

ABSTRAK

Pengaruh kualitas Pelayanan, Strategi Promosi dan Fitur Terhadap Kepuasan Pelanggan (Studi Kasus Pada Pengguna Grabbike di Jakarta Barat). (Dibimbing oleh Abdurrahman).

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Kualitas Pelayanan, Strategi Promosi dan Fitur terhadap Kepuasan Pelanggan Grabbike di Jakarta Barat. Teknik analisis data menggunakan Analisis Regresi Linear Berganda. Sampel yang diambil sebanyak 110 responden yakni seluruh orang yang pernah menggunakan jasa grabbike. Penentuan sampel dengan teknik *non probability sampling*.

Berdasarkan hasil penelitian dapat disimpulkan bahwa (a) Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan Grabbike (b) Strategi Promosi berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan Grabbike (c) fitur berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan Grabbike (d) Kualitas Pelayanan, Strategi Promosi dan Fitur berpengaruh positif secara bersama-sama terhadap Kepuasan Pelanggan Grabbike (e) Fitur merupakan variabel dominan yang berpengaruh terhadap Kepuasan Pelanggan Grabbike di Jakarta Barat.

Kata Kunci :Kualitas Pelayanan, Strategi Promosi, Fitur dan Kepuasan Pelanggan.

ABSTRACT

NURDIANSYAH, Influence of Service Quality, Strategy Promotion, and Features on Customer Satisfaction (The Case on The User Grabbike in West Jakarta). (Supervised by Abdurrahman).

This study aims to determine how much influence Service Quality, Strategy Promotion and Features on Customer Satisfaction to User in West Jakarta. Data Analysis technique using multiple Linear Regression Analysis. Samples taken as many as 110 respondents that is all people who ever user grabbike. Determination of sample with technique of nonprobability sampling.

Based on the result of research, it can be concluded that (a) Service Quality have positive and significant influence to Customer Satisfaction Grabbike (b) Strategy Promotion have positive and significant influence to Customer Satisfaction Grabbike (c) Features have positive and significant effect to Customer Satisfaction Grabbike (d) Service quality, Strategy promotion and Features have a positive influence together to Grabbike Customer Satisfaction (e) features is dominant variable that influence to decision of user Grabbike in West Jakarta.

Keywords : Service Quality, Strategy Promotion, Features and Customer Satisfaction.