ABSTRACT

The purpose of this research can provide insight to Gojek and other platforms about aspects that need to be improved in their service quality to increase customer satisfaction. In this study, researchers used the SERVQUAL (Service Quality) method to analyze the effect of Gojek service quality on customer satisfaction. The SERVQUAL method measures service quality through five main dimensions, namely: 1. Tangibles (Physical Evidence) 2. Reliability 3. Responsiveness 4. Warranties (Guarantees) 5. Empathy (Empathy). In the tests that have been carried out, the significance value of physical evidence is 0.957, empathy is 0.579, measured at 0.918, responsiveness is 0.824, and assurance is 1.027. Based on the results of the study, in the hypothesis test research that has been carried out, it can be concluded that there is an influence between all indicators in service quality on customer satisfaction. AQZS8

ABSTRAK

Tujuan dari penelitian ini dapat memberikan wawasan kepada Gojek maupun platform lainnya tentang aspek-aspek yang perlu ditingkatkan dalam kualitas pelayanan mereka untuk meningkatkan kepuasan pelanggan. Dalam penelitian ini, peneliti menggunakan metode SERVQUAL (Service Quality) untuk menganalisis pengaruh kualitas pelayanan Gojek terhadap kepuasan pelanggan. Metode SERVQUAL mengukur kualitas pelayanan melalui lima dimensi utama, yaitu: 1. Tangibles (Bukti Fisik) 2. Reliability (Keandalan) 3. Daya Tanggap (Responsif) 4. Jaminan (Jaminan) 5. Empati (Empati). Pada pengujian yang telah dilakukan diperoleh nilai signifikansi bukti fisik 0,957, empati 0,579, diukur 0,918, daya tanggap 0,824, dan jaminan 1,027. Berdasarkan hasil penelitian, dalam penelitian uji hipotesis yang telah dilakukan maka dapat disimpulkan terjadi pengaruh antara seluruh indikator yang ada dalam kualitas pelayanan terhadap kepuasan pelanggan.AQZS8

Kata Kunci : Kualitas Pelayanan, Kepuasan Pelanggan, ServQual, Transportasi Ojek Online.