

The effect of brand image, price, trust, and value on repurchase intention of Go-Jek = Pengaruh citra merek, harga, kepercayaan dan nilai terhadap niat pembelian kembali jasa Go-Jek

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Abstrak

[ABSTRAK

Fokus dari penelitian ini adalah untuk mengamati faktor-faktor yang secara positif mempengaruhi niat pembelian kembali jasa Go-Jek, dengan menganalisis faktor-faktor seperti citra merek, harga, kepercayaan serta nilai. Dalam riset ini, data diperoleh dengan menggunakan teknik sample convenience sampling dengan pengguna Go-Jek yang berdomisili di area Jabodetabek sebagai sampelnya. Penelitian ini menunjukkan bahwa harga berpengaruh terhadap niat pembelian kembali, harga berpengaruh positif terhadap nilai, harga berpengaruh positif terhadap niat pembelian kembali dimediasi oleh nilai, kepercayaan berpengaruh positif terhadap nilai, kepercayaan berpengaruh positif terhadap niat pembelian kembali dimediasi oleh nilai, dan nilai berpengaruh positif terhadap niat pembelian kembali. Sementara itu, citra merek tidak berpengaruh terhadap harga, kepercayaan, nilai dan niat pembelian kembali terhadap Go-Jek. Temuan di dalam penelitian ini diharapkan akan bermanfaat untuk penelitian-penelitian berikutnya yang membahas topik ini dan juga menguntungkan bagi perusahaan Go-Jek untuk menilai faktor-faktor yang mungkin mempengaruhi niat pembelian kembali terhadap layanan Go-Jek.

ABSTRACT

This focus of this research is to observe the factors that positively influences repurchase intention on Go-Jek by examining several factors namely brand image, price, trust, and value. Convenience sampling was used and the samples are Go-Jek users that reside in Jabodetabek area. This research shows that price positively influences repurchase intention, price positively influences value, price positively influences repurchase intention mediated by value, trust positively influences value, trust positively influences repurchase intention mediated by value, and value positively influences repurchase intention. Meanwhile brand image does not have any influence toward price, trust, value, and repurchase intention of Go-Jek. The findings in this research are beneficial for further research regarding this topic and also benefit for Go-Jek company to assess factors that might influence consumers' repurchase intention toward their services., This focus of this research is to observe the factors that positively influences repurchase intention on Go-Jek by examining several factors namely brand image, price, trust, and value. Convenience sampling was used and the samples are Go-Jek users that reside in Jabodetabek area. This research shows that price positively

influences repurchase intention, price positively influences value, price positively influences repurchase intention mediated by value, trust positively influences value, trust positively influences repurchase intention mediated by value, and value positively influences repurchase intention. Meanwhile brand image does not have any influence toward price, trust, value, and repurchase intention of Go-Jek. The findings in this research are beneficial for further research regarding this topic and also benefit for Go-Jek company to assess factors that might influence consumers' repurchase intention toward their services.]