



LAMPIRAN

UNIVERSITAS
MERCU BUANA

Kuesioner Penelitian

ANALISIS PENGARUH HARGA DAN KUALITAS PELAYANAN TERHADAP CITRA MEREK DAN IMPLIKASINYA TERHADAP KEPUTUSAN PEMBELIAN JASA DALAM APLIKASI GO-JEK (STUDI KASUS DI KELURAHAN JATIRANGGON, KOTA BEKASI)

Kepada Yth.

Seluruh pengguna produk layanan aplikasi Go-Jek khususnya yang bertempat di Kelurahan Jatiranggon, Kota Bekasi

Perkenalkan saya,

Nama : Devina Wulandari

NIM : 55117320034

Jurusan : Magister Manajemen Marketing

Dengan hormat,

Dalam rangka penyusunan tugas akhir guna memenuhi syarat untuk memperoleh gelar Magister Manajemen, saya mahasiswa Universitas Mercubuiana Bekasi ingin mengajukan beberapa pertanyaan atau kuesioner mengenai analisis harga, kualitas pelayanan, dan citra merek terhadap keputusan pembelian jasa dalam aplikasi Gojek di Kelurahan Jatiranggon, Kota Bekasi.

Kesediaan Bapak/Ibu/Saudara/I untuk memberikan jawaban atas kuesioner ini sangatlah membantu saya dalam penyusunan thesis ini. Atas perhatian dan waktu yang diberikan oleh Bapak/Ibu/Saudara/i, saya ucapkan terima kasih.

Hormat Saya

Devina Wulandari

I. Karakteristik Responden (konsumen)

Berikanlah tanda (\checkmark) pada kolom yang sesuai dengan kriteria Anda

1. Jenis kelamin

- Pria
- Wanita

2. Usia

- 15-24
- 25-34
- 36-44
- 45-55

3. Pendidikan terakhir

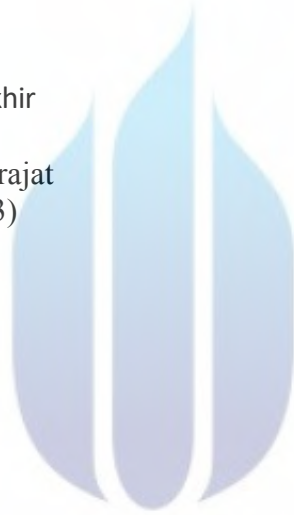
- SMP
- SMA/MA atau sederajat
- Diploma (D1/D2/D3)
- Sarjana (S1/S2/S3)

4. Pekerjaan

- Pelajar/Mahasiswa
- PNS
- Pegawai swasta
- Wiraswasta
- Lainnya

5. Pengeluaran perbulan

- <1.500.000
- 1.500.000 - 2.400.000
- 2.500.000 - 3.400.000
- >3.500.000



UNIVERSITAS
MERCU BUANA

II. Variabel Penelitian

Berikanlah 3 tanda (√) pada kolom yang sesuai dengan kriteria Anda.

Menurut Anda, faktor-faktor apa sajakah yang sangat berpengaruh terhadap keputusan pembelian jasa melalui aplikasi Gojek?

No	Aspek	Pernyataan	Respond (√)
1.	Citra Merek	Citra merek mempengaruhi Anda dalam pemilihan transportasi <i>online</i> Gojek.	
2.	Promosi	Promosi yang diberikan transportasi <i>online</i> Gojek lebih menarik jiks dibandingkan dengan kompetitor lain seperti Grab dan Uber.	
3.	Kepuasan Konsumen	Produk yang ditawarkan transportasi <i>online</i> Gojek lebih lengkap jika dibandingkan dengan kompetitor yang lain seperti Grab dan Uber.	
4.	Harga	Harga mempengaruhi Anda dalam melakukan pemilihan transportasi <i>online</i> Gojek.	
5.	Kualitas Pelayanan	Kualitas pelayanan yang diberikan mempengaruhi Anda dalam pemilihan transportasi <i>online</i> Gojek.	

III. Kuesioner Penelitian

Berikanlah tanda (√) pada kolom yang sesuai dengan kriteria Anda

KUESIONER HARGA (X1)

Keterangan Skor Penilaian

KETERANGAN		BOBOT
SS	Sangat Setuju	5
S	Setuju	4
N	Cukup Setuju	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

PERNYATAAN	SS	S	N	TS	STS
KETERJANGKAUAN HARGA					
Saya merasa harga yang ditawarkan dalam layanan jasa pada aplikasi Gojek cukup terjangkau.					
Saya merasa harga yang ditawarkan dalam layanan jasa aplikasi Gojek cukup kompetitif.					
KESESUAIAN HARGA DENGAN KUALITAS PRODUK					
Saya merasa harga yang ditawarkan sesuai dengan manfaat yang diterima.					
Saya merasa nilai dari kualitas tersebut melebihi harga yang ditawarkan .					
KESESUAIAN HARGA DENGAN MANFAAT					
Saya merasa harga pada layanan jasa aplikasi Gojek sesuai dengan berbagai fitur yang diberikan.					
Saya merasa bahwa layanan jasa aplikasi Gojek mampu memberikan harga yang kompetitif dengan manfaat yang lebih baik jika dibandingkan dengan para kompetitor.					
DAYA SAING HARGA					
Saya merasa bahwa harga yang ditawarkan sepadan dengan fasilitas yang tersedia di aplikasi Gojek.					

Saya merasa bahwa harga menjadi pertimbangan saat ingin menggunakan aplikasi Gojek atau yang lainnya..					
---	--	--	--	--	--

KUESIONER KUALITAS PELAYANAN (X2)

PERNYATAAN	SS	S	N	TS	STS
TANGIBLE (BUKTI FISIK)					
Saya merasa kondisi kendaraan dan driver selalu prima saat memberikan pelayanan.					
Saya merasa driver memberikan fasilitas yang dibutuhkan pelanggan seperti helm dan masker.					
RELIABILITY (KEANDALAN)					
Saya merasa kedatangan pengemudi tepat waktu .					
Saya merasa driver berkendara dengan aman dan nyaman.					
RESPONSIVENESS (KETANGGAPAN)					
Saya merasa driver menginformasikan tentang kepastian waktu datang.					
Saya merasa driver bersedia membantu membawakan barang bawaan.					
ASSURANCE (JAMINAN)					
Saya merasa terlindungi oleh asuransi yang diberikan oleh Gojek.					
Saya merasa pelayanan yang diberikan sangat profesional di masing-masing fitur dalam aplikasi .					
EMPATHY (EMPATI)					
Saya merasa driver memberikan informasi alternatif rute agar tidak telat hingga tempat tujuan.					
Saya merasa pengemudi menunjukkan rasa empati .					

KUESIONER CITRA MEREK (Y1)

PERNYATAAN	SS	S	N	TS	STS
REPUTATION (REPUTASI)					
Saya merasa Gojek adalah aplikasi ragam solusi.					
Saya merasa aplikasi Gojek menjawab kebutuhan saya.					
RECOGNITION (DIKENALNYA SEBUAH MEREK)					
Saya merasa aplikasi Gojek mudah diakses.					
Saya merasa atribut Gojek seperti helm dan jaket mudah dikenali.					
LOYALTY (LOYALITAS)					

Saya sering menggunakan kembali layanan aplikasi Gojek.					
Saya mencoba menggunakan fitur lain yang terdapat dalam aplikasi Gojek.					

KUESIONER KEPUTUSAN PEMBELIAN (Y2)

PERNYATAAN	SS	S	CS	TS	STS
KEMANTAPAN PADA SEBUAH PRODUK					
Saya percaya pada produk/fitur yang terdapat pada aplikasi Gojek dapat menjawab kebutuhan					
Saya percaya pada produk/fitur yang terdapat pada aplikasi Gojek dapat menghemat waktu					
KEBIASAAN DALAM MEMBELI PRODUK					
Aplikasi Gojek sesuai dengan kebutuhan yang saya rasakan.					
Saya mudah mendapat driver saat bepergian jauh maupun dekat karena driver tidak pilih0pilih orderan					
MEMBERIKAN REKOMENDASI KEPADA ORANG LAIN					
Saya merekomendasikan Gojek karena kualitas pelayanan yang diberikan melebihi harapan					
Saya merekomendasikan Gojek karena tarif yang dikenakan cukup terjangkau.					
MELAKUKAN PEMBELIAN ULANG					
Fitur/produk sesuai dengan harapan saya sehingga saya merasa puas.					
Saya mencoba menu lain dalam layanan aplikasi Gojek					

HASIL SURVEI KUESIONER

HARGA							
x1							
x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8
4	4	4	4	5	4	4	4
4	5	4	4	4	4	5	4
4	5	4	4	5	5	5	5
4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5
3	4	4	4	4	4	4	4
4	5	4	4	4	4	4	4
5	5	4	4	5	5	5	5
4	4	4	4	4	4	4	4
4	5	5	5	5	5	4	4
4	4	4	4	5	4	4	4

