

ABSTRAK

Tujuan penelitian adalah untuk mengetahui dan menganalisis pengaruh efisiensi, *fulfillment*, *system availability*, *privacy*, dan daya tanggap terhadap kepuasan pelanggan secara parsial. Teori yang dipakai pada penelitian ini adalah teori manajemen pemasaran, teori kualitas pelayanan, dan teori kepuasan pelanggan. Penelitian dilakukan pada pelanggan Gojek Jember. Jenis penelitian deskriptif kuantitatif dengan menggunakan metode *purposive sampling* dengan sampel 82 orang responden. Adapun sifat dari penelitian adalah penjelasan (*explanatory*). Alat uji yang digunakan adalah regresi linier berganda, dengan perangkat lunak SPSS versi 20.00. Hasil Uji t menunjukkan bahwa efisiensi (0,003), *fulfillment* (0,006), *system availability* (0,001), *privacy* (0,000), dan daya tanggap (0,002) berpengaruh signifikan terhadap kepuasan pelanggan secara parsial. Uji regresi menunjukkan bahwa efisiensi (0,155), *fulfillment* (0,195), *system availability* (0,189), *privacy* (0,220), dan daya tanggap(0,210) berpengaruh positif terhadap kepuasan pelanggan dan uji koefisien determinasi sebesar 93,7% kepuasan pelanggan dipengaruhi oleh efisiensi, *fulfillment*, *system availability*, *privacy*, dan daya tanggap sedangkan 6,3% sisanya dipengaruhi variable lain di luar penelitian.

Kata Kunci: efisiensi, *fulfillment*, *system availability*, *privacy*, daya tanggap dan kepuasan pelanggan

ABSTRACT

The research objective was to determine and analyze the effect of efficiency, fulfillment, system availability, privacy, and partial responsiveness to customer satisfaction. The theories used in this research are marketing management theory, service quality theory, and customer satisfaction theory. The research was conducted on customers of Gojek in Jember. This type of descriptive quantitative research using purposive sampling method with a sample of 82 respondents. The nature of the research is explanatory. The test tool used is multiple linear regression, with SPSS software version 20.00. The t test results show that efficiency (0.003), fulfillment (0.006), system availability (0.001), privacy (0.000), and responsiveness (0.002) have a significant effect on customer satisfaction partially. The regression test shows that efficiency (0.155), fulfillment (0.195), system availability (0.189), privacy (0.220), and responsiveness (0.210) have a positive effect on customer satisfaction and the coefficient of determination test is 93.7%, customer satisfaction is influenced by efficiency, fulfillment, system availability, privacy, and responsiveness while the remaining 6.3% is influenced by other variables outside of research.

Keywords: efficiency, fulfillment, system availability, privacy, responsiveness and customer satisfaction