

ABSTRAK

Pengaruh Kualitas Sistem Informasi, Kualitas Pelayanan dan Harga terhadap Kepuasan Pelanggan (Studi Empiris terhadap Pengguna Ojek Online di Indonesia)

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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas sistem informasi, kualitas pelayanan dan harga terhadap kepuasan pelanggan. Penelitian ini menggunakan data primer dengan jumlah sampel sebanyak 157 responden. Teknik pengambilan sampel menggunakan metode *purposive sampling*. Pengumpulan data diperoleh dari kuesioner penelitian yang di sebar ke seluruh wilayah di Indonesia dengan cara melalui *google form* menggunakan sosial media. Analisis data yang digunakan adalah pengujian *Outer Model* meliputi uji *Convergent Validity*, *Average Variance Extracted (AVE)*, *Discriminant Validity*, *Composite Reliability*, dan *Cronbach's Alpha*. Kemudian *Inner Model* dengan melihat koefisien determinasi (R^2) dan uji hipotesis dengan melihat nilai *t-statistic* pada uji T. Penelitian ini menggunakan metode analisis data berupa analisis jalur (*path analysis*). Teknik analisis data dalam penelitian menggunakan *partial least square* (PLS) dengan alat uji menggunakan SmartPLS ver 4.0. Variabel independen dalam penelitian ini terdiri dari kualitas sistem informasi (X1), kualitas pelayanan (X2) dan harga (X3), variabel dependen penelitian ini yaitu kepuasan pelanggan (Y). Hasil penelitian ini menunjukkan bahwa 1) kualitas sistem informasi tidak berpengaruh signifikan terhadap kepuasan pelanggan 2) kualitas pelayanan berpengaruh positif signifikan terhadap kepuasan pelanggan 3) harga berpengaruh positif signifikan terhadap kepuasan.

Kata kunci: kualitas sistem informasi, kualitas pelayanan, harga, kepuasan pelanggan.

ABSTRACT

The Influence of Information System Quality, Service Quality And Price on Customer Satisfaction (Empirical Study of Online Ojek Users in Indonesia)

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This study aims to determine the effect of information system quality, service quality and price on customer satisfaction. This study uses primary data with a total sample of 157 respondents. The sampling technique used is purposive sampling method. Data collection was obtained from research questionnaires which were distributed to all regions in Indonesia by means of a Google form using social media. The data analysis used was the Outer Model test which included Convergent Validity, Average Variance Extracted (AVE), Discriminant Validity, Composite Reliability, and Cronbach's Alpha tests. Then the Inner Model by looking at the coefficient of determination (R²) and testing the hypothesis by looking at the t-statistic value on the T test. This research uses data analysis methods in the form of path analysis. The data analysis technique in the study used partial least squares (PLS) with a test tool using SmartPLS ver 4.0. The independent variables in this study consisted of information system quality (X1), service quality (X2) and price (X3). The dependent variable of this study was customer satisfaction (Y). The results of this study indicate that 1) the quality of the information system has no significant effect on customer satisfaction 2) service quality has a significant positive effect on customer satisfaction 3) price has a significant positive effect on satisfaction.

Keywords: information system quality, service quality, price, customer satisfaction.