

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh *Brand Image*, *Perceived Ease Of Use*, *Service Quality* dan *Word Of Mouth* Terhadap Keputusan Penggunaan Grab. Responden pada penelitian ini adalah pengguna Grab di wilayah DKI Jakarta. Penelitian ini dilakukan terhadap 285 responden dengan menggunakan pendekatan kuantitatif. Analisis data yang digunakan adalah tehnik PLS (*Partial Least Square*) melalui *software* statistik SmartPLS 3. Hasil penelitian ini menunjukkan bahwa *Brand Image* berpengaruh positif dan signifikan terhadap Keputusan Pengguna, *Perceived Ease Of Use* berpengaruh positif dan signifikan terhadap Keputusan Pengguna, *Service Quality* berpengaruh positif dan signifikan terhadap Keputusan Pengguna, *Word Of Mouth* berpengaruh positif dan signifikan terhadap Keputusan Penggunaan Grab

Kata Kunci : *Brand Image*, *Perceived Ease Of Use*, *Service Quality*, *Word Of Mouth*, Keputusan Pengguna



ABSTRACT

This study aims to determine the effect of brand image, perceived Ease use, service quality and word of mouth on the decision to use Grab. Respondents in this study were Grab users in the DKI Jakarta area. This research was conducted on 285 respondents using a quantitative approach. The data analysis used is the PLS (Partial Least Square) technique through the SmartPLS 3 statistical software. The results of this study indicate that Brand Image has a positive and significant effect on User Decisions, Perceived Ease Of Use has a positive and significant effect on User Decisions, Service Quality has a positive and significant impact. on User Decisions, Word Of Mouth has a positive and significant effect on Grab Usage Decisions

Keywords: Brand Image, Perceived Ease Of Use, Service Quality, Word Of Mouth, User Decision

