

ABSTRACT

The development of an increasingly dynamic era encourages humans to always adapt to existing changes so that they can change consumer behavior to become completely digital. One example of technological innovation is the existence of transportation and online food delivery orders that can be ordered using only applications, such as the Gojek application. Customer satisfaction is an important factor amid the rapid growth of existing online food and transportation services. The purpose of the study was to analyze the effect of service quality and price on Gojek customer satisfaction in Jabodetabek.

This research method uses a quantitative approach with descriptive analysis. The sampling technique used is non-probability sampling with a total of 100 respondents using a Likert scale. Research respondents are Gojek application users who are domiciled in Greater Jakarta. The research instrument has met the criteria of validity and reliability. Data processing using SPSS version 25 software and using multiple linear regression for data analysis.

Based on the results of this study, the variables of service quality and price have a positive and significant effect on Gojek's customer satisfaction in Jabodetabek. The service quality and price variables have an influence of 49.8% on customer satisfaction and the rest is influenced by other factors not discussed in this study.

Keywords: *service quality, price, customer satisfaction*