4	4	4	4	4	4	5	5
4	4	4	4	5	5	4	4
4	5	5	5	4	4	4	4
5	4	4	4	4	4	4	4
4	5	4	4	5	5	4	4
4	4	4	4	4	4	4	5
4	4	4	4	4	4	4	4
4	5	4	4	5	4	4	4
5	4	4	4	4	4	5	5
4	4	5	5	5	5	4	4
5	5	5	4	5	4	5	4
4	4	5	5	5	5	4	4
4	5	4	4	4	4	4	4
5	5	5	5	5	5	5	5
4	4	5	4	5	4	4	4
5	4	4	4	4	4	5	4
5	5	4	4	5	5	4	4
5	5	5	5	4	4	5	5
4	4	5	4	5	5	4	4
5	5	4	4	4	5	5	4
4	4	5	4	4	4	4	4
5	5	4	4	5	4	4	4
4	5	4	4	4	4	5	4
4	4	5	5	4	4	4	4
5	5	5	5	4	5	5	4
5	5	4	4	5	5	5	4
5	5	5	4	4	4	5	5
5	5	4	4	4	4	4	4
5	5	4	4	4	4	4	4
5	5	5	5	5	5	5	5
4	4	5	5	4	4	5	5
4	4	5	4	5	5	4	4
4	5	4	4	4	4	4	4
5	5	4	4	5	5	4	4
5	4	5	5	4	4	4	4
5	5	5	5	4	4	4	4
4	4	5	4	5	5	5	4

5	5	4	4	4	4	4	4
4	4	5	4	5	5	4	4
5	5	4	5	4	4	5	5
4	4	4	4	4	5	5	5
5	4	4	4	5	4	4	4
5	4	4	5	5	5	5	5
5	5	4	4	5	5	4	4
4	5	4	4	4	4	4	4
4	4	5	5	5	4	5	4
5	5	5	5	4	4	5	5
4	4	4	4	4	4	5	4
5	5	5	5	5	5	5	5
5	5	5	4	4	4	4	4
5	4	5	4	5	4	5	5
4	5	4	4	4	4	4	4
4	3	5	4	5	4	5	4
4	5	5	5	4	4	5	5
5	4	4	4	5	5	4	4
5	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4
5	5	4	4	5	4	5	5
4	4	5	5	4	4	5	4
4	4	4	4	4	5	5	4
4	4	4	4	5	5	5	5
5	5	5	4	5	5	5	5
5	4	4	4	5	5	5	4
4	4	4	4	4	4	4	4
4	4	4	4	5	5	5	4
5	4	5	5	5	4	5	5
5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4
4	4	4	5	5	5	4	4
4	4	4	4	5	4	5	4
4	4	4	4	5	5	4	4
4	4	5	4	5	4	5	5
4	4	4	4	4	3	4	4
4	4	5	5	4	4	5	4
4	4	4	5	5	4	4	4
4	4	4	4	4	4	5	5
4	4	4	4	4	4	4	4
4	4	5	5	5	5	4	4

4	4	4	4	4	4	4	5
5	4	5	4	5	4	5	4
5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4
4	4	5	5	4	4	5	4
5	4	4	4	5	5	4	5

KUALITAS PELAYANAN									
x2									
x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	x2.8	x2.9	x2.10
4	3	4	4	5	4	4	4	4	4
5	4	4	4	4	4	5	4	4	4
4	5	4	4	5	5	5	5	5	5
5	4	5	5	4	4	4	4	5	5
4	5	4	4	4	4	3	3	4	4
5	5	5	5	5	5	5	5	5	5
3	4	4	4	4	4	4	4	4	4
4	5	4	4	4	4	4	4	4	4
5	5	4	4	5	5	5	5	4	4
4	5	5	5	4	4	4	4	5	5
4	4	5	5	5	5	4	4	4	4
4	4	4	4	5	4	4	4	5	4
4	4	4	4	4	4	5	5	5	5
4	5	4	4	5	5	4	4	4	4
4	4	5	5	4	4	4	4	5	4
5	5	4	4	4	4	4	4	4	4
5	5	4	4	5	5	4	4	4	4
5	5	4	4	4	4	4	5	5	4
4	4	4	4	4	4	4	4	4	4
4	5	4	4	5	4	4	4	4	4
5	4	4	4	4	4	5	5	4	4
4	5	5	5	5	5	4	4	4	4
5	4	5	4	5	4	5	4	5	5
4	5	5	5	5	5	4	4	5	4
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
4	5	5	4	5	4	4	4	4	5
5	5	4	4	4	4	5	4	5	4
5	5	4	4	5	5	4	4	4	4

5	5	5	5	4	4	5	5	5	5
4	4	5	4	5	5	4	4	5	4
5	5	4	4	4	5	5	4	5	5
4	5	5	4	4	4	4	4	4	4
5	5	4	4	5	4	4	4	5	5
4	4	4	4	4	4	5	4	4	4
4	4	5	5	4	4	4	4	4	4
5	5	5	5	4	5	5	4	4	4
5	5	4	4	5	5	5	4	5	5
5	5	5	4	4	4	5	5	5	4
5	5	4	4	4	4	4	4	5	5
4	4	5	4	4	4	5	5	4	4
4	5	4	4	4	4	4	4	4	4
5	4	4	4	4	4	5	4	4	4
4	5	4	4	4	5	5	4	5	4
5	4	5	5	5	4	4	4	5	5
5	5	5	5	5	5	5	5	5	5
4	5	5	5	4	4	5	5	5	5
4	4	5	4	5	5	4	4	4	4
4	5	4	4	4	4	4	4	4	4
5	4	4	4	5	5	4	4	5	4
5	5	5	5	4	4	4	4	5	5
5	5	5	5	4	4	4	4	5	5
4	5	5	4	5	5	5	4	4	4
5	4	4	4	4	4	4	4	5	4
4	5	5	4	5	5	4	4	5	5
4	5	5	4	5	5	4	5	4	4
5	5	4	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5
5	4	5	4	4	4	4	4	4	4
5	4	5	4	5	4	5	5	5	5
4	5	4	4	4	4	4	4	4	4
4	5	5	4	5	4	5	4	4	4
4	4	5	5	4	4	5	5	4	4

5	4	4	4	5	5	4	4	5	5
5	5	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4
5	4	4	4	5	4	5	5	5	4
4	4	5	5	4	4	5	4	5	4
4	4	4	4	4	5	5	4	4	4
4	4	4	4	5	5	5	5	5	5
5	5	5	4	5	5	5	5	5	4
5	4	4	4	5	5	5	4	5	5
4	4	4	4	4	4	4	4	4	4
4	4	4	4	5	5	5	4	5	5
5	4	5	5	5	4	5	5	5	5
5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4
4	4	4	5	5	5	4	4	5	5
4	4	4	4	5	4	5	4	5	4
4	4	4	4	5	5	4	4	5	5
4	4	5	4	5	4	5	5	5	5
4	4	4	4	4	3	4	4	4	4
5	4	5	5	4	4	5	4	5	4
5	4	4	5	5	4	4	4	5	5
4	4	4	4	4	4	5	5	4	4
4	4	4	4	4	4	4	4	4	4
4	4	5	5	5	5	4	4	5	5
4	4	4	4	4	4	4	5	5	5
5	4	5	4	5	4	5	4	5	4
5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4
4	4	5	5	4	4	5	4	5	4
5	4	4	4	5	5	4	5	5	5

Citra Merek					
Y					
y1	y2	y3	y4	y5	y6
4	4	4	4	4	4
4	4	4	4	4	4
4	5	5	5	5	5
4	4	4	4	5	4
5	4	3	3	4	4

4	5	5	5	5	5
4	4	4	4	4	4
4	4	4	4	4	4
5	5	5	5	4	4
4	4	4	4	5	4
4	5	4	4	4	4
3	4	4	4	5	4
4	4	5	5	5	5
4	5	4	4	4	4
4	4	4	4	5	4
4	4	4	4	4	4
4	5	4	4	4	4
4	4	4	5	5	4
4	4	4	4	4	4
5	4	4	4	4	4
4	4	5	5	4	4
4	5	4	4	4	4
5	4	5	4	5	5
4	5	4	4	5	4
4	4	4	4	4	4
5	5	5	5	5	5
5	4	4	4	4	5
4	4	5	4	5	4
4	5	4	4	4	4
4	4	5	5	5	5
5	5	4	4	5	4
4	5	5	4	5	5
4	4	4	4	4	4
4	4	4	4	4	4
4	4	5	4	4	4
4	5	5	4	5	4
4	4	5	5	5	4
4	4	4	4	4	4
4	4	5	4	4	4
4	5	5	4	5	4
5	4	4	4	5	5
4	5	5	5	5	5
4	4	5	5	5	5
5	5	4	4	4	4
4	4	4	4	4	4
5	5	4	4	5	4
4	4	4	4	5	5

4	4	4	4	5	5
5	5	5	4	4	4
4	4	4	4	5	4
5	5	4	4	5	5
4	4	5	5	4	4
4	5	5	5	5	5
4	4	4	4	4	4
5	5	5	5	5	4
5	5	4	4	4	4
4	4	4	4	5	5
5	4	5	4	4	4
4	4	5	5	5	5
4	4	5	4	5	4
5	5	5	5	5	5
4	4	4	4	4	4
5	4	5	5	5	5
4	4	4	4	4	4
5	4	5	4	4	4
4	4	5	5	4	4
5	5	4	4	5	5
4	4	4	4	4	4
4	4	4	4	4	4
5	4	5	5	5	4
4	4	5	4	5	4
4	5	5	4	4	4
5	5	5	5	5	5
5	5	5	4	5	5
4	4	4	4	4	4
5	5	5	4	5	5
5	4	5	5	5	5
4	3	4	4	4	4
4	4	5	4	5	4
5	4	4	4	5	4
4	4	5	5	4	4
4	4	4	4	4	4
5	5	4	4	5	5
4	4	4	5	5	5
5	4	5	4	5	4
5	5	5	5	5	5

