

ABSTRACT

Nowadays, the business of transportation services is increasingly diverse in order to meet the needs of people's lives. Business transportation services is one business that seeks to create customer satisfaction. One of the business transportation services that is developing at this time is the business of online motorcycle transportation services developed by PT. GO-JEK Indonesia. GO-JEK is an online motorcycle transportation service provider that always adjusts the price with the benefits gained as well as providing service innovation and improve the quality of service. This research aimed to know and analyze the influence between price, service innovation and service quality to customer satisfaction of Gojek in Pekanbaru. This research is a development of previous research using TAM model. The data used in the form of primary data in the form of questionnaires distributed in 2017. A total of 200 questionnaires processed using IBM SPSS version 20. The results of this study showed price have a significant positive effect on customer satisfaction, service innovation customer satisfaction, and service quality have a significant positive effect on customer satisfaction.

Keywords: Price, innovation service, service quality, customer satisfaction and TAM.