

## ABSTRAK

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### **PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN GOCAR DI JABODETABEK SELAMA PANDEMI COVID-19**

Tujuan dari penelitian ini adalah untuk mengetahui hubungan antara kualitas layanan menggunakan dimensi SERVQUAL berupa *tangibility*, *responsiveness*, *reliability*, *assurance*, dan *emphaty* terhadap kepuasan pelanggan di Jabodetabek saat pandemi covid-19. Pada penelitian ini menggunakan pendekatan penelitian kuantitatif dengan metode pengumpulan data menggunakan kuesioner elektronik yaitu Google Forms. Responden pada penelitian ini adalah masyarakat Jabodetabek yang menggunakan layanan GoCar pada aplikasi Gojek. Model pengukuran luar dan dalam dianalisis dengan menggunakan SmartPLS 3.3.9. Model luar terdiri dari uji validitas dan reliabilitas, sedangkan model dalam menguji R-Square, T-statistik, P-value. Selanjutnya, pemodelan persamaan struktural dilakukan untuk menguji hubungan konstruk dalam kerangka teori penelitian ini. Hasil dari penelitian ini menunjukkan bahwa *responsiveness* dan *assurance* tidak saling berhubungan secara signifikan terhadap *customer satisfaction*. Tetapi *tangibility*, *reliability*, *emphaty*, dan *covid-19 protocol* memiliki hubungan signifikan terhadap *customer satisfaction*. Penelitian ini diharapkan dapat memperluas kontribusi dari penelitian sebelumnya terhadap literatur yang ada.

**Kata Kunci:** SERVQUAL; Protokol Covid-19; Kualitas Pelayanan; Kepuasan Pelanggan; Transportasi Online.

## **ABSTRACT**

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### **THE EFFECT OF SERVICE QUALITY ON GOCAR CUSTOMER SATISFACTION IN JABODETABEK DURING COVID-19 PANDEMIC**

The purpose of this study was to determine the relationship between service quality using the SERVQUAL dimensions in the form of tangibility, responsiveness, reliability, assurance, and empathy to customer satisfaction in Greater Jakarta during covid-19 pandemic. This study uses a quantitative approach with data collection methods using an electronic questionnaire, namely Google Forms. Respondents in this study were Jabodetabek people who used GoCar services on the Gojek application. The outside and inside measurement models were analyzed using SmartPLS 3.3.9. The outer model consists of validity and reliability tests, while the inner model tests the R-Square, T-statistics, P-value. Furthermore, structural equation modeling was carried out to test the construct relationships within the theoretical framework of this research. The results of this study indicate that responsiveness and assurance are not significantly related to customer satisfaction. But tangibility, reliability, empathy, and the covid-19 protocol have a significant relationship to service quality, and service quality has a significant relationship to customer satisfaction. This research is expected to add to the contribution of previous research to the existing literature.

**Keywords:** SERVQUAL; Covid-19 Protocol; Service Quality; Customer Satisfaction; Online Transportation.