tujuan dari penelitian ini adalah untuk mengetahui gambaran kualitas pelayanan dan harga terhadap kepuasan pelanggan jasa transportasi online GrabBike, serta untuk mengetahui dan menganalisis pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan baik secara simultan maupun parsial. Untuk menjawab tujuan penelitian tersebut, penulis menggunakan kajian teori yang berkaitan dengan variabel penelitian, yaitu kualitas pelayanan, harga, dan kepuasan. Selain itu, penulis juga mencari penelitian terdahulu yang relevan berupa jurnal/artikel dan skripsi untuk mendukung penelitian ini.

Penelitian ini melibatkan 100 responden dengan menggunakan teknik analisis regresi linier berganda, serta pengujian hipotesis menggunakan uji F dan uji t. Grab sendiri merupakan perusahaan teknologi asal Malaysia dengan kantor di Singapura yang menyediakan aplikasi layanan transportasi umum termasuk kendaraan roda 2 dan roda 4. Perusahaan Grab merupakan perusahaan teknologi yang meluncurkan aplikasi, di mana kendaraannya dimiliki oleh mitra yang telah bergabung dengan PT Grab Indonesia.

Berdasarkan hasil pengolahan data, diperoleh persamaan regresi $Y = 9,706 - 1,053 + 0,037X_1 + 0,769X_2$. Hasil pengujian hipotesis menunjukkan bahwa kualitas pelayanan dan harga berpengaruh positif dan signifikan terhadap kepuasan secara simultan maupun parsial. Analisis data dan pembahasan dalam penelitian ini menyimpulkan bahwa layanan transportasi online GrabBike berada dalam kondisi baik, dan konsumen merasa sangat puas dengan kualitas layanan serta harga yang ditawarkan oleh Grab. Variabel kepuasan dapat dijelaskan oleh kualitas pelayanan dan harga sebesar 81,60%, sedangkan sisanya sebesar 12,40% dijelaskan oleh faktor lain di luar penelitian ini.

Kata Kunci: Kualitas Pelayanan, Harga, Kepuasan Konsumen.