

THE INFLUENCE OF SERVICE QUALITY, PRICE PERCEPTION, BRAND IMAGE, AND LIFESTYLE ON PERCHASING DECISIONS THROUGH THE GOFOOD FEATURE IN THE GOJEK APPLICATION.

ABSTRACT

Gojek is the use of digital innovation that unities the fields of information and transportation. With this innovation to help humans from various aspects in their daily activities. The purpose of this study was to analyze the effect of service quality, price perception, brand image, and lifestyle on purchasing decisions through the GoFood feature in the Gojek application.

This study uses primary data collected through distributing questionnaires to respondents. Respondents were selected using non-probability sampling with purposive sampling technique. The sample in this study were consumers who had purchased food and drinks through the GoFood feature in the Gojek application. The data was collected using a questionnaire that had been tested as many as 30 respondents to test the feasibility of the data in the form of validity and reliability tests, and continued with 104 respondents to test the classical assumptions carried out were normality test, heteroscedesticity test, and multicollinearity test. Test between variables using multiple linear analysis. As well as, hypothesis testing using the T test, and F test and detremination coefficient test (R^2). The testing tool used is SPSS.

The results showed that the variables of service quality, price perception, brand image and lifestyle had an effect on purchasing decisions through the GoFood feature in the Gojek application both partially and significantly. The variable that has the dominant effect is the price perception variable.

Keywords: Brand Image, Service Quality, Lifestyle, Price Decision, Price Perception.

(xii + 72 + attachment)

Bibliography (2018-2023)