

PENGARUH KUALITAS LAYANAN DAN PROMOSI TERHADAP KEPUASAN KONSUMEN DALAM MENGGUNAKAN GRABBIKE DI KALANGAN MAHASISWA UNISSULA SEMARANG

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ABSTRAK

Jasa transportasi berkembang begitu pesat, didukung pula dengan kebutuhan masyarakat yang menggunakan transportasi untuk menunjang rutinitasnya setiap hari. PT Grab Indonesia menjadi salah satu transportasi ojek berbasis online yang marak digunakan masyarakat. Penggunaan jasa transportasi ojek online di Semarang tentu menimbulkan beberapa hal. Tidak bisa dipungkiri bahwa ada beberapa keluhan yang dilontarkan pada pihak Grab terkait pelayanan Grabbike yang kurang prima. Disisi lain Grab memberi promo potongan harga yang cukup menggiurkan. Tetapi terkadang promo tersebut tidak bisa digunakan, meskipun masa berlakunya masih ada. Oleh karena itu tujuan dari penelitian ini adalah untuk mengetahui pengaruh kualitas layanan terhadap kepuasan konsumen Grabbike dan pengaruh promosi terhadap kepuasan konsumen Grabbike. Dengan metode penelitian Explanatori. Responden dalam penelitian ini sejumlah 100 orang mahasiswa Unissula Semarang, menggunakan teknik purposive sampling.

Hasil pengujian SPSS menyatakan : Uji Validitas kuesioner dalam penelitian ini, 30 item pertanyaan memiliki $r_{Hitung} > r_{Tabel}$, maka kuesioner dinyatakan valid. Kemudian Uji Reliabilitas ketiga variabel memiliki nilai $\alpha > r_{Tabel}$, maka dinyatakan reliabel. Uji Normalitas penelitian ini menyatakan nilai $Sig > 0,05$ maka data terbukti berdistribusi normal. Koefisien determinan penelitian ini sebesar 0,517 jadi dapat disimpulkan bahwa tingkat hubungan variabel kualitas layanan dan promosi terhadap kepuasan konsumen berada pada tingkat Sedang. Hasil temuan dalam penelitian ini yakni kedua hipotesis diterima. Terdapat pengaruh positif kualitas layanan terhadap kepuasan konsumen. Hal ini dibuktikan dari hasil t_{Hitung} sebesar 3,843 dengan nilai signifikansi 0,000. ($0,000 < 0,05$) maka hipotesis diterima sesuai dengan tujuan penelitian. Terdapat pengaruh positif promosi terhadap kepuasan konsumen. Hal ini dibuktikan dari hasil t_{Hitung} sebesar 4,433 dengan nilai signifikansi 0,000. ($0,000 < 0,05$) maka hipotesis diterima sesuai dengan tujuan penelitian. Akan tetapi persaingan dalam industri transportasi berbasis online sangat ketat, karena industri digital memungkinkan untuk selalu melakukan perubahan berkelanjutan.

Kata Kunci : Kualitas Layanan, Promosi, Kepuasan Konsumen, Transportasi Online, Grabbike.

**THE EFFECT OF QUALITY OF SERVICES AND PROMOTIONS ON
CUSTOMER SATISFACTION WHILE USING GRABBIKE IN STUDENTS
COLLEGE OF UNISSULA SEMARANG**

Intan Dwi Artikawati

ABSTRACT

Transportation services growing so rapidly, supported also by the needs of people who use transportation to support their routines every day. PT Grab Indonesia is one of the online motorcycle-based transportation that is widely used by the people. The use of the online motorcycle-based transportation surely results in several things. It could not be denied that there is a number of complaints got by Grab regarding the poor service of Grabbike. On the other hand, Grab gives a promising discount. But sometimes it could not be used, even though the validity period is still active. Therefore, the purpose of this study is to determine the effect of service quality on Grab bike customer satisfaction and the effect of promotions on customer satisfaction. By employing the Explanatory research method, the respondents of this research are 100 students of Unissula Semarang, using purposive sampling technique.

The results of the SPSS test stated that: Test the validity of the questionnaire in this study, 30 items of questions had Cronbach's alpha value > 0.70, the questionnaire is declared valid. Then, the reliability test of the three variables had Alpha value > 0.70, it is said to be reliable. The Normality Test of this research states the Sig value > 0.05, the data proved to be a normal distribution. The determinant coefficient of this research is 0.517 so it can be concluded that the level of correlation between quality of services variables and promotions of customer satisfaction is staying at the Medium level. In this study had been founded both hypotheses accepted. There is a positive influence on the quality of services to customer satisfaction. This is evidenced by the results of t-count is 3.843 with a significance value of 0,000. (0,000 < 0,05) then the hypothesis is accepted according to the research objectives. There is a positive effect of promotion on customer satisfaction. This is evidenced by the results of t-count of 4.433 with a significance value of 0,000. (0,000 < 0,05) then the hypothesis is accepted according to the research objectives. However, competition in the transportation of industrial-based online transportation is very tight, because the digital industry makes it possible to always make sustainable changes.

Keywords: Quality of Services, Promotion, Consumer Satisfaction, Online Transportation, Grabbike