ANALISIS *E-SERVICE QUALITY* DAN HARGA DALAM MEMBANGUN LOYALITAS MELALUI KEPUASAN PELANGGAN

(Survei Pada Mahasiswa UPI Pengguna Gojek dan Grab)

TESIS

Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Magister Manajemen

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ABSTRAK

Ceppy Trian Sudrajat (1707645). "Analisis *E-Service Quality* dan Harga dalam Membangun Loyalitas Melalui Kepuasan Pelanggan (Survei Pada Mahasiswa UPI Pengguna Gojek dan Grab)", dibawah bimbingan Dr. *Heny* Hendrayati, S.IP., MM.. dan Dr. H. Mokh. Adib Sultan, M.T.

Pertumbuhan industri transportasi *online* membuat persaingan menjadi semakin berat. Gojek dan Grab yang menjadi pemain utama dalam industri ini harus terus berinovasi dalam menjaga loyalitas pelanggan mereka. Berbagai upaya dilakukan dalam menjaga loyalitas serta kepuasan pelanggan, yaitu dengan program *e-service quality* dan kebijakan harga. Penelitian ini bertujuan untuk melihat bagaimana gambaran program-program e-service quality serta kebijakan harga, kepuasan, serta loyalitas pelanggan Gojek dan Grab. Penelitian ini bertujuan mengukur seberapa besar pengaruh *e-service quality* dan harga membangun loyalitas melaui kepuasan pelanggan Gojek dan Grab. Jenis penelitian yang digunakan adalah deskriptif verifikatif, dan metode yang digunakan adalah *explanatory survey* dengan teknik *simple random sampling*, dengan jumlah sampel 200 responden untuk setiap operator transportasi *online,* dengan pembagian 200 sampel untuk pelanggan Gojek dan 200 sampel untuk pelanggan Grab. Teknik analisis data yang digunakan adalah analisis jalur dengan alat bantu *SPSS 25.0*. Hasil menunjukan bahwa terdapat pengaruh yang positif diantara *e-service quality* dan harga dalam membangun loyalitas melaui kepuasan pelanggan Gojek dan Grab.

Kata kunci: *e-service quality*, harga, kepuasan, loyalitas

ABSTRACT

Ceppy Trian Sudrajat (1707645*). "Analisys of E-Service Quality and Price to Develop Loyalty Through Customer Satisfaction (Survey in Users Gojek dan Grab of UPI Students)", Under the Guidance of* Dr. *Heny* Hendrayati, S.IP., MM. *and* Dr. H. Mokh. Adib Sultan, M.T.

The growth of the online transportation industry is making competition even harder. Gojek and Grab who are the main players in this industry must continue to innovate in maintaining the loyalty of their customers. Various attempts were made to maintain customer loyalty and satisfaction, namely the e-service quality program and pricing policy. This study aims to see how the description of e-service quality programs and pricing, satisfaction and customer loyalty policies of Gojek and Grab. This study aims to measure how much influence e-service quality and prices build loyalty through customer satisfaction Gojek and Grab. This type of research is descriptive verification, and the method used is an explanatory survey with a simple random sampling technique, with a sample size of 200 respondents for each online transportation operator, with 200 samples for Gojek customers and 200 samples for Grab customers. The data analysis technique used is path analysis with SPSS 25.0. The results show that there is a positive influence between e-service quality and price to develop loyalty through Gojek and Grab customer satisfaction.

Keywords : e-service quality, price, satisfaction,loyalty

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