

Abstrak

Kajian ini bermaksud mengetahui dampak kualitas pelayanan, harga serta promosi tergantung di kepuasan pelanggan. Kajian ini artinya penelitian kuantitatif dengan sampel 160 pelanggan gojek gofood. Berdasarkan analisis statistik diketahui bahwa nilai signifikan Uji t Kualitas Pelayanan terhadap Kepuasan Pelanggan adalah $0,000 < 0,05$, dan nilai signifikan Uji t Harga terhadap Kepuasan Pelanggan adalah $0,047 < 0,05$. Sedangkan uji-t promosi yang diukur dengan kepuasan pelanggan adalah $0,022 > 0,05$. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik dan analisis regresi linier berganda dengan menggunakan program aplikasi SPSS statistics. Hasil penelitian menunjukkan bahwa: kualitas pelayanan berpengaruh terhadap kepuasan pelanggan, harga berpengaruh terhadap kepuasan pelanggan, Promosi berpengaruh terhadap kepuasan pelanggan, kualitas pelayanan, harga, promosi secara stimulan berpengaruh terhadap kepuasan pelanggan.

Kata Kunci: *Gofood, Kualitas Pelayanan, Harga, Promosi, Kepuasan Pelanggan*

Abstract

This study aims to determine the impact of service quality, price and promotion depending on customer satisfaction. This study means quantitative research with a sample of 160 gojek gofood customers. Based on statistical analysis it is known that the significant value of the t-test of Service Quality on Customer Satisfaction is $0.000 < 0.05$, and the significant value of the Price t-test on Customer Satisfaction is $0.047 < 0.05$. While the promotion t-test as measured by customer satisfaction is $0.022 > 0.05$. The data analysis technique in this study is descriptive analysis, classical assumption test and multiple linear regression analysis using the SPSS statistics application program. The results showed that: service quality has an effect on customer satisfaction, price has an effect on customer satisfaction, promotion has an effect on customer satisfaction, service quality, price, promotion has a stimulant effect on customer satisfaction.

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