

## INTISARI

Seiring perkembangan ekonomi dan teknologi serta persaingan bisnis di pasar global, perusahaan bersaing untuk mampu memberikan produk dan pelayanan yang lebih memuaskan bagi para pelanggan serta menawarkan harga yang kompetitif. Hal tersebut dilakukan demi mendapatkan pelanggan baru dan mempertahankan pelanggannya. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, kualitas produk dan harga terhadap kepuasan pelanggan. Populasi yang digunakan dalam penelitian ini yaitu pelanggan pengguna jasa transportasi taksi Blue Bird di Surabaya. Teknik pengambilan sampel menggunakan *purposive sampling* yaitu teknik penentuan sampel dengan pertimbangan tertentu, jumlah sampel yang diperoleh sebanyak 100 responden. Adapun teknik analisa yang digunakan dalam penelitian ini adalah analisis regresi linier berganda.

Hasil pengujian menunjukkan bahwa variabel-variabel yang digunakan dalam model penelitian ini yaitu kualitas pelayanan, kualitas produk dan harga masing-masing mempunyai pengaruh signifikan dan positif terhadap kepuasan pelanggan pengguna jasa transportasi taksi Blue Bird di Surabaya.

Kata Kunci : kualitas pelayanan, kualitas produk, harga, dan kepuasan pelanggan



## **ABSTRACT**

Along with the development of economy and technology and business competition in the global market, companies are competing in order to provide more satisfactory products and services to the customers and to offer competitive price. This competition is carried out in order to gain new customer and to retain their customer. This research is aimed to find out the influence of service quality, product quality and price to the customer satisfaction. The population is all customers who have ever used the transportation service of Blue Bird taxi in Surabaya. The sample collection technique has been carried by using purposive sampling technique with certain consideration, 100 respondents have been selected as samples. The analysis technique has been done by using multiple linear regression analysis.

The result of the research shows that the variables which have been applied in this research models are service quality, product quality and price that each of them has significant and positive influence to the customer satisfaction who have ever used the transportation services of Blue Bird taxi in Surabaya.

Keywords: service quality, product quality, price and customer satisfaction.

