

ABSTRAK

Jasa Aplikasi Bujang Kurir merupakan salah satu alat transportasi darat asli Pontianak Kalimantan Barat yang menawarkan berbagai alternatif-alternatif penyedia jasa ojek secara *online*. CV.Bujang Sejahtera memiliki banyak pesaing-pesaing diantaranya Gojek. Berdasarkan permasalahan tersebut perlu dilakukan identifikasi dan menganalisa bauran pemasaran seperti produk, harga, lokasi, promosi, orang, proses, dan bukti fisik untuk meningkatkan kepuasan pelanggan.

Berbagai tahapan dilakukan dalam melakukan pengumpulan data seperti wawancara dan penyebaran kuesioner. Metode yang dapat digunakan untuk menyelesaikan permasalahan terkait dengan produk, harga, lokasi, promosi, orang, proses dan bukti fisik terhadap kepuasan pelanggan dengan melakukan uji validitas, uji reliabilitas, analisis regresi linier berganda uji simultan, uji parsial dan uji determinasi.

Berdasarkan uji secara parsial bahwa produk, harga, lokasi, promosi dan proses tidak berpengaruh signifikan terhadap kepuasan pelanggan. Pengujian pada variabel orang dan bukti fisik memiliki pengaruh yang sangat signifikan terhadap kepuasan pelanggan. Berdasarkan uji anova, ketujuh variabel yaitu produk, harga, lokasi, promosi, orang, proses dan bukti fisik berpengaruh secara simultan terhadap kepuasan pelanggan (*Y*) dengan nilai 85,4. Pengujian matrik *Boston Consulting Group (BCG)*, CV. Bujang Sejahtera pada aplikasi Bujang Kurir berada pada kuadran *Dog* yang artinya memiliki pangsa pasar rendah dan pertumbuhan pasar yang rendah.

Kata Kunci: Bauran Pemasaran, *Boston Consulting Group*, Kepuasan Pelanggan.

ABSTRACT

The Bujang Kurir Application Service is one of the original land transportation tools for Pontianak, West Kalimantan, which offers various alternatives to online motorcycle taxi service providers. CV. Bujang Sejahtera has many competitors including Gojek. Based on these problems, it is necessary to identify and analyze the marketing mix such as product, price, location, promotion, people, process, and physical evidence to increase customer satisfaction.

Various stages were carried out in collecting data such as interviews and distributing questionnaires. Methods that can be used to solve problems related to products, prices, locations, promotions, people, processes, and physical evidence on customer satisfaction by conducting validity tests, reliability tests, multiple linear regression analysis, simultaneous tests, partial tests, and determination tests.

Based on the partial test that product, price, location, promotion, and process have no significant effect on customer satisfaction. Tests on the variables of people and physical evidence have a very significant effect on customer satisfaction. Based on the ANOVA test, the seven variables, namely product, price, location, promotion, people, process, and physical evidence have a simultaneous effect on customer satisfaction (Y) with a value of 85.4. The Boston Consulting Group (BCG) matrix test, CV. Bujang Sejahtera on the Bujang Kurir application is in the Dog quadrant, which means it has a low market share and low market growth.

Keywords: *Marketing Mix, Boston Consulting Group, Customer Satisfaction.*