

ABSTRAK

**Fakultas Ekonomi
Program Studi S-1 Manajemen
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Fauziah Dwi Rahmasari

120.2014.067

“Pengaruh Kualitas Pelayanan, Citra merek dan Persepsi harga terhadap Kepuasan Pelanggan Gojek dan Tinjauannya dalam Sudut Pandang Islam (Studi pada Mahasiswa Fakultas Ekonomi Universitas Yarsi)

95 + xv halaman, 21 tabel , 1 gambar, dan 2 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Pelayanan, Citra Merek dan Persepsi Harga terhadap kepuasan pelanggan Gojek pada Mahasiswa Fakultas Ekonomi Universitas YARSI. Penelitian ini merupakan penelitian kuantitatif. Data dilakukan dengan metode survei melalui penyebaran kuesioner yang telah diuji validitas dan reliabilitasnya. Digolongkan dalam penelitian asosiatif untuk mencari pengaruh variabel bebas (X) terhadap variabel terikat (Y). Teknik analisis data yang digunakan adalah regresi berganda

Hasil penelitian menunjukkan bahwa : (1) kualitas pelayanan memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan, (2)citra merek memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan (3) persepsi harga memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan (4) secara bersama-sama kualitas pelayanan, citra merek dan persepsi harga memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan

Menurut tinjauan Islam, bahwa kegiatan yang dilakukan berkaitan dengan kualitas pelayanan, citra merek dan persepsi harga terhadap kepuasan pelanggan Gojek Mahasiswa Fakultas Ekonomi Universitas YARSI menunjukkan bahwa kegiatan tersebut diperbolehkan namun harus sesuai dengan syari'at dan ketentuan Islam.

Kata Kunci: Kualitas Pelayanan, Citra Merek, Persepsi Harga dan Kepuasan Pelanggan

ABSTRACT

**Faculty Of Economics
S-1 Study Program Management
2018**

Fauziah Dwi Rahmasari

120.2014.067

" The Effect of Service Quality, Brand image and Price Perceptions on Gojek Customer Satisfaction and Review in Islamic Point of View (Study to Student of Faculty of Economics of Yarsi University) "

95 + xv pages, 21 tables, 1 pictures, and 2 attachments

Abstract Description

This study aims to analyze the influence of Service Quality, Brand Image and Price Perception towards customer satisfaction of Gojek at Student of Economics Faculty of YARSI University. This research is a quantitative research. The data is done by survey method through the distribution of questionnaires that have been tested for its validity and reliability. Classified in associative research to find the influence of independent variables (X) on the dependent variable (Y). Analytical technique the data used is multiple regression

The result of the research shows that: (1) service quality has positive and significant influence to customer satisfaction, (2) Brand image has positive and significant influence to customer satisfaction (3) Price perception have positive and significant influence to customer satisfaction (4) together the quality of service, brand image and price perception have a positive and significant impact on customer satisfaction

According to Islamic views, the activities undertaken related to service quality, brand image and price perceptions of customer satisfaction Student Sciences Faculty of Economics YARSI University shows that the activities are allowed but must be in accordance with the shari'ah and the provisions of Islam.

Keywords: Service Quality, Brand Image, Price Perception and Customer Satisfaction