4	4	4	4	4	4
4	4	5	4	5	4
5	5	4	5	5	5

Keputusan Pembelian							
Z							
z1	z2	z3	z4	z5	z6	z7	z8
4	3	5	4	4	4	4	4
3	4	4	4	5	4	4	4
4	4	5	5	5	5	5	5
5	5	4	4	4	4	5	5
4	5	4	4	3	3	4	4
5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4
4	5	4	4	4	4	4	4
4	4	5	5	5	5	4	4
5	5	4	4	4	4	5	5
5	5	5	5	4	4	4	4
4	4	5	4	4	4	5	4
4	4	4	4	5	5	5	5
4	4	5	5	4	4	4	4
5	5	4	4	4	4	5	4
4	5	4	4	4	4	4	4
4	4	5	5	4	4	4	4
4	5	4	4	4	5	5	4
4	4	4	4	4	4	4	4
4	5	5	4	4	4	4	4
4	4	4	4	5	5	4	4
5	5	5	5	4	4	4	4
5	4	5	4	5	4	5	5
5	5	5	5	4	4	5	4
4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5
5	5	5	4	4	4	4	5
4	4	4	4	5	4	5	4
4	4	5	5	4	4	4	4
5	5	4	4	5	5	5	5
5	5	5	5	4	4	5	4

4	5	4	5	5	4	5	5
5	4	4	4	4	4	4	4
4	5	5	4	4	4	5	5
4	4	4	4	5	4	4	4
5	5	4	4	4	4	4	4
5	5	4	5	5	4	4	4
4	5	5	5	5	4	5	5
5	4	4	4	5	5	5	4
4	5	4	4	4	4	5	5
5	4	4	4	5	5	4	4
4	4	4	4	4	4	4	4
4	4	4	4	5	4	4	4
4	4	4	5	5	4	5	4
5	5	5	4	4	4	5	5
5	5	5	5	5	5	5	5
5	5	4	4	5	5	5	5
5	4	5	5	4	4	4	4
4	4	4	4	4	4	4	4
4	4	5	5	4	4	5	4
5	5	4	4	4	4	5	5
5	5	4	4	4	4	5	5
5	4	5	5	5	4	4	4
4	4	4	4	4	4	5	4
5	4	5	5	4	4	5	5
4	5	4	4	5	5	4	4
4	4	4	4	4	4	4	4
4	4	4	4	4	4	5	5
5	5	5	4	5	4	4	4
5	5	4	4	5	5	5	5
4	4	4	4	5	4	5	4
5	5	5	5	5	5	5	5
5	4	4	4	4	4	4	4
5	4	5	4	5	5	5	5
4	4	4	4	4	4	4	4
5	4	5	4	5	4	4	4
5	5	4	4	5	5	4	4
4	4	5	5	4	4	5	5
4	4	4	4	4	4	4	4

4	4	4	4	4	4	4	4
4	4	5	4	5	5	5	4
5	5	4	4	5	4	5	4
4	4	4	5	5	4	4	4
4	4	5	5	5	5	5	5
5	4	5	5	5	5	5	4
4	4	5	5	5	4	5	5
4	4	4	4	4	4	4	4
4	4	5	5	5	4	5	5
5	5	5	4	5	5	5	5
5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4
4	5	5	5	4	4	5	5
4	4	5	4	5	4	5	4
4	4	5	5	4	4	5	5
5	4	5	4	5	5	5	5
4	4	4	3	4	4	4	4
5	5	4	4	5	4	5	4
4	5	5	4	4	4	5	5
4	4	4	4	5	5	4	4
4	4	4	4	4	4	4	4
5	5	5	5	4	4	5	5
4	4	4	4	4	5	5	5
5	4	5	4	5	4	5	4
5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4
5	5	4	4	5	4	5	4
4	4	5	5	4	5	5	5

KORELASI ANTAR DIMENSI

	Reputation (reputasi)	Recognition (dikenalnya sebuah merek)	Loyalty (Loyalitas)
Keterjangkauan Harga	0,161	0,276	0,251
Kesesuaian Harga dengan Kualitas Produk	0,155	0,290	0,274
Daya Saing Harga	0,897	0,159	0,330

Kesesuaian Harga dengan Manfaat	0,187	0,968	0,353
---------------------------------	-------	-------	-------

Pengaruh Dimensi Harga dengan Dimensi Citra Merek

Pengaruh Dimensi Kualitas Pelayanan dengan Dimensi Citra Merek

	Reputation (reputasi)	Recognition (dikenalnya sebuah merek)	Loyalty (Loyalitas)
Tangible	0,185	0,233	0,261
Reliability	0,112	0,247	0,274
Responsiveness	0,897	0,159	0,330
Assurance	0,170	0,994	0,361
Empathy	0,345	0,335	0,982

Pengaruh Dimensi Harga dengan Dimensi Keputusan Pembelian

	Kemantapan pada sebuah produk	Kebiasaan dalam membeli produk	Memberikan rekomendasi pada orang lain	Melakukan pembelian ulang
Keterjangkauan Harga	0,159	0,173	0,279	0,216
Kesesuaian Harga dengan Kualitas Produk	0,870	0,157	0,282	0,254
Daya Saing Harga	0,103	1,000	0,149	0,304
Kesesuaian Harga dengan Manfaat	0,159	0,134	0,974	0,315

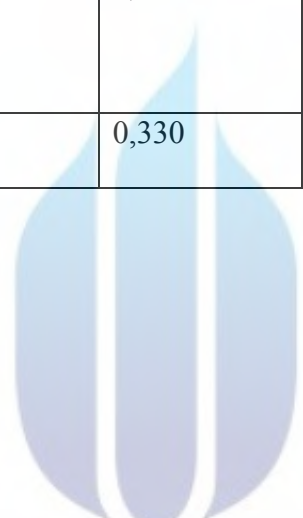
Pengaruh Dimensi Kualitas Pelayanan dengan Dimensi Keputusan Pembelian

	Kemantapan pada sebuah produk	Kebiasaan dalam membeli produk	Memberikan rekomendasi pada orang lain	Melakukan pembelian ulang
Tangible	0,262	0,190	0,235	0,260
Reliability	0,919	0,111	0,238	0,305
Responsiveness	0,103	1,000	0,149	0,304
Assurance	0,147	0,149	1,000	0,324

Empathy	0,332	0,304	0,324	1,000
---------	-------	-------	-------	-------

Pengaruh Dimensi Citra Merek dengan Dimensi Keputusan Pembelian

	Kemantapan pada sebuah produk	Kebiasaan dalam membeli produk	Memberikan rekomendasi pada orang lain	Melakukan pembelian ulang
Reputation (reputasi)	0,134	0,897	0,170	0,345
Recognition (dikenalnya sebuah merek)	0,170	0,159	0,994	0,335
Loyalty (Loyalitas)	0,306	0,330	0,361	0,982



HARGA

UNIVERSITAS
MERCU BUANA

Correlations

		HARGA 1	HARGA 2	HARGA 3	HARGA 4	HARGA 5	HARGA 6	HARGA 7	HARGA 8	HARGA_TOT AL
HARGA1	Pearson Correlation	1	,457**	,137	,160	,208*	,172	,263**	,290**	,616**
	Sig. (2-tailed)		,000	,175	,112	,038	,087	,008	,003	,000
	N	100	100	100	100	100	100	100	100	100
HARGA2	Pearson Correlation	,457**	1	,056	,160	,011	,133	,105	,160	,480**
	Sig. (2-tailed)	,000		,578	,112	,913	,188	,297	,112	,000
	N	100	100	100	100	100	100	100	100	100
HARGA3	Pearson Correlation	,137	,056	1	,603**	,196	,082	,254*	,198*	,563**
	Sig. (2-tailed)	,175	,578		,000	,051	,417	,011	,048	,000
	N	100	100	100	100	100	100	100	100	100
HARGA4	Pearson Correlation	,160	,160	,603**	1	,092	,126	,193	,223*	,563**
	Sig. (2-tailed)	,112	,112	,000		,364	,211	,054	,026	,000
	N	100	100	100	100	100	100	100	100	100
HARGA5	Pearson Correlation	,208*	,011	,196	,092	1	,571**	,058	,092	,510**
	Sig. (2-tailed)	,038	,913	,051	,364		,000	,568	,364	,000
	N	100	100	100	100	100	100	100	100	100
HARGA6	Pearson Correlation	,172	,133	,082	,126	,571**	1	,143	,126	,538**
	Sig. (2-tailed)	,087	,188	,417	,211	,000		,156	,211	,000
	N	100	100	100	100	100	100	100	100	100
HARGA7	Pearson Correlation	,263**	,105	,254*	,193	,058	,143	1	,546**	,576**
	Sig. (2-tailed)	,008	,297	,011	,054	,568	,156		,000	,000
	N	100	100	100	100	100	100	100	100	100
HARGA8	Pearson Correlation	,290**	,160	,198*	,223*	,092	,126	,546**	1	,584**
	Sig. (2-tailed)	,003	,112	,048	,026	,364	,211	,000		,000
	N	100	100	100	100	100	100	100	100	100

N		100	100	100	100	100	100	100	100	100
HARGA_TOTA L	Pearson	,616**	,480**	,563**	,563**	,510**	,538**	,576**	,584**	1
	Correlation									
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
N		100	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).



Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	KP7
KP1	Pearson Correlation	1	,178	,082	,169	,170	,126	,235*
	Sig. (2-tailed)		,077	,416	,092	,090	,210	,019
	N	100	100	100	100	100	100	100
KP2	Pearson Correlation	,178	1	,082	,086	-,023	,243*	,049
	Sig. (2-tailed)	,077		,416	,397	,819	,015	,632
	N	100	100	100	100	100	100	100
KP3	Pearson Correlation	,082	,082	1	,612**	,156	,053	,222*
	Sig. (2-tailed)	,416	,416		,000	,122	,601	,026
	N	100	100	100	100	100	100	100
KP4	Pearson Correlation	,169	,086	,612**	1	,048	,093	,156
	Sig. (2-tailed)	,092	,397	,000		,632	,355	,121
	N	100	100	100	100	100	100	100
KP5	Pearson Correlation	,170	-,023	,156	,048	1	,571**	,074
	Sig. (2-tailed)	,090	,819	,122	,632		,000	,463
	N	100	100	100	100	100	100	100
KP6	Pearson Correlation	,126	,243*	,053	,093	,571**	1	,151
	Sig. (2-tailed)	,210	,015	,601	,355	,000		,133
	N	100	100	100	100	100	100	100
KP7	Pearson Correlation	,235*	,049	,222*	,156	,074	,151	1
	Sig. (2-tailed)	,019	,632	,026	,121	,463	,133	
	N	100	100	100	100	100	100	100
KP8	Pearson Correlation	,263**	,099	,182	,198*	,109	,137	,579**
	Sig. (2-tailed)	,008	,329	,069	,048	,281	,175	,000
	N	100	100	100	100	100	100	100
KP9	Pearson Correlation	,304**	,070	,224*	,289**	,247*	,219*	,282**
	Sig. (2-tailed)	,002	,488	,025	,004	,013	,029	,005
	N	100	100	100	100	100	100	100
KP10	Pearson Correlation	,235*	,116	,210*	,277**	,279**	,236*	,140
	Sig. (2-tailed)	,019	,252	,036	,005	,005	,018	,165
	N	100	100	100	100	100	100	100
KP_TOTAL	Pearson Correlation	,520**	,361**	,518**	,533**	,490**	,529**	,540**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

CITRA MEREK

Correlations

		CITRA1	CITRA2	CITRA3	CITRA4	CITRA5	CITRA6	CITRA_TOTAL
CITRA1	Pearson Correlation	1	,354**	,126	,094	,259**	,327**	,565**
	Sig. (2-tailed)		,000	,210	,353	,009	,001	,000
	N	100	100	100	100	100	100	100
CITRA2	Pearson Correlation	,354**	1	,165	,137	,219*	,284**	,565**
	Sig. (2-tailed)	,000		,101	,175	,029	,004	,000
	N	100	100	100	100	100	100	100
CITRA3	Pearson Correlation	,126	,165	1	,591**	,304**	,213*	,632**
	Sig. (2-tailed)	,210	,101		,000	,002	,034	,000
	N	100	100	100	100	100	100	100
CITRA4	Pearson Correlation	,094	,137	,591**	1	,313**	,365**	,647**
	Sig. (2-tailed)	,353	,175	,000		,002	,000	,000
	N	100	100	100	100	100	100	100
CITRA5	Pearson Correlation	,259**	,219*	,304**	,313**	1	,608**	,704**
	Sig. (2-tailed)	,009	,029	,002	,002		,000	,000
	N	100	100	100	100	100	100	100
CITRA6	Pearson Correlation	,327**	,284**	,213*	,365**	,608**	1	,723**
	Sig. (2-tailed)	,001	,004	,034	,000	,000		,000
	N	100	100	100	100	100	100	100
CITRA_TOTAL	Pearson Correlation	,565**	,565**	,632**	,647**	,704**	,723**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

KEPUTUSAN PEMBELIAN

Correlations

		BELI1	BELI2	BELI3	BELI4	BELI5	BELI6	BELI7	BELI8
BELI1	Pearson Correlation	1	,465**	,169	,065	,194	,188	,238*	
	Sig. (2-tailed)		,000	,093	,522	,053	,062	,017	
	N	100	100	100	100	100	100	100	
BELI2	Pearson Correlation	,465**	1	,013	,065	,005	,063	,277**	
	Sig. (2-tailed)	,000		,902	,522	,958	,533	,005	

	N	100	100	100	100	100	100	100
BELI3	Pearson Correlation	,169	,013	1	,571**	,074	,109	,247*
	Sig. (2-tailed)	,093	,902		,000	,463	,281	,013
	N	100	100	100	100	100	100	100
BELI4	Pearson Correlation	,065	,065	,571**	1	,151	,137	,219*
	Sig. (2-tailed)	,522	,522	,000		,133	,175	,029
	N	100	100	100	100	100	100	100
BELI5	Pearson Correlation	,194	,005	,074	,151	1	,579**	,282**
	Sig. (2-tailed)	,053	,958	,463	,133		,000	,005
	N	100	100	100	100	100	100	100
BELI6	Pearson Correlation	,188	,063	,109	,137	,579**	1	,313**
	Sig. (2-tailed)	,062	,533	,281	,175	,000		,002
	N	100	100	100	100	100	100	100
BELI7	Pearson Correlation	,238*	,277**	,247*	,219*	,282**	,313**	1
	Sig. (2-tailed)	,017	,005	,013	,029	,005	,002	
	N	100	100	100	100	100	100	100
BELI8	Pearson Correlation	,218*	,299**	,279**	,236*	,140	,322**	,652**
	Sig. (2-tailed)	,029	,003	,005	,018	,165	,001	,000
	N	100	100	100	100	100	100	100
BELI_TOTAL	Pearson Correlation	,559**	,482**	,535**	,531**	,530**	,582**	,700**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

UNIVERSITAS
MERCU BUANA

UJI RELIABILITAS

HARGA

Reliability Statistics

Cronbach's Alpha	N of Items
,675	8

KUALITAS PELAYANAN

Reliability Statistics

Cronbach's Alpha	N of Items
,726	10

CITRA MEREK

Reliability Statistics

Cronbach's Alpha	N of Items
,709	6

KEPUTUSAN PEMBELIAN

Reliability Statistics

Cronbach's Alpha	N of Items
,708	8



UNIVERSITAS
MERCU BUANA

UJI NORMALITAS

Variabel independen dengan intervening

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,91140665

Most Extreme Differences	Absolute	,068
	Positive	,068
	Negative	-,065
Test Statistic		,068
Asymp. Sig. (2-tailed)		,200 ^{c,d}

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

Variabel independen dan intervening dengan variabel dependen

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,53112896
Most Extreme Differences	Absolute	,073
	Positive	,073
	Negative	-,042
Test Statistic		,073
Asymp. Sig. (2-tailed)		,200 ^{c,d}

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

UJI LINEARITAS

HARGA DENGAN CITRA MEREK

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)	281,631	10	28,163	33,506	,000
	Linearity	274,200	1	274,200	326,215	,000
	Deviation from Linearity	7,432	9	,826	,982	,460
Within Groups		74,809	89	,841		
Total		356,440	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
CITRA1 * HARGA1	Between Groups	(Combined)	220,226	9	24,470	16,168	,000
		Linearity	214,831	1	214,831	141,945	,000
		Deviation from Linearity	5,395	8	,674	,446	,890
	Within Groups		136,214	90	1,513		
	Total		356,440	99			

Harga dengan keputusan pembelian

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
BELI1 * HARGA1	Between Groups	(Combined)	381,558	9	42,395	26,766	,000
		Linearity	373,665	1	373,665	235,913	,000
		Deviation from Linearity	7,893	8	,987	,623	,757
	Within Groups		142,552	90	1,584		
	Total		524,110	99			

MATRIKS KORELASI DIMENSI

Harga dengan citra merek

		Keterjangkauan_Harga	Kesesuaian_Harga_dengan_Kualitas_Produk	Daya_Saing_Harga
Keterjangkauan_Harga	Pearson Correlation	1	,166	,5
	Sig. (2-tailed)		,098	,1
	N	100	100	
Kesesuaian_Harga_dengan_Kualitas_Produk	Pearson Correlation	,166	1	,5
	Sig. (2-tailed)	,098		,1
	N	100	100	
Daya_Saing_Harga	Pearson Correlation	,173	,157	,5
	Sig. (2-tailed)	,085	,119	,1
	N	100	100	
Kesesuaian_Harga_dengan_Manafaat	Pearson Correlation	,271**	,276**	,5
	Sig. (2-tailed)	,006	,005	,1
	N	100	100	
Total_Harga	Pearson Correlation	,642**	,629**	,5
	Sig. (2-tailed)	,000	,000	,1
	N	100	100	
Reputation	Pearson Correlation	,161	,155	,8
	Sig. (2-tailed)	,110	,124	,1
	N	100	100	
Recognition	Pearson Correlation	,276**	,290**	,5
	Sig. (2-tailed)	,006	,003	,1
	N	100	100	
Loyalty	Pearson Correlation	,251*	,274**	,3
	Sig. (2-tailed)	,012	,006	,1
	N	100	100	
Total_Citra	Pearson Correlation	,315**	,329**	,6
	Sig. (2-tailed)	,001	,001	,1
	N	100	100	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Kualitas Pelayanan dengan Citra Merek

