

ABSTRACT

This study aims to analyze the influence of price, quality of services and service quality to customer satisfaction PT NYK Line Indonesia. Based on the results of research conducted by the authors show that price, quality of services and service quality is important factors that can affect customer satisfaction PT NYK Line Indonesia. The type of this research is descriptive with quantitative analysis. Sampling technique using non-probability sampling by using purposive sampling technique. This research was conducted by questionnaire method to 95 customers of PT NYK Line Indonesia. Quantitative analysis includes validity and reliability test, normality test and classical assumption, multiple regression analysis, t-test, coefficient of determination R² and F-test. The results showed that the value of R² showed that independent variable consisting of price, quality of services, and service quality able to explain the dependent variable of customer satisfaction. Simultaneously, price, quality of services, and service quality significantly influence to customer satisfaction. Partially, price, quality of services, and service quality have positive and significant effect to customer satisfaction.

Keywords: price, quality of services, service quality, customer satisfaction



ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh harga, kualitas jasa dan kualitas layanan terhadap kepuasan pelanggan PT NYK Line Indonesia. Berdasarkan hasil penelitian yang dilakukan oleh penulis menunjukkan bahwa harga, kualitas jasa dan kualitas pelayanan merupakan faktor penting yang dapat memengaruhi kepuasan pelanggan PT NYK Line Indonesia. Jenis penelitian ini adalah deskriptif dengan analisis kuantitatif. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan menggunakan teknik *purposive sampling*. Penelitian ini dilakukan dengan metode kuesioner terhadap 95 pelanggan PT NYK Line Indonesia. Analisis kuantitatif meliputi uji validitas dan uji reliabilitas, uji normalitas dan asumsi klasik, analisis regresi berganda, uji-t, koefisien determinasi R^2 dan uji-F. Hasil penelitian menunjukkan bahwa nilai R^2 menunjukkan bahwa variabel bebas yang terdiri atas harga, kualitas jasa, dan kualitas layanan mampu menjelaskan variabel terikat kepuasan pelanggan. Secara simultan, harga, kualitas jasa, dan kualitas layanan secara signifikan berpengaruh secara bersama-sama terhadap kepuasan pelanggan. Secara parsial, harga, kualitas jasa, dan kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

Kata Kunci : harga, kualitas jasa, kualitas layanan, kepuasan pelanggan



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