

ABSTRAK

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Pengaruh Kewajaran Harga, Kualitas Pelayanan, Citra Merek Dan Kualitas Produk Terhadap Kepuasan Konsumen Mobil Listrik (EV) Di Indonesia

(134 halaman; 7 gambar; 33 Tabel; 11 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh kewajaran harga, kualitas pelayanan, citra merek dan kualitas produk terhadap kepuasan konsumen mobil listrik (EV) di Indonesia. Penelitian ini dilakukan terhadap 200 konsumen mobil listrik (EV) di Indonesia. Sampel merupakan responden dipilih sesuai kriteria dan pengumpulan data kuesioner dengan Skala Likert yang disebar secara *online*. Dalam penelitian ini, metode PLSSEM digunakan untuk menganalisis data. Hasil penelitiannya adalah kualitas pelayanan dan kualitas produk mempengaruhi kepuasan konsumen mobil listrik (EV) di Indonesia secara positif dan signifikan, sedangkan variabel yang tidak berpengaruh yaitu kewajaran harga dan citra merek.

Referensi: 60 (2010-2021)

Kata kunci: Kewajaran Harga, Kualitas Pelayanan, Citra Merek, Kualitas Produk, Kepuasan Konsumen

ABSTRACT

Levi Jose Antonio Horacio Da Costa Serrano (01619200045)

The Effect of Price Fairness, Service Quality, Brand Image and Product Quality on Electric Car (EV) Consumer Satisfaction in Indonesia

(134 pages; 7 figures; 33 tables; 11 attachments)

This study aims to analyze the effect of price fairness, service quality, brand image and product quality on consumer satisfaction of electric cars (EV) in Indonesia. This research was conducted on 200 electric car (EV) consumers in Indonesia. The sample is respondents selected according to the criteria and data collection questionnaire with Likert Scale distributed online. In this study, the PLSSEM method was used to analyze the data. The results of the study are that service quality and product quality affect consumer satisfaction of electric car (EV) consumers in Indonesia positively and significantly, while the variables that have no effect are price fairness and brand image.

References: 60 (2010-2021)

Keywords: Price Fairness, Service Quality, Brand Image, Product Quality, Consumer Satisfaction

