ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kualitas pelayanan dan persepsi harga terhadap kepuasan pelanggan dan terciptanya word-of-mouth pada pelanggan Jasa Transportasi Ojek Online . Responden dalam penelitian ini adalah pelanggan jasa transportasi ojek online di wilayah Yogyakarta sejumlah 146 responden. Kuesioner di bagikan dan di kumpulkan melalui online. Data analisis menggunakan SEM. Hasil penelitian menunjukkan Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, Persepsi harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Harga berpengaruh positif tetapi tidak signifikan terhadap WOM dan Kepuasan pelanggan berpengaruh positif dan signifikan terhadap kepuasan WOM positif.

Kata Kunci: *Kualitas layanan, persepsi harga, kepuasan pelanggan, Word of Mouth (WOM)*

ABSTRACT

This study aims to determine and analyze the effect of service quality and price perception on customer satisfaction and the creation of word-of-mouth on customers of Online Ojek Transportation Services. Respondents in this study were 146 customers of online motorcycle taxi transportation services. Data analysis using SEM. Validity test is done with the aim to measure the validity or invalid of a questionnaire.). The results showed that service quality had a positive and significant effect on customer satisfaction, price perception had a positive and significant effect on customer satisfaction. The price has a positive but not significant effect on the Word Of Mouth and customer satisfaction had a positive and significant effect on positive WOM satisfaction.

Keywords*: Service quality, price perception, customer satisfaction, Word of Mouth (WOM)*