

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kualitas pelayanan, harga dan kepercayaan terhadap kepuasan pelanggan J&T Express Surabaya. Metode penelitian dalam penelitian menggunakan metode kuantitatif dan populasi yang digunakan dalam penelitian ini adalah pelanggan yang menggunakan jasa J&T Express Surabaya dengan besar sampel yang diambil sebanyak 100 responden. Teknik pengambilan sampel penelitian ini menggunakan *purposive sampling* dan pengumpulan data menggunakan kuisioner. Teknik analisis data yang di gunakan adalah analisis regresi linier berganda dengan alat bantu aplikasi SPSS (*Statistical And Service Solution*).

Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan, harga berpengaruh signifikan terhadap kepuasan pelanggan dan kepercayaan berpengaruh signifikan terhadap kepuasan pelanggan.

Kata Kunci: kualitas pelayanan, harga, kepercayaan, kepuasan pelanggan

kec 3/9 2019

ABSTRACT

This research aimed to find out and analyze the effect of service quality, price, and trust on the customers satisfaction of J&T Express, Surabaya. While, the research was quantitative. Moreover, the population was customers of J&T Express, Surabaya who use its service. Furthermore, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with, there were 100 respondents as sample. While, for the instrument in data collection technique, it used questionnaires. The questionnaires would be distributed to the customers. In addition, the data analysis technique used multiple linear regression with SPSS (Statistical And Service Solution).

The research result concluded service quality had significant effect on the customers satisfaction of J&T Express, Surabaya. Likewise, price had significant effect on the customers satisfaction of J&T Express, Surabaya. Similar to service quality and price, trust had significant effect on the customers satisfaction of J&T Express, Surabaya.

Keywords: service quality, price, trust, customers satisfaction



I certify that this translation is true and accurate. Prepared by a professional translator. This translation is provided on this day 13/5/15
M. Faisal, S.Pd., M.Pd
STIESIA Language Center
Menur Pumpungan 30 Surabaya 60118, Indonesia