THE EFFECT OF SERVICE QUALITY AND PRICE PERCEPTION ON GO-FOOD CUSTOMER SATISFACTION IN THE GO-JEK APPLICATION IN JAKARTA

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ABSTRACT

The purpose of this study was to determine and analyze the effect of service quality and product price perceptions on Go-food customer satisfaction in the Go-Jek application in Jakarta.

Factors that become the indicators of this study are service quality, price perception and customer satisfaction. This type of research is causal associative research, the data used in this study are primary data obtained from the results of distributing questionnaires to 100 respondents. And the dependent variable is customer satisfaction. The data were analyzed using statistical techniques and hypotheses, namely validity test, reliability test, classical assumption test, multiple linear regression analysis and hypothesis testing which were processed using SPSS 20.

The research results show that product quality partially has a positive and significant effect on Go-food customer satisfaction. And simultaneously service quality and price perception have a positive and significant effect on Go-food Customer Satisfaction. And the value of R2 is 36%, this means that 36% of customer satisfaction purchasing decisions are influenced by service quality and price perceptions and the remaining 64% of customer satisfaction is influenced by other factors not included in this study.

Keywords; Gojek, service quality, price perception and customer satisfaction

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