

“PENGARUH *PRICE* DAN *EASE OF USE* TERHADAP *CUSTOMER SATISFACTION* PADA MOTOR LISTRIK VOLTA”

ABSTRAK

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Pada penelitian ini bertujuan untuk mengetahui gambaran dan pengaruh antara *Price*, *Ease Of Use*, dan *Ease Of Use* serta mencari besaran pengaruh *Price* dan *Ease Of Use* terhadap *Customer Satisfaction* pada pengguna Motor Listrik Volta Energi baik secara parsial maupun simultan, Metode yang digunakan dalam penelitian ini adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi yang digunakan pada penelitian ini adalah seluruh Pengguna Motor Listrik Volta yang berjumlah 100 orang responden dengan menggunakan teknik *non probability sampling* yaitu teknik pengambilan *Purposive Sampling*. Berdasarkan hasil yang diperoleh bahwa gambaran responden mengenai *Price* dan *Customer Satisfaction* termasuk dalam kategori tinggi, *Ease Of Use* termasuk dalam kategori cukup. Berdasarkan hasil pengujian determinasi diperoleh bahwa *Price* berpengaruh sebesar 16,1% terhadap *Customer Satisfaction*, *Ease Of Use* berpengaruh sebesar 5,3% terhadap *Customer Satisfaction*, *Price* dan *Ease Of Use* berpengaruh sebesar 18,7% terhadap *Customer Satisfaction*. Berdasarkan hasil pengujian hipotesis secara parsial menunjukkan *Price* berpengaruh positif terhadap *Customer Satisfaction*, *Ease Of Use* berpengaruh positif terhadap *Customer Satisfaction*, Berdasarkan hasil pengujian hipotesis secara simultan *Price* dan *Ease Of Use* berpengaruh terhadap *Customer Satisfaction*.

Kata Kunci : *Price*, *Ease Of Use*, *Customer Satisfaction*, Motor Listrik Volta

“THE EFFECT OF PRICE AND EASE OF USE ON CUSTOMER SATISFACTION ON VOLTA ELECTRIC MOTORS”

ABSTRACT

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This study aims to determine the description of Priice, Ease Of Use, and Ease Of Use and to find the effect of Price and Ease Of Use on Customer Satisfaction in Volta Energi Electric Motor users both partially and simultaneously, The method used in this research is descriptive and verification with a quantitative approach. The population used in this study were all Volta Electric Motorcycle Users totaling 100 respondents using non-probability sampling techniques, namely Purposive Sampling techniques. Based on the results obtained, the respondents' description of Price and Customer Satisfaction is in the high category, Ease Of Use is in the sufficient category. Based on the results of determination testing, it is obtained that Price has an effect of 16.1% on Customer Satisfaction, Ease Of Use has an effect of 5.3% on Customer Satifaction, Price and Ease Of Use have an effect of 18.7% on Customer Satisfaction. Based on the results of partial hypothesis testing, it shows that Price has a positive effect on Customer Satisfaction, Ease Of Use has a positive effect on Customer Satisfaction, based on the results of simultaneous hypothesis testing, Price and Ease Of Use have an effect on Customer Satisfaction.

Keywords: Price, Ease Of Use, Customer Satisfaction, Volta Electric Motorcycle