



## INTISARI

Penelitian ini bertujuan untuk menganalisis analisis pengaruh service fairness terhadap customer satisfaction dalam menggunakan Go-Jek Studi Kasus Mahasiswa Universitas Gadjah Mada Penelitian ini merupakan penelitian survey yaitu suatu penelitian yang dilakukan melalui pengambilan data. Data penelitian diperoleh dari studi kepustakaan, observasi, wawancara, dan kuesioner. Pengisian kuesioner diukur melalui skala Likert. Metode analisis data yang digunakan adalah metode analisis deskriptif, analisis regresi linear dan analisis koefisien determinasi. Metode penelitian ini dimaksudkan sebagai rancangan untuk mencari dan menjelaskan pengaruh antara variabel melalui pengujian hipotesis (Explanation Research). Pengujian hipotesis melalui uji F dan uji t. Penelitian mengambil sampel sebesar 80 responden. Berdasarkan hasil analisis hipotesis melalui uji F secara simultan atau secara bersama-sama variable bebas keempat dimensi service fairness yaitu interpersonal fairness, informational fairness, distributive fairness, dan procedural fairness berpengaruh positif dan signifikan terhadap kepuasan konsumen pengguna GO-JEK. Uji signifikansi parsial (uji t) keempat dimensi service fairness terdapat satu dimensi yang berpengaruh signifikan terhadap kepuasan konsumen jika berdiri sendiri yaitu interpersonal fairness. Sedangkan informational fairness, distributive fairness, dan procedural fairness tidak berpengaruh signifikan. Berdasarkan uji determinan ( $R^2$ ), diperoleh nilai adjusted R square sebesar 0,715 dan nilai R square sebesar 0,730, artinya variable bebas keempat dimensi service fairness secara bersama mempengaruhi kepuasan konsumen sebesar 71.5% dan sisanya sebesar 28.5% adalah faktor lain diluar penelitian dan hubungan variable service fairness terhadap kepuasan konsumen sebesar 71.5%



## **ABSTRACT**

*This study aims to analyze the analysis of service fairness impact on customer satisfaction in using Go-Jek Case Study of Students of Gadjah Mada University. This research is a survey research that is a study conducted through data retrieval. Research data were obtained from the literature study, observation, interview, and questionnaire. Questionnaire filling is measured through the Likert scale. Data analysis method used is descriptive analysis method, linear regression analysis and coefficient of determination analysis. This research method is intended as a design to find and explain the influence between variables through hypothesis testing (Explanation Research). Hypothesis testing through F test and t-test. The study took a sample of 80 respondents. Based on the results of hypothesis analysis through F test simultaneously or together the four independent variables free service fairness that is interpersonal fairness, informational fairness, distributive fairness, and procedural fairness have a positive and significant impact on customer satisfaction GO- JACK. Partial Significance Test (t-test) of the four dimensions of service fairness there is one dimension that has a significant effect on customer satisfaction if standalone is interpersonal fairness. While informational fairness, distributive fairness, and procedural fairness have no significant effect. Based on the determinant test (R<sup>2</sup>), adjusted R square 0,715 and R square 0,730, mean that the fourth free variable of service fairness dimension together affects consumer satisfaction equal to 71.5% and the rest is 28.5% is another factor outside the research and variable relation service fairness to consumer satisfaction equal to 71.5%*