Correlatio

		Tangible	Reliability	Responsiveness	Assurance
Tangible	Pearson Correlation	1	,151	,190	
	Sig. (2-tailed)		,133	,059	
	N	100	100	100	
Reliability	Pearson Correlation	,151	1	,111	
	Sig. (2-tailed)	,133		,272	
	N	100	100	100	
Responsiveness	Pearson Correlation	,190	,111	1	
	Sig. (2-tailed)	,059	,272		
	N	100	100	100	
Assurance	Pearson Correlation	,235*	,238*	,149	
	Sig. (2-tailed)	,019	,017	,139	
	N	100	100	100	
Empathy	Pearson Correlation	,260**	,305**	,304**	
	Sig. (2-tailed)	,009	,002	,002	
	N	100	100	100	
Total_Kualitas_Pelayanan	Pearson Correlation	,574**	,585**	,575**	
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	
Reputation	Pearson Correlation	,185	,112	,897**	
	Sig. (2-tailed)	,066	,265	,000	
	N	100	100	100	
Recognition	Pearson Correlation	,233*	,247*	,159	
	Sig. (2-tailed)	,020	,013	,113	
	N	100	100	100	
Loyalty	Pearson Correlation	,261**	,274**	,330**	
	Sig. (2-tailed)	,009	,006	,001	
	N	100	100	100	
Total_Citra	Pearson Correlation	,310**	,291**	,616**	
	Sig. (2-tailed)	,002	,003	,000	
	N	100	100	100	

*. Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Harga dengan Keputusan Pembelian

Correla

		Keterjangkauan _Harga	Kesesuaian_Har ga_dengan_Kua litas_Produk	Daya_Saing_Ha rga	Kesesua ga_den nf
Keterjangkauan_Harga	Pearson Correlation	1	,166	,173	
	Sig. (2-tailed)		,098	,085	
	N	100	100	100	
Kesesuaian_Harga_dengan_ Kualitas_Produk	Pearson Correlation	,166	1	,157	
	Sig. (2-tailed)	,098		,119	
	N	100	100	100	
Daya_Saing_Harga	Pearson Correlation	,173	,157	1	
	Sig. (2-tailed)	,085	,119		
	N	100	100	100	
Kesesuaian_Harga_dengan_ Manfaat	Pearson Correlation	,271**	,276**	,134	
	Sig. (2-tailed)	,006	,005	,184	
	N	100	100	100	
Total_Harga	Pearson Correlation	,642**	,629**	,591**	
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	
Kemantapan_pada_sebuah_ produk	Pearson Correlation	,159	,870**	,103	
	Sig. (2-tailed)	,115	,000	,310	
	N	100	100	100	
Kebiasaan_dalam_membeli_ produk	Pearson Correlation	,173	,157	1,000**	
	Sig. (2-tailed)	,085	,119	,000	
	N	100	100	100	
Memberikan_rekomendasi_p ada_orang_lain	Pearson Correlation	,279**	,282**	,149	
	Sig. (2-tailed)	,005	,004	,139	
	N	100	100	100	
Melakukan_pembelian_ulang	Pearson Correlation	,216*	,254*	,304**	
	Sig. (2-tailed)	,031	,011	,002	
	N	100	100	100	
Total_Keputusan_Pembelian	Pearson Correlation	,319**	,601**	,601**	
	Sig. (2-tailed)	,001	,000	,000	
	N	100	100	100	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Kualitas Pelayanan dengan Keputusan Pembelian

		Tangible	Reliability	Responsiveness	Assurance	Empathy
Tangible	Pearson Correlation	1	,151	,190	,235*	
	Sig. (2-tailed)		,133	,059	,019	
	N	100	100	100	100	
Reliability	Pearson Correlation	,151	1	,111	,238*	
	Sig. (2-tailed)	,133		,272	,017	
	N	100	100	100	100	
Responsiveness	Pearson Correlation	,190	,111	1	,149	
	Sig. (2-tailed)	,059	,272		,139	
	N	100	100	100	100	
Assurance	Pearson Correlation	,235*	,238*	,149	1	
	Sig. (2-tailed)	,019	,017	,139		
	N	100	100	100	100	
Empathy	Pearson Correlation	,260**	,305**	,304**	,324**	
	Sig. (2-tailed)	,009	,002	,002	,001	
	N	100	100	100	100	
Total_Kualitas_Pelayanan	Pearson Correlation	,574**	,585**	,575**	,635**	
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	
Kemantapan_pada_sebuah_produk	Pearson Correlation	,262**	,919**	,103	,147	
	Sig. (2-tailed)	,009	,000	,310	,144	
	N	100	100	100	100	
Kebiasaan_dalam_membeli_produk	Pearson Correlation	,190	,111	1,000**	,149	
	Sig. (2-tailed)	,059	,272	,000	,139	
	N	100	100	100	100	
Memberikan_rekomendasi_pada_orang_lain	Pearson Correlation	,235*	,238*	,149	1,000**	
	Sig. (2-tailed)	,019	,017	,139	,000	
	N	100	100	100	100	
Melakukan_pembelian_ulang	Pearson Correlation	,260**	,305**	,304**	,324**	
	Sig. (2-tailed)	,009	,002	,002	,001	
	N	100	100	100	100	
<u>Total_Keputusan_Pembelian</u>	Pearson Correlation	,365**	,605**	,601**	,624**	

Sig. (2-tailed)	,000	,000	,000	,000
N	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Citra Merek dengan Keputusan Pembelian

		Reputation	Recognition	Loyalty	Total Citra
Reputation	Pearson Correlation	1	,179	,368**	
	Sig. (2-tailed)		,075	,000	
	N	100	100	100	
Recognition	Pearson Correlation	,179	1	,371**	
	Sig. (2-tailed)	,075		,000	
	N	100	100	100	
Loyalty	Pearson Correlation	,368**	,371**	1	
	Sig. (2-tailed)	,000	,000		
	N	100	100	100	
Total_Citra	Pearson Correlation	,687**	,716**	,795**	
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	
Kemantapan_pada_sebuah_produk	Pearson Correlation	,134	,170	,306**	
	Sig. (2-tailed)	,184	,091	,002	
	N	100	100	100	
Kebiasaan_dalam_membeli_produk	Pearson Correlation	,897**	,159	,330**	
	Sig. (2-tailed)	,000	,113	,001	
	N	100	100	100	
Memberikan_rekomendasi_pada_orang_lain	Pearson Correlation	,170	,994**	,361**	
	Sig. (2-tailed)	,092	,000	,000	
	N	100	100	100	
Melakukan_pembelian_ulang	Pearson Correlation	,345**	,335**	,982**	
	Sig. (2-tailed)	,000	,001	,000	
	N	100	100	100	
Total_Keputusan_Pembelian	Pearson Correlation	,597**	,639**	,766**	
	Sig. (2-tailed)	,000	,000	,000	

N	100	100	100
---	-----	-----	-----

** . Correlation is significant at the 0.01 level (2-tailed).



Devina Wulandari_55117320034

(Rev)

by Devina Wulandari_55117320034 (rev) Devina Wulandari_55117320034
(rev)

UNIVERSITAS
MERCU BUANA

Submission date: 14-Jul-2020 03:46PM (UTC+0700)

Submission ID: 1357349330

File name: Devina_Wulandari_55117320034_Rev.pdf (508.26K)

Word count: 4093

Character count: 24481

**RESEARCH ARTICLE****ANALYSIS OF THE INFLUENCE OF PRICE, SERVICE QUALITY, AND BRAND IMAGE TOWARDS BUYING DECISIONS IN GOJEK APPLICATION (CASE STUDY IN JATIRANGGON, BEKASI)**

Devina Wulandari
Universita Mercubuana

Manuscript Info**Manuscript History**

Received: 15 January 2020

Final Accepted: 17 February 2020

Published: March 2020

Key words:-Price, Service Quality, Brand Image,
Buying Decision**Abstract**

The development of the society forces people to travel more, either to go to work or to do other things. This makes transportation very necessary. Several parties try to offer solutions to give people alternative transportation modes, including Gojek. The aim of this research is to investigate whether price, service quality, and brand image have any influence of customers' buying decision to use Gojek. The samples for this research were taken from people in Jatiranggon, Bekasi. The method used to gather data was survey with questionnaire, and the data was analysed using SPSS 24, with path analysis method. The results showed that service quality and brand image have significant influence on customers' buying decision, while price does not.

Copyright © 2020, All rights reserved.

Introduction:-

One of the characteristics of modern society is the high amount of activities, including work activities. Most people have to travel to work, in big cities like Jakarta, which has lots of traffic, this might be quite time consuming due to traffic jams. Based on data released by the Jakarta Police's Traffic Directorate (as cited from Putra, 2015), the number of motorized vehicles in Jakarta and surrounding areas has increased by 5,500 to 6,000 units vehicles per day, with 4,000 to 4,500 of them being motorcycles. As of 2014, the number of motorized vehicles in Jakarta reached 17,523,967 units, 13,084,372 of them being motorcycles.

