

ABSTRAK

Transportasi menjadi aspek penting dalam mobilisasi masyarakat dari satu tempat ke tempat lain. Pada tahun 2015, muncul inovasi penyedia jasa pelayanan Online yang berasal dari Indonesia yaitu Gojek. Gojek merupakan jasa layanan angkutan ojek sepeda motor berbasis aplikasi android. Mahasiswa merupakan bagian dari pengguna jasa Gojek. Peneliti menemukan beberapa mahasiswa Program Studi Manajemen Fakultas Ekonomi Universitas Medan Area yang menggunakan jasa Gojek khususnya *Go-Food* dan *Go-Mart*. Dalam penelitian ini, dibatasi pada jasa *Go-Food* dan *Go-Mart* yang disediakan Gojek. Karena kedua layanan tersebut yang paling banyak digunakan mahasiswa. Dibalik kesuksesan Gojek di Kota Medan, terdapat beberapa keluhan pengguna jasa Gojek. Berbagai keluhan seperti pesanan yang dibatalkan sepihak oleh driver Gojek, voucher promo tidak dapat digunakan, daya jangkau wilayah terbatas dan lainnya. Sehingga dapat dirumuskan masalah dalam penelitian ini adalah bagaimana pengaruh kualitas pelayanan dan harga secara simultan terhadap loyalitas konsumen dengan kepuasan konsumen sebagai variable intervening pada pengguna jasa Gojek di mahasiswa program studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Medan Area.

Penelitian ini merupakan penelitian kuantitatif asosiatif. Populasi dalam penelitian ini adalah mahasiswa kelas pagi stambuk 2013, 2014 dan 2015 Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Medan Area sebanyak 329 orang. Penarikan sampel menggunakan slovin dengan jumlah 181 orang. Analisis data menggunakan analisis jalur (*Path analysis*).

Hasil penelitian menunjukkan variable kualitas pelayanan dan harga berpengaruh positif dan signifikan terhadap variable kepuasan konsumen dan variable loyalitas konsumen baik secara langsung dan tidak langsung. Variabel harga merupakan variable yang dominan mempengaruhi loyalitas pengguna jasa Gojek di mahasiswa program studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Medan Area.

Kata Kunci : Kualitas Pelayanan, Harga, Kepuasan Konsumen dan Loyalitas Konsumen

ABSTRACT

Reka Efrina Br. Purba. 138320127. “The Effect of Service Quality and Cost towards Consumer Loyalty and Satisfaction as Intervening Variable at Gojek Service Users on Management Program Students of Economy and Business Faculty in Medan Area University”. Supervised by Dr. Ihsan Effenndi, M.Si and Adelina Lubis, SE, M.Si.

Transportation becomes an important aspect in the mobilization of society from one place to another. In 2015, emerging innovation of online service providers originating from Indonesia namely is Gojek. It is a taxibike service based on android applications. University students are part of the user Gojek service. The researcher found some Management program students of Economy and Business faculty in Medan Area University who use Gojek services especially Go-Food and Go-Mart. In this study, is limited to Go-Food and Go-Mart services provided by Gojek because the two services are the most widely used by students. Behind the success of Gojek in Medan, there are some users' complaints of its services. Complaints such as unilaterally canceled orders by its drivers, promo vouchers unusable, limited coverage and more. Thus, that can be formulated problem in this study is to find out the effect of service quality and cost towards consumer loyalty and satisfaction as Intervening variable at Gojek service users on Management program students of Economy and Business Faculty in Medan Area University. This research used associatif quantitative method. The population of study are the Management program regular students staple 2013, 2014 and 2015 of Economy and Business Faculty in Medan Area University and utilizing the Slovin sampling, 181 respondents were selected as the sample size from 329 students. Then, the data technique analysis employs Path analysis. This result shows that service quality variable has a positive and significant impact towards the customer satisfaction as 2.815 and cost variable as 6.523. Service quality variable has a positive and significant impact towards the customer loyalty as 1.715 and cost variable as 6.171. Consumer variable has a positive and significant impact towards the customer loyalty as 4.227. In contrast, cost variable is the most dominant factor in influencing the consumer loyalty at Gojek service users on Management program students of Economy and Business Faculty in Medan Area University.

Keywords: Service Quality, Cost, Consumer Satisfaction and Consumer Loyalty.