

ABSTRAK

Di tengah kepadatan lalu lintas yang semakin meningkat dan infrastruktur transportasi yang mungkin belum sepenuhnya memadai, layanan transportasi berbasis aplikasi telah muncul sebagai solusi yang sangat dibutuhkan bagi banyak orang. Keberadaan layanan ojek *online*, seperti yang disediakan oleh Gojek, telah mengubah cara kita memandang transportasi. Dengan penekanan pada kepuasan pelanggan sebagai kunci utama kesuksesan Gojek maka penelitian ini dilakukan untuk melihat dan mengkaji pengaruh *perceived ease of use, price, trust*. Responden yang akan diteliti adalah pengguna Gojek di Purwokerto kemudian akan dianalisis tentang pengaruh *perceived ease of use, price, trust* terhadap *customer satisfaction* pengguna Gojek. Penelitian ini menggunakan metode kuantitatif dengan teknik pengumpulan data yaitu penyebaran kuesioner, sedangkan metode pengambilan sampel menggunakan *purposive sampling* dengan total sampel sebanyak 100 pengguna aplikasi Gojek di Purwokerto. Analisis yang digunakan dalam penelitian ini adalah uji instrumen berupa uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, dan uji hipotesis. Hasil penelitian ini menunjukkan bahwa variabel *perceived ease of use* berpengaruh dan signifikan, lalu variabel *price* berpengaruh dan signifikan serta variabel *trust* berpengaruh dan signifikan terhadap *customer satisfaction*. Variabel *perceived ease of use*, variabel *price* dan variabel *trust* bersama sama berpengaruh dan signifikan terhadap *customer satisfaction* pengguna Gojek.

Kata kunci: *perceived ease of use, price, trust, customer satisfaction*, Gojek.

ABSTRACT

Amid increasing traffic congestion and possibly inadequate transportation infrastructure, app-based transportation services have emerged as a much-needed solution for many people. The presence of online motorcycle taxi services, such as those provided by Gojek, has changed the way we view transportation. Emphasizing customer satisfaction as the key to Gojek's success, this study aims to examine the influence of perceived ease of use, price, and trust. The respondents to be studied are Gojek users in Purwokerto, and the analysis will focus on the impact of perceived ease of use, price, and trust on customer satisfaction among Gojek users. This study uses a quantitative method with data collection techniques, namely the distribution of questionnaires, while the sampling method uses purposive sampling with a total sample of 100 Gojek application users in Purwokerto. The analysis used in this study includes instrument tests such as validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing. The results of this study indicate that the perceived ease of use variable has a significant influence, the price variable has a significant influence, and the trust variable has a significant influence on customer satisfaction. The perceived ease of use variable, price variable, and trust variable together have a significant influence on customer satisfaction among Gojek users.

Keywords: perceived ease of use, price, trust, customer satisfaction, Gojek.