Some parties tried to offer a solution to solve the problem of transportation in Jakarta, one of them is Gojek. Gojek started its business in 2010 by providing taxihike service through a call-center. In 2015, Gojek launched three new services: GoRide, GoSend, and GoMart. Since then, Gojek has been developed into a prominent multi-service tech platform that serves millions of users in Southeast Asia.

Gojek has proven that multi-service platform is a promising business. This is also proven by the emergence of a competitor of Gojek, Grab. Grab comes with a similar business model to Gojek, which creates competition. The following graph showed the results of the pre-survey data by 30 participants regarding the factors affecting their decision to use Gojek.

Corresponding Author:- Devina Wulandari
Address:- Universitas Mercubuana

Fig 1.1- Factors influencing customers' buying decision to use Gojek



In Figure 1.1, it is shown that price is one of the most important factors influencing customers' buying decisions. Pricing is important due to various reasons. Low prices can be a trigger to improve marketing. However, some people consider price as an indicator of quality, with low price equal to low quality. Therefore, producers or service providers must be careful in deciding the prices of their products or services.

In addition to price, one of the important variables in business is the quality of service. Quality of service can be defined as an effort to deliver services to meet the needs and desires of consumers in order to meet their expectations. The relationship between the quality of service and buying decisions is proven through research conducted by Nugroho (2018) titled "Pengaruh Kepuasan, Kualitas Pelayanan, Harga Dan Promosi Terhadap Keputusan Pembelian Jasa Taksi Online Go-Car di Kota Solo". The results show that if the service quality given by GoCar drivers improve, more people will use GoCar. Conversely, any decline in the service quality provided by GoCar drivers will be accompanied by a decline in the number of GoCar users.

Service quality encourages users to establish strong bonds with a service provider, which can create a positive image in the minds of consumers. Brand image can be defined as a perception that exists in the minds of consumers when remembering a brand of a particular product. Furthermore, research conducted by Nugroho (2017) about the effect of price and service quality perception on brand image showed that the perception of the price of a product/service and service quality will affect the brand image of the product/service. The competition between Gojek and Grab is getting tougher, given the increasingly advanced development of the business world. The competition forces them to make various efforts so that they can survive in the competition, for example by giving discounts and promotions. In the end, the customer will choose which products and services are most satisfying and able to meet their expectations. One indicator that a company's product or service is successful or not in the market is the growth of interest towards the product or service. Because of this, Gojek must be adaptive and be able to innovate in improving its service quality and build the right brand image to increase interest and influence the buying decisions of the customers.

The goal of this research is to investigate the influence of three variables (price, service quality, and brand image) on customers' buying decision to use Gojek. This paper is divided into five parts. In the first part, the background of this research is explained. The second part explains about the literature review of this research. In the third part, the methods used in this research are explained. In the fourth part, the results of this research are discussed. Finally, in the last part, the writer explains about the conclusion and recommendations for future research and related parties.

Literature Review:-

Price

Price is the amount of money billed for a product or service, or the amount of value exchanged by consumers to get the benefits of owning or using a product or service. Husain Umar defines price as the value exchanged by consumers for the benefit of owning or using a product, which is determined by the buyer and seller through bargaining or is determined by the seller for all buyers. Tandjung (2004) believes that the price is the amount of money agreed by potential buyers and sellers to be exchanged for goods or services in a normal business transaction. Quoting Pratama's research (2018) entitled "Analisis Persepsi Citra Merek, Persepsi Harga, Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan (Studi Pada Pelanggan Go-Jek Di Kota Semarang)" price perception ranks first in the magnitude of influence on customer satisfaction. Companies must try to provide a suitable offer for the goods/services offered, and the value is expressed in terms of price. According to Kotler, Armstrong, and Cunningham (2005), four indicators characterize price, namely affordability, price match with product quality, competitiveness, and price match with benefits.

Service Quality

Tjiptono (2012) defined service quality as an effort to meet the needs and desires of customers, as well as the accuracy of delivery to meet customer expectations, while Lovelock & Wirtz (2011) defined service quality as something that consistently meets or exceeds customer expectations. Service quality is an important factor for the company. According to Parasuraman, et al. (1985), service quality is influenced by five dimensions, namely tangible, reliability, responsiveness, assurance, and empathy.

Brand Image

Setiadi (as cited from Margiyanto, 2013) explains that brand image is a representation of the overall perception of the brand formed from information and past experiences related to the brand. Brand image is related to the attitudes, beliefs, and preferences towards a brand. Brand image includes knowledge and trust in brand attributes (cognitive aspects), the consequences of the use of the brand as well as evaluations, feelings and emotions perceived with the brand (affective aspects). Based on the results of studies, it can be concluded that the main dimensions that influence and shape the image of a brand according to Aaker (1991) are as follows: reputation, recognition, and loyalty.

Buying Decisions

According to Sarwan (2010), buying decision can be defined as "How consumers decide which option to choose, including decisions about what to buy, whether to buy it or not, when to buy, where to buy, and how to pay for it". Meanwhile, Kotler and Keller (2012) stated that there are four indicators that may determine buying decisions, namely: readiness towards a product, habits in buying products, getting recommendations to others, and making repeat purchases. Based on the above rationale, the following is the relationship between variables that will be used in the theoretical framework in this study.

Fig 2.1:- Theoretical Framework



Hypotheses

Based on the theoretical framework above, several hypotheses can be made,

H1: Price (X1) has a positive and significant effect on the brand image

(Y) of Gejek.

H2: Service quality (X2) has a positive and significant effect on the brand image (Y) of Gejek.

H3: The price and service quality together (simultaneously) has a positive and significant effect on the brand image of Gejek.

H4: Price (X1) has a positive and significant effect on buying decisions (Z) on the Gejek application.

H5: Service quality (X2) has a positive and significant effect on buying decisions (Z) on the Gejek application.

H6: Brand image (Y) has a positive and significant effect on buying decisions (Z) on the Gejek application.

H7: Price and service quality have an influence on brand image and its impact on buying decisions on the Gejek application.

Research Methodology:-

Based on the research objectives that have been set, this research can be classified as quantitative research, which is a type of research that explains the influence between variables through testing hypotheses or explanatory research on populations or certain samples (Sugiono, 2013). Quantitative analysis was chosen because determining the relationship between variables in this study, values showed in numerical form were used, focusing more on data in the form of numbers that are mathematically processed with statistical formulas. In this study, path analysis was used. Koberford (1983) stated that path analysis is "a technique for analyzing cause and effect relationships (like occur in multiple regression if the independent variable influences the dependent variable not only directly but also indirectly". The technique was used to test the level of contribution shown by the path coefficient in each path diagram of the causal relationship between independent variables, namely price (X1) and service quality (X2) on the intervening variable (brand image (Y)) and the impact on the dependent variable (buying decisions (Z)).

In this study, the number of samples was determined using the Slovic formula. 100 respondents of Jember State University were chosen. The sampling technique used in this study was probability sampling with a random sampling method, which is a technique for obtaining samples that are directly carried out on the sampling unit. In simple random sampling, the sampling of members of the population is done randomly without regard to class that exist in that population. It means that each sampling unit is an isolated element of the population has the same opportunity to be sampled or to represent the population.

Results and Discussion-

Respondents

The number of samples used (probability was 100), with 45% of respondents were female and 55% were male. 67% of the respondents aged between 15-25 years old, 23% aged between 26-35 years old, 12% aged between 36-45 years old and 4% aged between 46-55 years. The most common education received by 54% of the respondents was elementary school education, 50% has received high school (vocational school) education, 12% has received associate degree, and 21% has received bachelor degree.

Reliability Test

An instrument can be considered reliable if the instrument can produce consistent data if measurements are done twice or more. An instrument can be considered reliable if the Cronbach's Alpha coefficient of all the variables is higher than 0.60 (Churchill, 2013). The reliability test results for each variable in this research are shown in Table 4.1.

Table 4.1.- Results of Reliability Test
Variable Cronbach's Alpha

Variable	Cronbach's Alpha
Price	0,673
Service Quality	0,726
Brand Image	0,769
Buying Decisions	0,708

Table 4.1) shows that all variables have a Cronbach's Alpha coefficient that is higher than 0.60, which means that the questionnaire can be considered reliable or consistent.

