

INTISARI

Penelitian ini bertujuan untuk menganalisis Pengaruh Kualitas Layanan, Persepsi Harga, Kemudahan terhadap Kepuasan dan Loyalitas Pelanggan pada aplikasi transportasi online Go-Car di provinsi Daerah Istimewa Yogyakarta. Subjek dalam penelitian ini yaitu pelanggan transportasi taksi online Go-Car. Sampel yang digunakan berjumlah 155 responden yang dipilih dengan menggunakan metode *purposive sampling*. Alat analisis yang digunakan adalah *Structural Equation Modeling* (SEM) menggunakan software AMOS ver 22.

Berdasarkan analisis yang telah dilakukan maka diperoleh hasil bahwa kualitas layanan, persepsi harga dan kemudahan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Lalu kepuasan pelanggan dapat memediasi pengaruh kualitas layanan, persepsi harga dan kemudahan terhadap loyalitas pelanggan.

Kata Kunci: Kualitas Layanan, Persepsi Harga, Kemudahan, Kepuasan Pelanggan dan Loyalitas Pelanggan.

ABSTRACT

This study aims to analyze the Effect of Service Quality, Price Perception, Convenience on Customer Satisfaction and Loyalty on the Go-Car online transportation application in the province of Yogyakarta Special Region. The subjects in this study were Go-Car online taxi transportation customers. The sample used amounted to 155 respondents who were selected using the purposive sampling method. The analytical tool used is Structural Equation Modeling (SEM) using AMOS software ver 22.

Based on the analysis that has been done, the results show that service quality, price and convenience perceptions have a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on customer loyalty. Then customer satisfaction can mediate the influence of service quality, price perception and ease of customer loyalty.

Keywords: *Service Quality, Price Perception, Ease, Customer Satisfaction and Customer Loyalty.*