

ABSTRAK

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PENGARUH *ACCESSIBILITY*, *SAFETY*, *ECONOMIC BENEFIT*, DAN *TRAFFIC MANAGEMENT* TERHADAP *CUSTOMER SATISFACTION* MELALUI *TRUST* DAN *SERVICE QUALITY* PELANGGAN GOJEK RIDE DI SURABAYA

(XV+129 Halaman; 15 Gambar; 47 Tabel; 4 Lampiran)

Penelitian ini bermaksud mengeksplorasi hubungan antara berbagai faktor yang memengaruhi *Customer Satisfaction* dalam konteks layanan transportasi. Secara spesifik, penelitian bertujuan menganalisis bagaimana *Accessibility*, *Safety*, *Economic Benefit*, dan *Traffic Management* terhadap *Customer Satisfaction* melalui *Trust* dan *Service Quality*. Melalui penelitian ini, diharapkan dapat diperoleh pemahaman mendalam tentang mekanisme dan kontribusi masing-masing variabel dalam mempengaruhi pengalaman dan persepsi pelanggan terhadap layanan transportasi. Metode pengumpulan data dilakukan melalui penyebaran kuesioner dengan teknik snowball sampling, melibatkan 160 responden dengan kriteria khusus. Responden terdiri dari pria dan wanita berusia 18-60 tahun, berdomisili di Surabaya, dengan pengalaman menggunakan Gojek ride minimal dua kali dalam tiga bulan terakhir. Temuan penelitian mengungkapkan pola hubungan kompleks antarvariabel yang diteliti. Pertama, *Accessibility* tidak menunjukkan pengaruh yang bermakna terhadap *Trust*. Sebaliknya, variabel *Safety* memperlihatkan pengaruh signifikan pada *Trust*. Variabel *Economic Benefit* pun tidak memberikan dampak signifikan pada *Trust*. Variabel *Traffic Management* terbukti memiliki pengaruh paling kuat terhadap *Trust*. Selanjutnya, *Trust* secara signifikan memengaruhi *Service Quality*. Terakhir, *Service Quality* menunjukkan hubungan yang signifikan dengan *Customer Satisfaction*.

Kata Kunci: *Accessibility*, *Safety*, *Economic Benefit*, *Traffic Management*, *Trust*, *Service Quality*, dan *Customer Satisfaction*.

Refrensi: 80 (2003-2025)

ABSTRACT

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THE EFFECT OF *ACCESSIBILITY, SAFETY, ECONOMIC BENEFIT, AND TRAFFIC MANAGEMENT* ON *CUSTOMER SATISFACTION* THROUGH *TRUST* AND *SERVICE QUALITY* OF GOJEK RIDE CUSTOMERS IN SURABAYA

(XV+129 Pages; 15 Images; 47 Tables; 4 Attachments)

This study aims to explore the relationship between various factors that influence *Customer Satisfaction* in the context of transportation services. Specifically, the study aims to analyze *how Accessibility, Safety, Economic Benefit, and Traffic Management* affect *Customer Satisfaction* through *Trust* and *Service Quality*. Through this study, it is expected to obtain an in-depth understanding of the mechanisms and contributions of each variable in influencing customer experience and perceptions of transportation services. The data collection method was carried out by distributing questionnaires using the snowball sampling technique, involving 160 respondents with specific criteria. Respondents consisted of men and women aged 18-60 years, domiciled in Surabaya, with experience using Gojek ride at least twice in the last three months. The research findings reveal a complex pattern of relationships between the variables studied. First, *Accessibility* does not show a significant influence on *Trust*. On the contrary, the *Safety* variable shows a significant influence on *Trust*. The *Economic Benefit* variable also does not have a significant impact on *Trust*. The *Traffic Management* variable is proven to have the strongest influence on *Trust*. Furthermore, *Trust* significantly affects *Service Quality*. Finally, *Service Quality* shows a significant relationship with *Customer Satisfaction*.

Key Word: *Accessibility, Safety, Economic Benefit, Traffic Management, Trust, Service Quality, dan Customer Satisfaction.*

Refrence: 80 (2003-2025)