4.3. Normality Test

Normality test is done in order to check whether the sample data has been obtained from a normally distributed population (Stoelard, 2012), which is a requirement for the following test. In this research, the normality test was done using Kolmogorov-Smirnov test. If the significance value is more than 0.05, then the data can be considered as normally distributed. The results of Kolmogorov-Smirnov test are shown as follows:

Table 4.3.1. One-Sample Kolmogorov-Smirnov Test (Dependent Variable: "Brand Image" (X))

N		100
Normal Parameters ^a	Mean	1000000
	Std. Deviation	50140645
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.065
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200 ^{**}

Table 4.3.2. One-Sample Kolmogorov-Smirnov Test (Dependent Variable: "Kepuasan Pembelian" (Z))

N		100
Normal Parameters ^a	Mean	1000000
	Std. Deviation	50112896
Most Extreme Differences	Absolute	.073
	Positive	.073
	Negative	-.042
Test Statistic		.073
Asymp. Sig. (2-tailed)		.200 ^{**}

To ensure further that the data is normally distributed, P-P test was done. According to Ghoshal (2011), if the data points in the graph is close to the diagonal line on the graph, then the data can be considered as normally distributed. The results of P-P test are shown as follows:

Figure 4.3.1. Results of P-P test (Model 1)
Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Citra(Y)

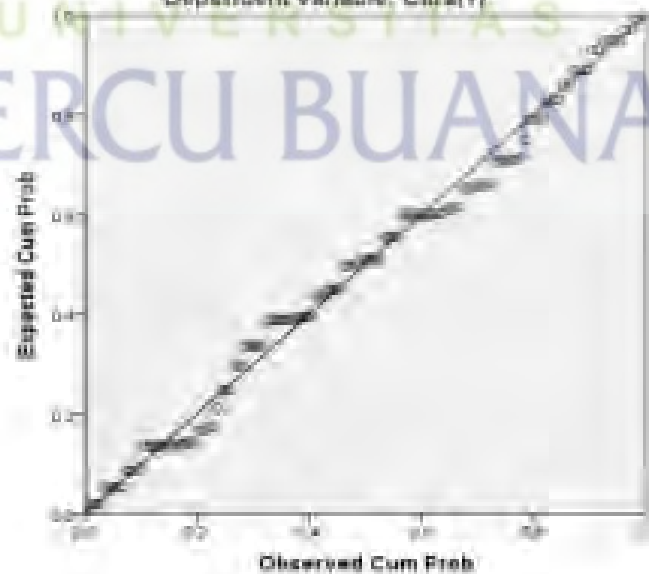
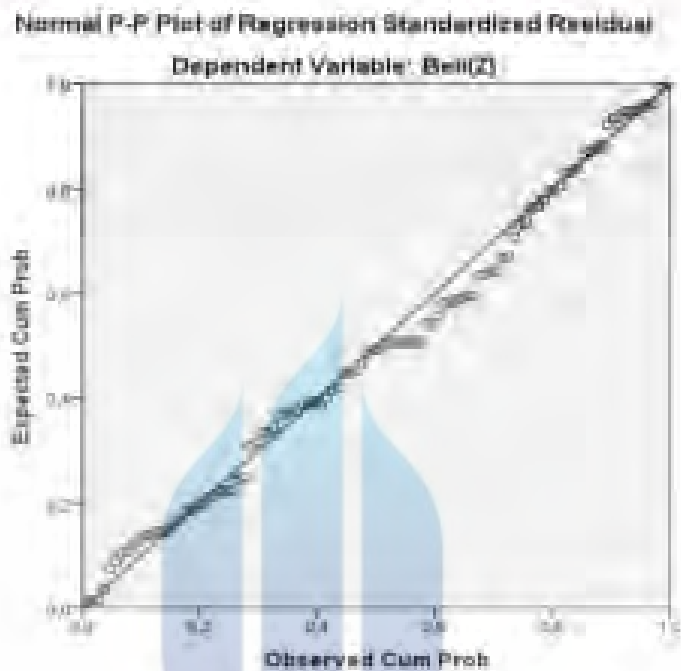


Figure 4.3.2) Results of P-Plot (Model 2)



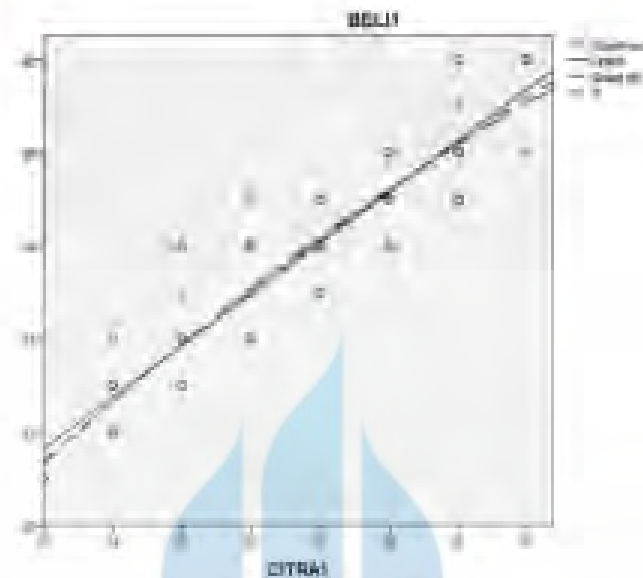
The results of the Kolmogorov-Smirnov test show that the significance values are higher than 0.05. Furthermore, according to the results of P-Plot tests, the data are close to the diagonal line. These results show that the data is normally distributed.

Linearity Test

Linearity test is done to determine whether two variables have a significant linear relationship. Tests carried out using SPSS. If the Deviation for Linearity value for the relationship between the two variables is above 0.05, then the linearity of the two variables is significant (Ghozali, 2011). The results are presented in the following table.

Variables	Deviation For Linearity	Notes
Price-Brand Image	0.840	Insignificant
Service Quality- Brand Image	0.480	Significant
Price-Buying Decision	0.757	Significant
Service Quality-Buying Decision	0.330	Significant
Brand Image- Service Quality	0.048	Insignificant

Because based on the test result, the relationship between brand image variables and purchase quality is considered insignificant, the authors used several test P-Plot for each of these variables, with the following result.



As the graph above shows, it can be seen that the relationship model that is most closely related to the variable *total* is the linear model. Thus it can be concluded that brand image and buying decisions variables have linear relationship.

Hypothesis Test

As mentioned earlier, in this study the author used two regression models. The first model focuses on the effect of the dependent variable (price and service quality) on the intervening variable (brand image), while the second model focuses on the effect of the dependent and intervening variable on the independent variable (buying decisions).

To test the effect of one variable on another variable, the author conducted the *t*-test, while to measure the effect of two or more variables on another variable, the author conducted the *F*-test. Indication that one or more variables have significant and positive influence on other variables is that when the significance value is lower than 0.05 (Ghozali, 2011). The results of the tests on regression model 1 are shown as follows:

Results of *F*-test on regression model 1

Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Sig. Enter into the Equation
1	.877 ^a	.769	.765	.921

a. Predictors: (Constant), KP_TOTAL, HARGA_TOTAL

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	274.208	2	137.102	161.717	.000 ^b
Residual	82.236	97	.848		
Total	356.440	99			

a. Dependent Variable: CITRA_TOTAL

b. Predictors: (Constant), KP_TOTAL, HARGA_TOTAL

Results of t-test on regression model

1. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	-1,607	1,558		-.885	,385
HARGA_TOTAL	-.007	,002	-.008	-.375	,940
KP_TOTAL	,626	,075	,884	8,569	,000

Dependent Variable: CITRA_TOTAL

The formula for the regression model is shown as follows:

$$Y(\text{Brand Image}) = 0,940 \times X_1(\text{Price}) + 0,000 \times X_2(\text{Service Quality}) + 0,231(\text{Brand Image}) + \text{error} (0,760)$$

The results of the hypothesis tests are explained as follows:

H1

The results of the t-test show that the significance value of "Price" variable is 0,940. Because the value is higher than 0,05, it can be concluded that the variable does not affect the intervening variable "brand image". Thus, H1 can be rejected. Price is one of the main factors for buyers in deciding whether they will buy a product or service. Entrepreneurs need to pay attention to prices. Because in business competition, prices offered by competitors can be lower with the same quality or even with better quality.

H2

The results of the t-test show that the significance value of "Service Quality" variable is 0,000. Because the value is smaller than 0,05, it can be concluded that the variable has a significant effect on the intervening variable "brand image". Thus, H2 can be accepted. It is undeniable that the quality of services provided will form certain memories that are embedded in the minds of consumers as well as being one of the factors that will determine whether consumers will re-use products or not. The results of this study are in line with research conducted by Rizan, Yuliani, and Rahmi (2015) which states that service quality has a positive and significant effect on brand image of Garuda.

H3

The results of the t-test show that the significance value is 0,000, 0,00. Because the value is smaller than 0,05, it can be concluded that the variables simultaneously have a significant effect on the intervening variable "brand image". Thus, H3 can be accepted.

Results of t-test on regression model

2. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	-.651	,078	-.811	-.471	,641
HARGA_TOTAL	-.046	,054	-.041	-.853	,395
KP_TOTAL	,243	,058	,349	4,138	,000
CITRA_TOTAL	,349	,059	,388	5,874	,000

a. Dependent Variable: CITRA_TOTAL

The formula for the regression model is shown as follows:

$$Z(\text{Buying Decision}) = 0,349 \times X_1(\text{Price}) + 0,000 \times X_2(\text{Service Quality}) + 0,000 \times X_3(\text{Brand Image}) + 0,053(\text{Brand Image}) + \text{error} (0,947)$$

The results of the hypothesis tests are explained as follows:

H4

The results of the t-test show that the significance value of "Price" variable is 0,395. Because the value is higher than 0,05, it can be concluded that the variable does not affect the dependent variable "Buying Decision". Thus, H4 can be rejected. The results of this study are in line with research conducted by Airlis and Zaman (2014) regarding buying interest in retail stores, which showed that price did not have a significant influence on buying interest. This is because according to consumers, the price of the product being sold matches with the value of the product.

H5

The results of the t-test shows that the significance value of "Service Quality" variable is 0.00. Because its value is smaller than 0.05, it can be concluded that the variable has a significant effect on the dependent variable "buying decision".

Thus, H5 can be accepted. Dengan demikian, hipotesis H5 dapat dinyatakan diterima. The results are in line with research conducted by Hamid, Sarmiton and Yumar (2016) that there is a positive and significant influence on the quality of service on the customers' decision to use Godek online taxi services.

