

**PENGARUH KUALITAS PELAYANAN, HARGA, DAN CITRA MEREK
TERHADAP KEPUTUSAN PEMBELIAN JASA TRANSPORTASI
ONLINE MAXIM DI YOGYAKARTA**

Nadira Salsabilla¹, Wina Driyan Pradana²

INTISARI

Latar Belakang: Maxim merupakan transportasi online milik Rusia yang sudah berkembang di Indonesia. Banyaknya transportasi online di Indonesia membuat Maxim memberikan penawaran harga yang terjangkau dengan banyak pilihan jasa dengan kualitas yang baik untuk menarik konsumen.

Tujuan Penelitian: Untuk mengetahui pengaruh kualitas pelayanan, harga, dan citra merek terhadap keputusan pembelian jasa transportasi online Maxim.

Metode Penelitian: Menggunakan pendekatan kuantitatif. Sumber data penelitian berasal dari data primer yang diperoleh dengan menyebarkan kuesioner kepada responden dan data sekunder diperoleh dari jurnal dan buku. Teknik pengumpulan data menggunakan *non-probability sampling (purposive sampling)*. Sampel penelitian 168 responden dengan kriteria Mahasiswa, berada di Yogyakarta, serta pernah menggunakan jasa transportasi online Maxim minimal satu kali. Data diolah dengan metode uji analisis deskriptif, uji instrumen, uji asumsi klasik, analisis regresi linear berganda, dan uji hipotesis dengan bantuan SPSS 27.

Hasil: Nilai koefisien pada uji analisis regresi linear berganda kualitas pelayanan adalah 0,184 dengan sig. 0,030. Harga memiliki nilai koefisien 0,309 dengan sig. 0,008. Citra merek memiliki nilai koefisien 0,079 dengan sig. 0,003.

Kesimpulan: Kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian. Harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: *Kualitas Pelayanan, Harga, Citra Merek, Keputusan Pembelian*

¹ Mahasiswa Manajemen (S-1) Universitas Jenderal Achmad Yani Yogyakarta

² Dosen Manajemen (S-1) Universitas Jenderal Achmad Yani Yogyakarta

**THE INFLUENCE OF SERVICE QUALITY, PRICE, AND BRAND IMAGE
ON PURCHASING DECISIONS FOR MAXIM ONLINE
TRANSPORTATION SERVICES IN YOGYAKARTA**

Nadira Salsabilla¹, Wina Driyan Pradana²

ABSTRACT

Background: Maxim is a Russian online transportation that has developed in Indonesia. The large number of online transportation in Indonesia makes Maxim offer affordable prices with many choices of services with good quality to attract consumer.

Objective: The study aims to determine the influence of service quality, price, and brand image on purchasing decisions for Maxim online transportation services.

Method: Using a quantitative approach. The research data source comes from primary data obtained by distributing questionnaires to respondents and secondary data sources were obtained from journals and books. The sample collection technique uses non-probability sampling (purposive sampling). The research sample was 168 respondents with the criteria of being students, residing in Yogyakarta, and had used Maxim's online transportation services at least once. The data was processed using descriptive analysis test methods, instrument tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing with the help of SPSS 27 software.

Result: The coefficient value in the multiple linear regression analysis test for service quality is 0,184 with sig. 0,030. Price has coefficient value of 0,309 with sig. 0,008. Brand image has a coefficient value of 0,079 with 0,003.

Conclusion: Service quality has a positive and significant effect on purchasing decisions. Price has a positive and significant effect on purchasing decisions. Brand image has a positive and significant effect on purchasing decisions.

Keywords : Service Quality, Price, Brand Image, Purchasing Decision.

¹ Management Student (S-1) Universitas Jenderal Achmad Yani Yogyakarta

² Lecturer of Management (S-1) Universitas Jenderal Achmad Yani Yogyakarta