

ABSTRACT

Sunarti. Analysis of the Effect of Service Quality, Relationship Marketing and Brand Image on Consumer Satisfaction Online Application Transportation Gojek, Case Study at Kemanggisan, West Jakarta (Supervisor by R.A.Nurlinda).

In order to make decisions influenced by several factors, the purpose of this study is to determine the Effect of Service Quality (X_1), Relationship Marketing (X_2), and Brand Image (X_3) on Consumer Satisfaction (Y) Online Application Transportation Gojek

This research was conducted at Kemanggisan, West Jakarta which the sampling using purposive method of 145 respondents. Respondents of this study are consumers who use online transportation application Gojek at Kemanggisan, West of Jakarta. Technique Data analysis used in this research is Test Instrument that is Test Validity and Test Reliability, Hypothesis Testing such as Multiple Regression Analysis, Simultaneous Test, Partial Test and Coefficient of Determination.

The result of research shows that effect of service quality, relationship marketing, and brand of image have an effect whether commonly even partially(own) on consumer satisfaction, and the most dominant relationship marketing influence to consumer satisfaction.

Keywords: Effect of Service Quality, Relationship Marketing and Brand Image on Consumer Satisfaction