H6

The results of the t-test shows that the significance value of "Service Quality" variable is 0.00. Because the value is smaller than 0.05, it can be concluded that the variable has a significant effect on the dependent variable "buying decision". Thus, H6 can be accepted. The results are in line with the results of the research conducted by Masry (2013), which showed that brand image has a significant relationship on buying decisions.

H7

To test the hypothesis, the author compared the value of the direct influence of "Price" and "Service Quality" variables on buying decisions, and the influence of these two variables through the intervening variable ("Brand Image").

a. Price

The direct influence of "Price" on "Buying Decision" is 0.044, while its influence through the intervening variable is $0.008 \times 0.288 = 0.002304$. Since the indirect influence is smaller than the direct influence, it can be concluded that "Price" does not have a significant indirect influence of "Buying Decision".

b. Effect of Service Quality Variables Through Brand Image

The direct influence of "Service Quality" on "Buying Decision" is 0.749, while its influence through the intervening variable is $0.884 \times 0.288 = 0.254392$. Since the indirect influence is smaller than the direct influence, it can be concluded that "Service Quality" does not have a significant indirect influence of "Buying Decision". Thus, it can be concluded that H7 cannot be accepted.

Conclusion and Recommendation:**Conclusion:-**

Based on data gathered and analyzed, it is known that the hypothesis H1, H5, H6, and H8 can be accepted, while the hypothesis H3, H4, and H7 cannot be accepted.

Recommendations:-

The results of the research showed that the variables "Service Quality" and "Brand Image" have a significant influence on customers' buying decision. Therefore, the writer recommends Godek to pay more attention to these two variables in order to attract more consumers to use Godek and its services.

Aside from the variables used in this research, there are other variables that may also have some influence to customers' buying decisions, such as promotion, loyalty program and consumer satisfaction. Therefore, the writer recommends other researchers to conduct research to investigate the influence of those variables.

References:-

1. Aaker, J.A. (1991). *Managing Brand Equity*. New York: John Wiley & Sons, Inc.
2. Anwar, M. & Zamri, R. (2014). Impact of Brand Image and Service Quality on Consumer Purchase Intention: A Study of Retail Store in Pekanbaru. *Research on Humanities and Social Sciences*, 4 (22).
3. Ghosul, J. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS: Semarang: Institut Penelitian Universitas Diponegoro*.
4. Hamid, F.Z., Sarmiton, E., & Yumar, M.K. (2016). Pergantian Kualitas Pelayanan Jasa Taxis Online Kuponasi Pembelian Pada Program Jasa Ojek Online Go-Jek. (Studi Kasus Di Perusahaan Negeri Jakarta Jurusan Administrasi Bisnis) *Sigman*, 1 (1).
5. Kotler, P., Armstrong, G., & Castkaube, M. H. (2005). *Principles of marketing*. Toronto: Pearson Prentice Hall.
6. Kotler, P., Keller, L., & Lane, K. (2012). *Marketing Management* (10th Edition). New Jersey: Prentice Hall.
7. Lovelock, C.H. & Wood, J. (2011). *Services Marketing: People, Technology, Strategy* (7th ed.). Boston,

- Pearson.
8. Margiyanto, M. (2013). *Analisis Pengaruh Citra Merek, Persepsi Harga, Kualitas Produk, dan Promosi Terhadap Keputusan Pembelian Black Berry di Kota Semarang*. (Bachelor's thesis, Universitas Diponegoro, Semarang, Indonesia). Retrieved from <http://eprints.undip.ac.id/97136/1/MARGIYANTO.pdf>
 9. Mulya, F.P. (2013). *Pengaruh Brand Image Terhadap Keputusan Pembelian (Survei Pada Konsumen KFC Kawi Malang)*. *Jurnal Administrasi Bisnis*, 3(2).
 10. Nugraha, S.S. (2017). *Pengaruh Persepsi Harga Dan Kualitas Pelayanan Terhadap Citra Merek Dalam Meningkatkan Minat Menggunakan Go-Jek (Studi Pada Go-Jek Di Kota Semarang)*. (Master thesis, Universitas Diponegoro, Semarang, Indonesia). Retrieved from <http://eprints.undip.ac.id/58424/>
 11. Nugroho, R. (2018). *Pengaruh Kepercayaan, Kualitas Pelayanan, Harga Dan Promosi Terhadap Keputusan Pembelian Jasa Taksi Online Go-Car di Kota Solo*. (Bachelor's thesis, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia). Retrieved from <http://eprints.ums.ac.id/66788/>
 12. Parasuraman, A., Zeithaml, V.A. & Berry, L.L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(2), pp. 41-50.
 13. Pratama, R.A. (2018). *Analisis Pengaruh Citra Merek, Persepsi Harga Dan Kualitas Pelayanan Terhadap Keputusan Pelanggan (Studi Pada Pelanggan On-Jek Di Kota Semarang)*. (Bachelor's thesis, Universitas Diponegoro). Retrieved from http://eprints.undip.ac.id/65896/1/06_PRATAMA.pdf
 14. Putra, E.P. (2015, January 9). *Polisi Metro: Kendaraan Bermotor di Jakarta Bertambah 6.000 per Hari*. *Republika*. Retrieved from <http://www.republika.co.id/>
 15. Rizan, M., Yuliani, D., & Rahmi. (2015). *The Influence of Price and Service Quality of Brand Image and Its Impact on Customer Satisfaction Gojek (Students Study On A State University Of Jakarta)*. *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, 6(2), pp. 539-548.
 16. Rothmanford, R. (1993). *Statistical Model For Causal Analysis*, New York: John Wiley and Sons Inc.
 17. Strickland, J. (2012). *Discrete Event Simulation Using ExtendSim 8*. Colorado Springs, CO: Lulu, Inc.
 18. Sugiyono (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R & D*. Bandung : Alfabeta
 19. Surawarna, U. (2010). *Perilaku Konsumen*. Bogor: Ghalia Indonesia
 20. Tandyng, J.W. (2004). *Marketing Management : Pendekatan Pada Nilai-Nilai Pelanggan* (2nd ed.). Malang: Bayumedia Publishing.
 21. Tjiptono, F. (2012). *Strategi Pemasaran* (3rd ed.). Yogyakarta: Andi.

UNIVERSITAS
MERCU BUANA

Devina Wulandari_55117320034 (Rev)

ORIGINALITY REPORT

16%

SIMILARITY INDEX

15%

INTERNET SOURCES

2%

PUBLICATIONS

10%

STUDENT PAPERS

PRIMARY SOURCES

1	www.journalijar.com Internet Source	12%
2	Submitted to Sultan Agung Islamic University Student Paper	2%
3	Submitted to School of Business and Management ITB Student Paper	1%
4	Submitted to PSB Academy (ACP eSolutions) Student Paper	1%
5	Submitted to University of East London Student Paper	<1%
6	www.slideshare.net Internet Source	<1%
7	Submitted to University of Wales central institutions Student Paper	<1%
8	es.scribd.com Internet Source	<1%

9

e-repository.perpus.iainsalatiga.ac.id

Internet Source

<1%

Exclude quotes

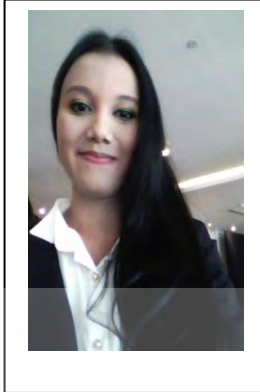
Exclude matches

Exclude bibliography



UNIVERSITAS
MERCU BUANA

CURRICULUM VITAE



Name : DEVINA WULANDARI
Place and date of birth : SLEMAN, DEC 6TH 1993
Sex : FEMALE
Nationality : INDONESIAN
Marital Status : SINGLE
Email : DEVINAW60@HOTMAIL.COM
Religion : ISLAM
Address : JL. RAYA HANKAM GG SWADAYA III
 RT 03/08 NO 38A JATIRANGGON,
 JATISAMPURNA, KOTA BEKASI,
 JAWA BARAT, 17432
Phone Number/Mobile : +6281290097447

EDUCATION

Elementary School : SD NEGERI 1 TERSOBO
Secondary School : SMP WALISONGO
Senior High School : SMA NEGERI 7 KOTA BEKASI
University Degree Awarded : UNIVERSITAS MERCUBUANA
Faculty : COMMUNICATION SCIENCE
Title of Thesis : STRATEGI KOMUNIKASI PT YOT INSPIRASI NUSANTARA DALAM
 MENINGKATKAN KESADARAN PEMUDA TENTANG DONOR DARAH
GPA : 3,89

SKILLS

Languages : ENGLISH **Score TOEFL** : 540

ORGANIZATION EXPERIENCE

No. of Years	Title	Name of Organization
2015-2017	MARKETING COMMUNICATIONS	YOUNG ON TOP CAMPUS AMBASSADOR
2015-2017	GENERAL AFFAIRS	OPPO CAMPUS AMBASSADOR
2016	PRODUCTION TEAM	TECH IN ASIA INDONESIA

WORK EXPERIENCE

No. of Years	Position	Employer
2017-NOW	RETAIL ENGAGEMENT EXECUTIVE	PT HM SAMPOERNA TBK
2016	PUBLIC RELATIONS CONSULTANT	COGNITO COMMUNICATIONS COUNSELLORS