

ABSTRAK

Syafitri Mauladina Wirita, 190211100253. “Pengaruh *E-Service Quality*, Harga, Dan Promosi Terhadap Loyalitas Pelanggan Jasa Delivery Online Djontor Di Kabupaten Sampang”. Di bawah bimbingan Hadi Purnomo S.E., M.E.

Penelitian ini bertujuan untuk mengetahui Pengaruh *E-Service Quality*, Harga, Dan Promosi Terhadap Loyalitas Pelanggan Jasa Delivery Online Djontor Di Kabupaten Sampang. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik purposive sampling. Metode yang digunakan dalam penelitian ini yaitu dengan menggunakan kuesioner dan menganalisis datanya menggunakan analisis regresi linear berganda. Dalam mengukur indikator setiap variabel penelitian digunakan skala Likert. Populasi dalam penelitian ini yaitu seluruh pelanggan yang berjumlah 780 pelanggan. Sedangkan jumlah sampel yang digunakan pada penelitian ini sebanyak 89 pelanggan. Jenis penelitian yang digunakan dalam penelitian ini yaitu jenis penelitian kuantitatif. Hasil pada penelitian ini menunjukkan bahwa e-service quality secara parsial berpengaruh positif dan signifikan terhadap loyalitas pelanggan jasa delivery online Djontor di Kabupaten Sampang. Variabel X2 (Harga) harga secara parsial tidak berpengaruh positif dan signifikan terhadap loyalitas pelanggan jasa delivery online Djontor di Kabupaten Sampang. Variabel X3 (Promosi) promosi secara parsial berpengaruh positif dan signifikan terhadap loyalitas pelanggan jasa delivery online Djontor di Kabupaten Sampang. Hasil uji F pada tabel dapat ditarik kesimpulan bahwa variabel X (e-service quality, harga dan promosi) berpengaruh secara simultan terhadap variabel Y (Loyalitas pelanggan).

Kata Kunci: E-service Quality, Harga, Promosi, Loyalitas Pelanggan.

ABSTRACT

Syafitri Mauladina Wirita, 190211100253. “The Influence of E-Service Quality, Price, and Promotion on Customer Loyalty of Djontor Online Delivery Services in Sampang Regency”. Under the guidance of Hadi Purnomo S.E., M.E.

This study aims to determine the effect of E-Service Quality, Price, and Promotion on Customer Loyalty of Djontor's Online Delivery Service in Sampang Regency. The sampling technique in this study used a purposive sampling technique. The method used in this research is by using a questionnaire and analyzing the data using multiple linear regression analysis. In measuring the indicators of each research variable, a Likert scale is used. The population in this study are all customers, totaling 780 customers. While the number of samples used in this study were 89 customers. The type of research used in this research is quantitative research. The results of this study indicate that e-service quality partially has a positive and significant effect on customer loyalty for Djontor's online delivery service in Sampang Regency. Variable X2 (Price) partially has no positive and significant effect on customer loyalty for Djontor's online delivery service in Sampang Regency. Variable X3 (Promotion) partially has a positive and significant positive effect on customer loyalty for Djontor's online delivery service in Sampang Regency. The results of the F test on the table can be concluded that the variable X (e-service quality, price and promotion) simultaneously influences the variable Y (customer loyalty).

Keywords: E-service Quality, Price, Promotion, Customer Loyalty.