

ABSTRACT

The background of this research is Tiket.com as an e-commerce that provides services in the form of airplane and train ticket reservations, hotel bookings by ordering them online. E-service quality and good prices will support companies in providing even better service so as to create customer satisfaction. Based on the reviews of several customers on social media and pre-survey from 30 respondents, the results show that Tiket.com customer satisfaction in DKI Jakarta is still not optimal where customers complain a lot about the quality of the application service and the price. Pricing is an important issue, because it can affect the company's competitive ability as well as its consumers. The purpose of this study was to determine the effect of e-service quality and price on Tiket.com customer satisfaction in DKI Jakarta.

This research uses a type of quantitative research with a descriptive approach. The sampling technique used is non-probability sampling with purposive sampling method. Questionnaires were distributed via social media platforms including Instagram, Whatsapp, and Twitter to 100 Tiket.com customers domiciled in DKI Jakarta. Data analysis in this study used multiple linear regression analysis assisted with the help of IBM SPSS 24 software.

The results of the study show that there is a positive and significant influence partially or simultaneously from e-service quality and price on Tiket.com customer satisfaction in DKI Jakarta. The magnitude of the effect due to the e-service quality and price variables is 60.9% and the remaining 39.1% is influenced by other variables not included in this research model.

Keywords: E-Service Quality, Price, Customer Satisfaction