

ABSTRAK

Penelitian ini mengetahui pengaruh persepsi harga, citra merek dan kepercayaan terhadap kepuasan pelanggan layanan pesan antar makanan Go Food. Responden penelitian ini adalah orang sering menggunakan layanan Go Food. Penelitian ini dilakukan terhadap 120 responden dengan menggunakan pendekatan kuantitatif. Analisis yang digunakan adalah analisis statistik dalam bentuk SEM-PLS. Hasil penelitian ini menunjukkan bahwa secara uji t citra merek tidak berpengaruh signifikan terhadap kepuasan pelanggan pada layanan pesan antar makanan dan persepsi harga serta kepercayaan berpengaruh signifikan terhadap kepuasan pelanggan layanan pesan antar makanan Go Food.

Kata kunci : Persepsi Harga, Citra Merek, Kepercayaan, Kepuasan Pelanggan.



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ABSTRACT

The research aims to identify the influence of price perception, brand image and trust on customer satisfaction service delivery messages between food Go Food. Respondents of this study were people often using Go Food services. This research was conducted with 120 respondents by using quantitative approach. SEM-PLS have employed in data analysis. The result of this study indicated that the brand image haven't been significantly on customer satisfaction in service delivery between food and price perceptions and trust have a significant effect on customer satisfaction of the message service between food Go Food.

Keyword: price perception, brand image, trust, customer satisfaction.



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