

ANALYSIS OF THE EFFECT OF SERVICE QUALITY, EASE OF USE AND PROMOTION ON CUSTOMER SATISFACTION OF RIDE HAILING SERVICE USERS

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Abstract

Technological advances in the transportation sector have triggered the emergence and entry of various ride hailing services in Indonesia, such as Gojek, Grab, Maxim, and InDrive, which have presented new methods for people to order and pay for transportation services. Of the many ride hailing services, it turns out that there are many complaints and complaints made by Maxim and InDrive customers. This has led to disappointment felt by Maxim and InDrive customers with the services they receive. The objective of this research is to identify, analyze, and prove whether there is an effect of service quality, ease of use and promotion on customer satisfaction of ride hailing service users. The sample of this study were Maxim and InDrive ride hailing service users who live or work in DKI Jakarta as many as 200 respondents. This study employs quantitative research methods utilizing primary data. Sample collection technique using non probability sampling method, namely purposive sampling method. Data collection using google form and data analysis techniques using descriptive and inferential analysis. Data processing was carried out with the SmartPLS 4.0 software test tool. Based on the processed data, the results obtained are that (1) service quality has an effect and significant on customer satisfaction of 0.421, (2) ease of use has an effect and significant on customer satisfaction of 0.255, and (3) promotion has an effect and significant on customer satisfaction of 0.253. The R-Square value obtained on the variables of service quality, ease of use and promotion contributes to customer satisfaction of 67% and the remaining 33% is influenced by other variables not included in this study.

Keywords : *Service Quality, Ease of Use, Promotion, Customer Satisfaction, Ride Hailing.*

**ANALISIS PENGARUH KUALITAS LAYANAN,
KEMUDAHAN PENGGUNAAN DAN PROMOSI TERHADAP
KEPUASAN PELANGGAN PENGGUNA LAYANAN *RIDE*
*HAILING***

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Abstrak

Kemajuan teknologi di sektor transportasi telah memicu kemunculan dan masuknya berbagai layanan *ride hailing* di Indonesia, seperti Gojek, Grab, Maxim, dan InDrive, yang telah menghadirkan metode baru bagi masyarakat dalam memesan dan membayar layanan transportasi. Dari banyaknya layanan *ride hailing* tersebut, ternyata banyak ditemukan pengaduan dan keluhan yang dilakukan oleh pelanggan Maxim dan InDrive. Hal ini menimbulkan kekecewaan yang dirasawakan oleh pelanggan Maxim dan InDrive terhadap layanan yang mereka terima. Penelitian ini tujuannya untuk menganalisa, mengetahui, dan membuktikan apakah terdapat dampak kualitas layanan, kemudahan penggunaan dan promosi kepada kepuasan pelanggan pengguna layanan *ride hailing*. Sampel penelitian ini adalah pengguna layanan *ride hailing* Maxim dan InDrive yang berdomisili atau beraktivitas di DKI Jakarta sebanyak 200 responden. Studi ini yakni penelitian secara kuantitatif dengan memanfaatkan data primer. Teknik pengumpulan sampel dengan metode *non probability sampling* ialah metode *purposive sampling*. Pengumpulan data memanfaatkan *google form* dan teknik analisis data memanfaatkan analisis deskriptif dan inferensial. Pengolahan data dijalankan dengan alat uji software SmartPLS 4.0. Berdasarkan data yang telah diolah diperoleh hasil bahwasanya (1) kualitas pelayanan berpengaruh dan signifikan kepada kepuasan pelanggan sebesar 0,421, (2) kemudahan penggunaan berpengaruh dan signifikan kepada kepuasan pelanggan sejumlah 0,255, dan (3) promosi berpengaruh dan signifikan kepada kepuasan pelanggan sejumlah 0,253. Nilai *R-Square* yang didapatkan pada variabel kualitas pelayanan, kemudahan penggunaan dan promosi memberi kontribusi kepada kepuasan pelanggan sejumlah 67% dan sisanya sejumlah 33% dipengaruhi oleh variabel lain yang tidak termasuk dalam studi ini.

Kata Kunci : Kualitas Layanan, Kemudahan Penggunaan, Promosi, Kepuasan Pelanggan, *Ride Hailing*.