

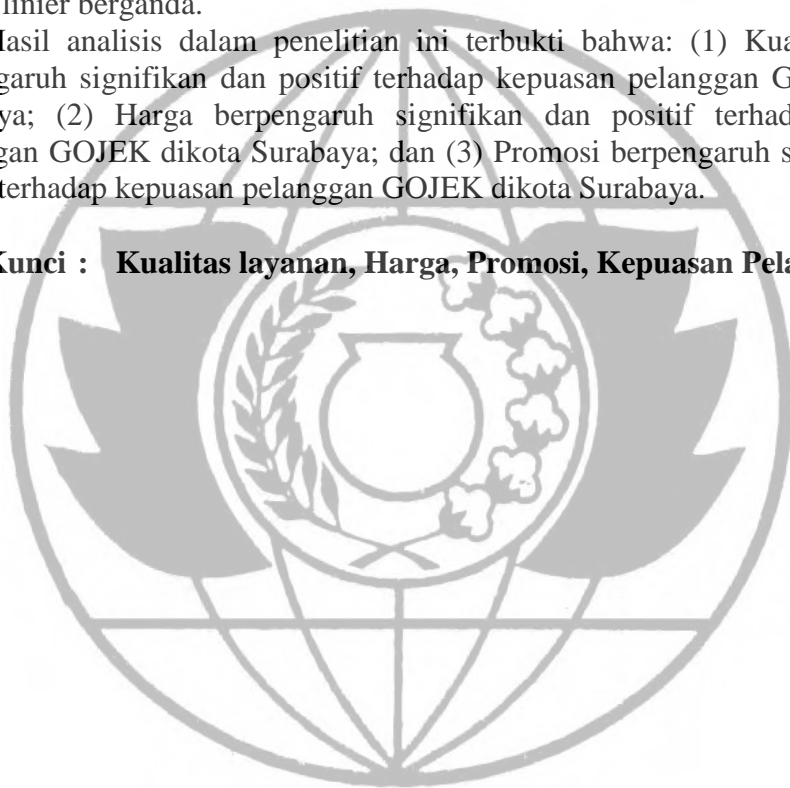
## ABSTRAK

penelitian ini bertujuan untuk mengetahui, menganalisis, dan menguji pengaruh kualitas layanan, harga, dan promosi terhadap kepuasan pelanggan GOJEK dikota Surabaya.

Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian korelasional (*Correlation Research*) dengan metode analisis kuantitatif. Sampel dalam penelitian ini adalah pengguna layanan GOJEK pada bulan Oktober 2021 sebanyak 100 sampel dengan menggunakan teknik *probabilistic sampling*. Teknik pengumpulan data dalam penelitian ini adalah dengan menyebarkan kuesioner terhadap responden. Teknik analisis dalam penelitian ini menggunakan analisis regresi linier berganda.

Hasil analisis dalam penelitian ini terbukti bahwa: (1) Kualitas layanan berpengaruh signifikan dan positif terhadap kepuasan pelanggan GOJEK dikota Surabaya; (2) Harga berpengaruh signifikan dan positif terhadap kepuasan pelanggan GOJEK dikota Surabaya; dan (3) Promosi berpengaruh signifikan dan positif terhadap kepuasan pelanggan GOJEK dikota Surabaya.

**Kata Kunci : Kualitas layanan, Harga, Promosi, Kepuasan Pelanggan**



## ABSTRACT

The emergence of this new business model, of course, initially caused problems in related sectors, for example, for the first time this online transportation business model entered Indonesia. The purpose of this study was to analyze the effect of service quality, price, and promotion on GOJEK customer satisfaction in the city of Surabaya.

The type of research used in this research is correlational research with quantitative analysis methods. The sample in this study is GOJEK service users in October 2021 as many as 100 samples using probabilistic sampling technique. The data collection technique in this study is by distributing questionnaires to respondents. The analysis technique in this study uses multiple linear regression analysis.

The results of the analysis in this study prove that: (1) Service quality has a significant and positive effect on GOJEK customer satisfaction in the city of Surabaya; (2) Price has a significant and positive effect on GOJEK customer satisfaction in the city of Surabaya; and (3) Promotion has a significant and positive effect on GOJEK customer satisfaction in the city of Surabaya.

**Keywords: Service Quality, Price, Promotion, Customer Satisfaction**



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