

ABSTRACT

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THE INFLUENCE OF SERVICE QUALITY, PRICE, AND PROMOTION TOWARD SHOPEEFOOD CUSTOMER SATISFACTION IN MEDAN CITY

(xvi+ 90 pages; 11 Figures; 32 Tables; 6 Appendixes)

The development of the hospitality world is growing with digitalization, the existence of online application services such as ShopeeFood makes it easier for consumers in this digitalization era. Several problems arose from service quality, price, promotion which caused several complaints received by ShopeeFood.

The purpose of the research was to find out the effect of service quality (X1), price (X2), promotion (X3) on customer satisfaction at ShopeeFood in Medan city. By using a sample of 100 with a population of ShopeeFood consumers in the city of Medan and using non-probability sampling techniques.

This research uses descriptive and quantitative analysis. with instrument testing, descriptive analysis, multiple linear regression, determination coefficient test, classical assumption test, and hypothesis testing with an analytical approach. testing was carried out using SPSS 27 Software.

After testing the T test and F test, it can be stated that the variables service quality (X1), price (X2), promotion (X3) has a simultaneous influence on the dependent variable, namely customer satisfaction (Y), besides that the alternative hypothesis is accepted and the null hypothesis is rejected.

The results of this study indicate that the coefficient of determination caused by the three independent variables is 68.4% and the other 31.6% is caused by other variables not included in this study. ShopeeFood must maintain price competitiveness that reflects the quality of services provided, because consumers prioritize affordable prices over the quality service provided. besides that, it is necessary to increase promotional efforts to increase awareness to consumers.

Keywords: Quantitative, Service Quality, Price, Promotion, Customer Satisfaction.

Reference: 30 (2019-2023)

ABSTRAK

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Perkembangan dunia perhotelan semakin berkembang dengan adanya digitalisasi, adanya layanan aplikasi online seperti ShopeeFood semakin memudahkan konsumen di era digitalisasi ini. Beberapa masalah muncul dari kualitas pelayanan, harga, promosi yang menyebabkan beberapa keluhan yang diterima oleh ShopeeFood.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kualitas pelayanan (X1), harga (X2), promosi (X3) terhadap kepuasan konsumen pada ShopeeFood di kota Medan. Sejumlah 100 sample digunakan dengan populasi pengguna ShopeeFood di kota Medan.

Penelitian ini menggunakan analisis deskriptif dan kuantitatif. dengan uji instrumen, analisis deskriptif, regresi linier berganda, uji koefisien determinasi, uji asumsi klasik, dan uji hipotesis dengan pendekatan analisis. pengujian dilakukan dengan menggunakan Software SPSS 27.

Setelah dilakukan pengujian uji T dan uji F, maka dapat dinyatakan bahwa variabel kualitas pelayanan (X1), harga (X2), promosi (X3) memiliki pengaruh secara simultan terhadap variabel dependen yaitu kepuasan konsumen (Y), selain itu hipotesis alternatif diterima dan hipotesis nol ditolak.

Hasil penelitian ini menunjukkan bahwa nilai koefisien determinasi yang disebabkan oleh ketiga variabel independen sebesar 68,4% dan 31,6% lainnya disebabkan oleh variabel lain yang tidak dimasukkan dalam penelitian ini. ShopeeFood harus mempertahankan daya saing harga yang mencerminkan kualitas pelayanan yang diberikan, karena konsumen lebih mengutamakan harga yang terjangkau dibandingkan dengan kualitas pelayanan yang diberikan. selain itu perlu meningkatkan upaya promosi untuk meningkatkan kesadaran kepada konsumen.

Kata kunci: Kuantitatif, Kualitas Layanan, Harga, Promosi, Kepuasan Pelanggan.

Referensi: 30 (2019-2023)