

ABSTRAK

Thara Rizda, NPM : 71190312084, Pengaruh Kualitas Pelayanan dan Harga Terhadap Kepuasan Pelanggan Gojek dan Gofood (studi pada Mahasiswa FEB UISU), Dibimbing oleh : Dr.Tengku Ahmad Helmi , S.E., M.Si sebagai Pembimbing I, dan Ismail Nst., S.E.,M.M sebagai Pembimbing II, Skripsi : 2023

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, yaitu *tangible* (fasilitas fisik), *empathy* (empati), *responsiveness* (daya tanggap), *reability* (keandalan), *assurance* (jaminan) dan harga terhadap kepuasan pelanggan gojek dan gofood pada Mahasiswa FEB UISU. Populasi dalam penelitian ini adalah mahasiswa manajemen uisu stambuk 2019 dengan sampel sebanyak 71 orang. Teknik pengumpulan data dilakukan dengan kuesioner. Analisis data dilakukan dengan teknik regresi linier berganda. Hasil penelitian menunjukkan bahwa *tangible* (fasilitas fisik), *empathy* (empati), *responsiveness* (daya tanggap), *reability* (keandalan), *assurance* (jaminan) tidak berpengaruh signifikan secara parsial namun berpengaruh signifikan secara simultan terhadap kepuasan pelanggan karena variabel ini merupakan variabel dimensi, tetapi harga berpengaruh signifikan secara parsial terhadap kepuasan pelanggan.

Kata Kunci : Kualitas Pelayanan, Harga, dan Kepuasan Pelanggan

ABSTRACT

Thara Rizda, NPM : 71190312084, *The Influence Of Service Quality and Prince On Gojek and Gofood Customer Satisfaction (Studies on FE UISU Students), Supervised By : Dr.Tengku Ahmad Helmi , S.E., M.Si. As Advisor I, and Ismail Nst., S.E.,M.M. As Advisor II, Skripsi : 2023*

This study aims to determine the effect of service quality, namely tangible (physical facilities), empathy (empathy), responsiveness (responsiveness), reliability (reliability), assurance (guarantee) and price on customer satisfaction of gojek and gofood at FE UISU students. The population in this study were 2019 Uisu Management students with a sample of 71 people. The data collection technique was carried out by means of a questionnaire. Data analysis was performed using multiple linear regression techniques. The results showed that tangible (physical facilities), empathy (empathy), responsiveness (responsiveness), reliability (reliability), assurance (guarantee) have no significant effect partially but have a significant effect simultaneously on customer satisfaction because this variable is a dimensional variable, but price partially significant effect on customer satisfaction.

Keywords: Service Quality, Price, and Customer Satisfaction