

ABSTRAK

FIRMANSYAH SEPTYADI, Pengaruh *Perceived Usefulness*, *Perceived Ease Of Use* dan Kualitas Pelayanan Terhadap Kepuasan Konsumen GOJEK (Study Kasus Di Wilayah Pejagalan, Jakarta Utara). (dibimbing oleh Abdurrahman).

Penelitian ini bertujuan untuk mengetahui pengaruh *perceived usefulness*, *perceived ease of use* dan kualitas pelayanan terhadap kepuasan konsumen. Dalam penelitian ini variabel independen terdiri dari *perceived usefulness*, *perceived ease of use* dan kualitas pelayanan, sedangkan variabel dependen adalah kepuasan konsumen.

Metode analisis yang digunakan adalah analisis regresi linier berganda dengan menggunakan *purposive sampling*, jumlah sampel ditetapkan 160 responden. Hasil penelitian menunjukkan bahwa berdasarkan hasil uji F variabel *perceived usefulness*, *perceived ease of use* dan kualitas pelayanan berpengaruh signifikan secara simultan terhadap kepuasan konsumen Gojek dan berdasarkan hasil uji t variabel semua variabel independen berpengaruh secara parsial terhadap kepuasan konsumen.

Kata kunci: *Perceived Usefulness*, *Perceived Ease Of Use*, Kualitas Pelayanan dan Kepuasan Konsumen.

ABSTRACT

FIRMANSYAH SEPTYADI, Effect of Perceived Usefulness, Perceived Ease Of Use and Quality Service Customer Satisfaction GOJEK (Case Study In Pejagalan, Jakarta Utara). (Supervised by Abdurrahman).

This study aims to determine the effect of perceived usefulness, perceived ease of use and quality of service to customer satisfaction. In this study, the independent variables are perceived usefulness, perceived ease of use and quality of service, while the dependent variable is customer satisfaction.

The analytical method used is multiple linear regression analysis using purposive sampling, sample size is set 160 respondents. The results showed that based on test results F variable perceived usefulness, perceived ease of use and quality of service simultaneously significant effect on consumer satisfaction and based on the results Gojek t test all variables independent variable partial effect on customer satisfaction..

Keywords : *Brand Image, Product quality, customer satisfaction and customer loyalty.*