

ABSTRAK

Teknologi informasi di zaman ini berkembang dengan sangat pesat. Maxim merupakan perusahaan internasional yang bergerak dibidang teknologi informasi dan layanan transportasi online. Untuk mampu menjaga serta meningkatkan eksistensi Maxim yang baru beroperasi di Indonesia sejak 2018, Maxim perlu menerapkan strategi yang tepat untuk dapat menyaingi kompetitor lain yang sejenis dimana salah satu kunci utama kesuksesan perusahaan adalah kepuasan pelanggan. Pemenuhan kepuasan pelanggan dapat menjadi strategi bisnis jangka panjang yang dapat memberikan penilaian positif pada perusahaan. Penelitian ini bertujuan untuk menganalisis pengaruh *E-Service Quality* dan Harga terhadap Kepuasan Pelanggan Transportasi Online Maxim Di Kota Bandung. Responden yang terlibat dalam penelitian ini sebanyak 100 orang yang pernah menggunakan Transportasi Online Maxim Di Kota Bandung. Jenis penelitian ini ada penelitian kuantitatif. Teknik pengumpulan data menggunakan kuisioner yang telah diuji validitas dan realibilitasnya oleh SPSS. Hasil penelitian menunjukkan bahwa berpengaruh positif dan signifikan secara parsial *E-Service Quality* (X1) berpengaruh positif dan signifikan terhadap Kepuasan pelanggan transportasi online maxim di kota bandung, Harga (X2) berpengaruh positif dan signifikan secara parsial terhadap kepuasan pelanggan transportasi online maxim di kota bandung dan *E-Service quality* dan Harga secara simultan berpengaruh positif dan signifikan terhadap kepuasan pelanggan pengguna jasa transportasi ojek *online* Maxim Kota Bandung

Kata Kunci: *E-Service Quality*, Harga, Kepuasan Pelanggan

ABSTRACT

Information technology in this day and age is developing at a rapid pace. Maxim is an international company engaged in information technology and online transportation services. To be able to maintain and improve existence of Maxim, which has only been operating in Indonesia since 2018, Maxim needs to implement the right strategy to compete with other competitors. implement the right strategy to be able to compete with other similar competitors where one of the main keys to the company's success is satisfaction. competitors where one of the main keys to the company's success is customer satisfaction. customer satisfaction. Fulfillment of customer satisfaction can be a long-term business strategy business strategy that can provide a positive assessment of the company. This study aims to analyze the effect of E-Service Quality and Price on Maxim Online Transportation Customer Satisfaction in Bandung City. Respondents involved in this study were 100 people who had used Maxim Online Transportation in Bandung City. This type of research is quantitative research. The data collection technique uses a questionnaire that has been tested for validity and reliability by SPSS. The results showed that partially E-Service Quality (X1) has a positive and significant effect on customer satisfaction of maxim online transportation in the city of Bandung, Price (X2) has a positive and significant effect partially on customer satisfaction of maxim online transportation in the city of Bandung and E-Service quality and Price simultaneously have a positive and significant effect on customer satisfaction of users of Maxim online motorcycle taxi transportation services in Bandung City.

Keywords: *E-Service Quality, Price, Customer Satisfaction*