

ABSTRACT

The purpose of writing this thesis is to examine the effect of price on the variable Interest in Reusing GrabBike which is Mediated in Quality of Service in Generation Z in Jambi City. Data collection was carried out by distributing questionnaires with a Likert scale to 96 respondents using the GrabBike transportation service. The data testing techniques used include validity and reliability tests, R-square testing and hypothesis testing by bootstrapping with the help of PLS 3. The results show that price has a positive and significant effect on the intention to reuse GrabBike in Generation Z in Jambi City, price has a positive effect and significant effect on GrabBike Service Quality in Generation Z of Jambi City, Service Quality has a positive and significant effect on Interest in Reusing GrabBike in Generation Z in Jambi City, and the Price of Interest in Reusing GrabBike which is mediated by Service Quality in Generation Z in Jambi City has a positive effect.

Keywords: *Price Interest in Reusing, Quality of Service*

ABSTRAK

Tujuan penulisan skripsi ini untuk menguji pengaruh antara Harga terhadap variabel Minat Menggunakan Ulang GrabBike yang di Mediasi Kualitas Pelayanan Pada Generasi Z Kota Jambi. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan *skala likert* terhadap 96 responden pada pengguna layanan transportasi GrabBike. Teknik pengujian data yang digunakan meliputi uji validitas dan uji reliabilitas, uji R- square dan uji hipotesis dengan bootstrapping dengan bantuan PLS 3. Hasil penelitian menunjukkan bahwa Harga berpengaruh positif dan signifikan terhadap Minat Menggunakan Ulang GrabBike Pada Generasi Z Kota Jambi, Harga berpengaruh positif dan signifikan terhadap Kualitas Pelayanan GrabBike Pada Generasi Z Kota Jambi, Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Minat Menggunakan Ulang GrabBike Pada Generasi Z Kota Jambi, dan Harga terhadap Minat Menggunakan Ulang GrabBike yang di Mediasi Kualitas Pelayanan Pada Generasi Z Kota Jambi berpengaruh positif.

Kata Kunci : Harga, Minat Menggunakan Ulang, Kualitas Pelayanan