

PENGARUH KUALITAS PELAYANAN DAN NILAI PELANGGAN TERHADAP KEPUASAN PELANGGAN GRAB DI KOTA SINGARAJA

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ABSTRAK

Penelitian ini bertujuan untuk memperoleh pembuktian empiris terkait pengaruh kualitas pelayanan dan nilai pelanggan terhadap tingkat kepuasan pelanggan, baik secara parsial maupun simultan. Metode yang diterapkan adalah pendekatan kuantitatif dengan desain penelitian kausal. Sampel penelitian terdiri atas 85 pelanggan Grab di Kota Singaraja yang dipilih melalui teknik *purposive sampling*. Data penelitian dikumpulkan dengan menggunakan instrumen kuesioner berskala *Likert*, kemudian dianalisis menggunakan metode regresi linear berganda dengan bantuan perangkat lunak SPSS versi 25.0 *for Windows*. Hasil pengujian menunjukkan bahwa (1) kualitas pelayanan memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan Grab di Kota Singaraja, demikian pula (2) nilai pelanggan yang terbukti berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Selain itu, (3) secara simultan kualitas pelayanan dan nilai pelanggan terbukti memberikan pengaruh yang positif dan signifikan terhadap kepuasan pelanggan Grab di Kota Singaraja. Temuan tersebut mengindikasikan pentingnya upaya berkelanjutan dalam meningkatkan kualitas pelayanan dan nilai pelanggan guna menjaga serta meningkatkan tingkat kepuasan pelanggan, khususnya di wilayah Kota Singaraja, dengan penekanan pada konsistensi pelayanan yang profesional.

Kata Kunci : kepuasan pelanggan, kualitas pelayanan, nilai pelanggan

THE EFFECT OF SERVICE QUALITY AND CUSTOMER VALUE ON GRAB CUSTOMER SATISFACTION IN THE CITY OF SINGARAJA

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ABSTRACT

This study aims to obtain empirical evidence regarding the influence of service quality and customer value on customer satisfaction levels, both partially and simultaneously. The method applied is a quantitative approach with a causal research design. The research sample consisted of 85 Grab customers in Singaraja City who were selected using purposive sampling techniques. The research data was collected using a Likert scale questionnaire instrument, then analyzed using multiple linear regression methods with the help of SPSS version 25.0 for Windows software. The test results show that (1) service quality has a positive and significant effect on Grab customer satisfaction in Singaraja City, as does (2) customer value, which has been proven to have a positive and significant effect on customer satisfaction. In addition, (3) simultaneously, service quality and customer value were proven to have a positive and significant effect on customer satisfaction with Grab in Singaraja City. These findings indicate the importance of continuous efforts to improve service quality and customer value in order to maintain and increase customer satisfaction levels, especially in the Singaraja City area, with an emphasis on consistent professional service.

Keywords : customer satisfaction, service quality, customer value