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Submission title: PENGARUH KUALITAS PELAYANAN
File name: JURNAL_SKRIPSI_turnitin.docx
File size: 30.68K
Page count: 10
Word count: 2,940
Character count: 18,240
Submission date: 17-May-2021 10:35AM (UTC+
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**PENGARUH KUALITAS PELAYANAN, HARGA DAN KEPERCAYAAN
KONSUMEN TERHADAP KEPUTUSAN PENGGUNAAN JASA
PENCUCIAN MOBIL SI GALUH SAMARINDA**

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Abstract

The purpose of this study was to determine the effect of Service Quality, Price and Consumer Trust on Service Usage Decisions at Si Galuh Car Wash. There are three independent variables in this study, namely Service Quality (X1), Price (X2) Consumer Confidence (X3) and one dependent variable, namely Service Use Decision (Y). The number of samples in this study were 100 consumers in Si Galuh Car Wash and data analysis used SPSS version 25 software. The tests carried out in this study are validity test, reliability test, classical assumption test, multiple linear regression test, correlation coefficient test, determination coefficient test, t test and f test. The results in this study are the service quality variable partially has a positive and significant effect while the price and consumer trust variables partially have a positive but insignificant effect on the decision to use services at Si Galuh Car Wash. The results of the f test (simultaneous) show that service quality, price and consumer trust simultaneously have a positive and significant effect on the decision to use services at Si Galuh Car Wash. There are deficiencies in Si Galuh Car Wash, namely the less comfortable waiting room, this is evidenced by 44 of the 100 respondents who were researched. 44 stated that the waiting room at Si Galuh Car Wash was uncomfortable and 16 people stated that it was uncomfortable. It is recommended that Si Galuh Car Wash create a more comfortable waiting room for consumers so that consumers who wash their vehicles can feel comfortable while waiting for their vehicles to be washed.

Keywords: service quality, price, consumer trust, service use decisions

Pendahuluan

Pelayanan merupakan suatu usaha untuk memenuhi kebutuhan pelanggan. Menurut Tjiptono (2012:260) kualitas pelayanan adalah tingkat keunggulan yang diharapkan dan pengendalian atas tingkat keunggulan tersebut akan memenuhi keinginan pelanggan.

Harga merupakan salah satu faktor yang mempengaruhi keputusan pembelian. Menurut Muzakki (2013:27) harga merupakan sejumlah uang yang dibebankan atas suatu produk atau jasa, atau jumlah dari nilai yang ditakar konsumen atas manfaat-manfaat karena memiliki atau menggunakan produk atau jasa tersebut