

**PENGARUH KUALITAS LAYANAN ELEKTRONIK, HARGA DAN  
PERSEPSI MANFAAT FITUR GO-PAY TERHADAP KEPUASAN  
PELANGGAN GOJEK DI KOTA PADANG**

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**ABSTRAK**

Penelitian ini menguji hubungan antara pengaruh kualitas layanan elektronik, harga dan persepsi manfaat fitur go-pay terhadap kepuasan pelanggan gojek di kota Padang. Populasi dalam penelitian ini adalah semua pelanggan gojek yang menggunakan fitur go-pay. Dengan jumlah sampel sebanyak 100 orang responden yang dipilih menggunakan teknik Purposive Sampling. Pengumpulan data primer menggunakan kuesioner dan pengumpulan data sekunder menggunakan survei terhadap pelanggan gojek yang menggunakan fitur gopay. Hasil penelitian menunjukkan bahwa kualitas layanan elektronik berpengaruh positif dan signifikan terhadap kepuasan pelanggan, harga berpengaruh positif terhadap kepuasan pelanggan, sedangkan persepsi manfaat tidak berpengaruh terhadap kepuasan pelanggan karena memiliki nilai  $t$ -statistic  $<1.96$  dan  $p$  values  $>0.05$ .

*Kata kunci :Kualitas Layanan Elektronik, Harga, Persepsi Manfaat, Kepuasan pelanggan*

**THE EFFECT OF ELECTRONIC SERVICE QUALITY, PRICE AND  
PERCEIVED BENEFITS OF GO-PAY ON GOJEK CUSTOMER  
SATISFACTION AT PADANG CITY**

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**ABSTRACT**

*This study examines the relationship between the effect of electronic service quality, price and perceived benefits of go-pay features on customer satisfaction at Padang city. The population in this study are all motorcycle taxi customers who use the go-pay feature. With a sample size of 100 respondents selected using the Purposive Sampling technique. Primary data collection using a questionnaire and secondary data collection using a survey of motorcycle customers who use the gopay feature. The results showed that electronic service quality has a positive and significant effect on customer satisfaction, price has a positive effect on customer satisfaction, while the perceived benefits does not affect customer satisfaction because it has a t-statistic value <1.96 and p values> 0.05.*

*Keywords:* Electronic Service Quality, Price, Perceived Benefits, Customer Satisfaction