

ABSTRAK

Dino. 2021. Pengaruh *E-Service Quality*, *Trust* dan *Customer Perceived Value* Terhadap *Customer Satisfaction* Pada Transportasi Online Grab di Kota Metro. Fakultas Ekonomi. Universitas Muhammadiyah Metro. Pembimbing (I) H. Suryadi, S.E., M.M., Pembimbing (II) Nani Septiana, S.E., M.M.

Kata Kunci: *e-service quality*, *trust*, *customer perceived value*, *customer satisfaction*

Ditengah ketatnya persaingan bisnis jasa layanan transportasi online, menjadi krusial bagi Grab untuk dapat mewujudkan *customer satisfaction* (kepuasan konsumen). Terdapat beberapa faktor yang mempengaruhi *customer satisfaction* diantaranya adalah *e-service quality*, *trust* dan *customer perceived value*.

Tujuan penelitian untuk mengetahui pengaruh *e-service quality*, *trust* dan *customer perceived value* terhadap *customer satisfaction* pada model transportasi Grab di Kota Metro. Jenis penelitian adalah kuantitatif dengan objek penelitian adalah *e-service quality*, *trust*, *customer perceived value* dan *customer satisfaction*. Populasi dari penelitian ini adalah seluruh pengguna transportasi *online* Grab di Kota Metro dengan jumlah sampel sebanyak 97 responden. Teknik pengumpulan data menggunakan kuisisioner dan studi kepustakaan. Alat analisis menggunakan analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa secara parsial terdapat pengaruh positif dan signifikan *e-service quality* terhadap *customer satisfaction* pada transportasi *online* Grab di Kota Metro, terdapat pengaruh positif dan signifikan *trust* terhadap *customer satisfaction* pada transportasi *online* Grab di Kota Metro, dan terdapat pengaruh positif dan signifikan *trust* terhadap *customer satisfaction* pada transportasi *online* Grab di Kota Metro. Secara simultan terdapat pengaruh positif dan signifikan *e-service quality*, *trust* dan *customer perceived value* secara simultan terhadap *customer satisfaction* pada transportasi *online* Grab di Kota Metro.

ABSTRACT

Dino. 2021. The Influence of E-Service Quality, Trust and Customer Perceived Value on Customer Satisfaction at Grab Online Transportation in Kota Metro. Faculty of Economy. Muhammadiyah University Metro. Advisor (I) (I) H. Suryadi, S.E., M.M.,, Advisor (II) Nani Septiana, S.E., M.M.

Key words: e-service quality, trust, customer perceived value, customer satisfaction

Amid intense competition online transportation service business, it becomes crucial to Grab in order to realize customer satisfaction. There are several factors that influence customer satisfaction, Which is e-service quality, trust and customer perceived value.

The purpose of research to determine the influence of e-service quality, trust and customer perceived value on customer satisfaction with the Grab transportation model in Kota Metro. The type of research is quantitative with the object of research is e-service quality, trust, customer perceived value, customer satisfaction. The population of this research is all transport users online Grab in Metro City with a total sample of 97 respondents. The technique of collecting data using questionnaires and literature study. Analyzer uses multiple linear regression analysis.

The results showed that partially there is a positive and significant influence of e-service quality on customer satisfaction on Grab online transportation in Kota Metro, there is a positive and significant influence of trust on customer satisfaction on Grab online transportation in Kota Metro, and there is a positive and significant influence of trust on customer satisfaction on Grab online transportation in Kota Metro. Simultaneously there is a positive and significant influence of e-service quality, trust and customer perceived value simultaneously on customer satisfaction on Grab online transportation in Kota Metro.