

ABSTRAK

Andi Irfa Hasyifah Wisani. Analisis Pengaruh Kualitas Pelayanan Angkutan Umum Berbasis Online (Gojek) Terhadap Kepuasan Pelanggan (dibimbing oleh **Prof.Dr.H.Basri Modding,SE.,M.Si** dan **Dr.Ibrahim Dani,SE.M.Si**).

Penelitian ini bertujuan untuk meneliti: (1) pengaruh dimensi kualitas pelayanan bukti fisik (*tangibles*) dalam penggunaan layanan angkutan umum berbasis online (gojek) terhadap kepuasan pelanggan di Kota Makassar, (2) pengaruh kualitas pelayanan keandalan (*reliability*) dalam penggunaan layanan angkutan umum berbasis online (gojek) terhadap kepuasan pelanggan di Kota Makassar, (3) pengaruh kualitas pelayanan daya tanggap (*responsiveness*) dalam penggunaan layanan angkutan umum berbasis online gojek terhadap kepuasan pelanggan di Kota Makassar, (4) pengaruh kualitas pelayanan jaminan (*assurance*) dalam penggunaan layanan angkutan umum berbasis online gojek terhadap kepuasan pelanggan di Kota Makassar, (5) pengaruh kualitas pelayanan empati (*empathy*) dalam penggunaan layanan angkutan umum berbasis online gojek terhadap kepuasan pelanggan di Kota Makassar.

Data yang digunakan adalah data primer dan data sekunder. Populasi dalam penelitian ini adalah seluruh pengguna layanan gojek di Kota Makassar. Teknik pengambilan sampel yaitu nonprobability sampling yaitu aksidental sampling dengan jumlah sampel sebanyak 100 orang. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Metode analisis data menggunakan analisis statistik deskriptif dan regresi linear berganda dengan menggunakan program SPSS.

Hasil penelitian menunjukkan bahwa: (1) variabel bukti fisik (*tangibles*) tidak berpengaruh signifikan terhadap kepuasan pelanggan, (2) variabel keandalan (*reliability*) berpengaruh signifikan terhadap kepuasan pelanggan, (3) variabel daya tanggap (*responsiveness*) berpengaruh signifikan terhadap kepuasan pelanggan, (4) variabel jaminan (*assurance*) tidak berpengaruh signifikan terhadap kepuasan pelanggan, (5) variabel empati (*empathy*) berpengaruh signifikan terhadap kepuasan pelanggan.

Kata Kunci: Kualitas Pelayanan, Bukti Fisik, Keandalan, Daya Tanggap, Jaminan, Empati, Kepuasan Pelanggan

ABSTRACT

Andi Irfa Hasyifah Wisani. Analysis of the influence of the quality of service of public transport Based Online (Gojek) towards customer satisfaction (mentored by **Prof.Dr.H.Basri Modding,SE.,M.Si and Dr. Ibrahim Dani,SE.,M.Si**).

This research aims to examine: (1) influence of dimensions of service quality (tangible) in the use of public transit service based online (gojek) for customer satisfaction in the city of Makassar, (2) the influence of service quality (reliability) in the the use of the public transport service-based online (gojek) for customer satisfaction in the city of Makassar, (3) the influence of service quality (responsiveness) in the use of public transit service based gojek against online customer satisfaction in the city of Makassar, (4) influence of quality of service (assurance) in the use of public transit service based gojek against online customer satisfaction in the city of Makassar, (5) the influence of quality of service (empathy) in the use of public transit service based online gojek towards customer satisfaction in the city of Makassar.

The data used are the primary data and secondary data. The population in this research is a full service users gojek in the city of Makassar. Nonprobability sampling techniques namely sampling namely aksidental sampling total sample with as many as 100 people. method of data collection using a questionnaire that has been tested for validity and reliabilitasnya. Methods of data analysis using descriptive statistical analysis of linear regression and multiple by using SPSS program.

The results showed that: (1) tangibles do not affect significantly to customer satisfaction, (2) reliability significantly influential towards customer satisfaction, (3) significant influential responsiveness towards customer satisfaction, (4) assurance do not affect significantly to customer satisfaction, (5) significant influential empathy toward customer satisfaction.

Keywords: Service Quality, Tangible, Reliability, Responsiveness, Assurance, Empathy, Customer Satisfaction.