

ANALYSIS OF SERVICE FACILITY SYSTEMS AND QUALITY AS WELL AS PRICE ON CUSTOMER SATISFACTION IN MOTOR VEHICLE TESTING MANAGEMENT UNIT (UPPKB) KEDAUNG ANGKE DEPARTMENT OF DKI JAKARTA PROVINCIAL TRANSPORTATION

ABSTRAK

Abstract: *The Motor Vehicle Testing Management Unit (UPPKB) Kedaung Angke, DKI Jakarta Provincial Transportation Service is one of the places used by customers to conduct mandatory testing of motorized vehicles. Customer satisfaction is influenced by the variables of service facilities, quality and price, where service facilities, quality and price have a good impact on customer satisfaction. The purpose of this study was to analyze the effect of service facilities, quality and price on customer satisfaction at the Motor Vehicle Testing Management Unit (UPPKB) Kedaung Angke, Transportation Service of DKI Jakarta Province. This type of research is quantitative descriptive and the nature of the research uses the associative level of explanation. The sampling technique used is based on any member of the population who coincidentally meets with the researcher to be able to provide the necessary information. The data analysis method was carried out by analyzing the path diagram data. The results showed that service facilities, quality and price had a positive and significant effect on customer satisfaction at the Motorized Vehicle Testing Management Unit (UPPKB) Kedaung Angke, Department of Transportation DKI Jakarta Province.*

Keywords: *service facilities, service quality, price and customer satisfaction.*

Abstrak: *Unit Pengelola Pengujian Kendaraan Bermotor (UPPKB) Kedaung Angke, Dinas Perhubungan Provinsi DKI Jakarta adalah salah satu tempat yang digunakan pelanggan dalam melakukan pengujian kendaraan bermotor wajib uji. Kepuasan pelanggan dipengaruhi oleh variabel fasilitas pelayanan, kualitas dan harga, dimana fasilitas pelayanan, kualitas dan harga memberikan dampak yang baik terhadap kepuasan pelanggan. Tujuan penelitian ini untuk menganalisis pengaruh dari fasilitas pelayanan, kualitas dan harga terhadap kepuasan pelanggan pada Unit Pengelola Pengujian Kendaraan Bermotor (UPPKB) Kedaung Angke, Dinas Perhubungan Provinsi DKI Jakarta. Jenis penelitian ini adalah deskriptif kuantitatif dan sifat penelitian menggunakan tingkat eksplanasi asosiatif. Teknik pengambilan sampel yang digunakan berdasarkan siapa saja anggota populasi yang secara kebetulan bertemu dengan peneliti untuk dapat memberikan informasi yang diperlukan. Metode analisis data dilakukan dengan analisis data diagram jalur. Hasil penelitian menunjukkan bahwa fasilitas pelayanan, kualitas dan harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada Unit Pengelola Pengujian Kendaraan Bermotor (UPPKB) Kedaung Angke, Dinas Perhubungan Provinsi DKI Jakarta.*

Kata kunci: *fasilitas pelayanan, kualitas pelayanan, harga dan kepuasan pelanggan.*