

**PENGARUH HARGA, PROMOSI DAN KUALITAS LAYANAN
TERHADAP KEPUASAN PELANGGAN GOJEK (GO-RIDE)
PADA MAHASISWA FAKULTAS HUKUM UNPRI**

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ABSTRAK

Pengaruh Harga, Promosi dan Kualitas Layanan Terhadap Kepuasan Pelanggan Gojek (Go-Ride) Pada Mahasiswa Fakultas Hukum UNPRI. Fakultas Ekonomi Universitas Prima Indonesia.Skripsi.

Penelitian ini bertujuan untuk mengetahui pengaruh harga terhadap kepuasan pelanggan Gojek (Go-Ride), mengetahui pengaruh promosi terhadap kepuasan pelanggan Gojek (Go-Ride), mengetahui pengaruh kualitas layanan terhadap kepuasan pelanggan Gojek (Go-Ride), serta mengetahui harga, promosi dan kualitas layanan secara simultan berpengaruh terhadap kepuasan pelanggan Gojek (Go-Ride) pada Mahasiswa Fakultas Hukum UNPRI. Jenis penelitian ini menggunakan metode kuantitatif deskriptif. Populasi pada penelitian ini berjumlah 364 orang dengan sampel 78 responden. Analisis data yang digunakan dalam penelitian ini adalah Uji Instrumen, Uji Asumsi Klasik, Analisis Regresi Linier Berganda, Uji Hipotesis, dan Uji Koefisien Determinasi (R^2). Hasil dari penelitian ini adalah harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan, promosi berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan serta harga, promosi dan kualitas layanan secara simultan berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan kepuasan pelanggan GOJEK (Go-Ride) pada Mahasiswa Fakultas Hukum UNPRI.

Kata Kunci: Harga, Promosi, Kualitas Layanan, Kepuasan Pelanggan

**THE INFLUENCE OF PRICE, PROMOTION AND SERVICE QUALITY ON
GOJEK (GO-RIDE) CUSTOMER SATISFACTION
IN STUDENTS OF THE FACULTY OF LAW UNPRI**

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ABSTRACT

The Influence Of Price, Promotion And Service Quality On Gojek (Go-Ride) Customer Satisfaction In Students Of The Faculty Of Law UNPRI. Faculty of Economics, Prima Indonesia University. Thesis

This study aims to determine the effect of price on Gojek (Go-Ride) customer satisfaction, determine the effect of promotion on Gojek (Go-Ride) customer satisfaction, determine the effect of service quality on Gojek (Go-Ride) customer satisfaction, and determine price, promotion and service quality simultaneously influences Gojek (Go-Ride) customer satisfaction for UNPRI Law Faculty Students. This type of research uses descriptive quantitative methods. The population in this study amounted to 364 people with a sample of 78 respondents. The data analysis used in this study is Instrument Test, Classical Assumption Test, Multiple Linear Regression Analysis, Hypothesis Test, and Coefficient of Determination Test (R^2). The results of this study are price has a positive and significant effect on customer satisfaction, promotion has a positive and significant effect on customer satisfaction, service quality has a positive and significant effect on customer satisfaction and price, promotion and service quality simultaneously have a positive and significant effect on customer satisfaction customer satisfaction GOJEK (Go-Ride) to UNPRI Law Faculty Students.

Keywords: Price, Promotion, Service Quality, Customer Satisfaction