

**PENGARUH *BRAND IMAGE*, *PERCEIVED PRICE*, *TRUST*, DAN
PERCEIVED VALUE TERHADAP *PURCHASE INTENTIONS*
PADA GO FOOD SURABAYA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis faktor yang mempengaruhi minat pelanggan dalam membeli dan menggunakan layanan atau jasa *online* dengan objek penelitian Go Food Surabaya. Jenis penelitian yang digunakan adalah *basic research* yang menggunakan 5 variabel yaitu *brand image*, *perceived price*, *trust*, *perceived value*, dan *purchase intentions*. Penelitian ini menggunakan sumber data primer dengan melakukan penyebaran kuesioner secara *online*. Terdapat 254 kuesioner yang digunakan sebagai sampel dalam penelitian ini. Data penelitian ini dianalisa menggunakan SEM (*Structural Equation Modeling*) dengan *software* SPSS (*Statistical Package for Social Sciences*) versi 26 dan *software* AMOS 26.

Hasil penelitian ini menunjukkan bahwa *brand image*, *trust*, dan *perceived value* memiliki pengaruh positif signifikan terhadap *purchase intentions*, selain itu *brand image*, *perceived price* dan *trust* memiliki pengaruh yang positif dan signifikan terhadap *perceived value*, lalu *brand image* memiliki pengaruh positif signifikan terhadap *trust* dan *perceived price* sedangkan *perceived price* tidak berpengaruh terhadap *purchase intentions*.

Kata Kunci: *brand image*, *perceived price*, *trust*, *perceived value*, *purchase intention*

***STUDY OF EFFECT BRAND IMAGE, PERCEIVED PRICE, TRUST, AND
PERCEIVED VALUE TOWARD PURCHASE INTENTIONS
ON GO FOOD SURABAYA***

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ABSTRACT

This study aims to determine and analyse the factors that impact the intentions to buy and use online service of Go Food in Surabaya. This research use the basic research that uses 5 variables, that is brand image, perceived price, trust, perceived value, and purchase intentions. This study uses primary data sources by distributing online questionnaire. The sample used in this study was 254 respondents. Data were analyzed using SEM (Structural Equation Modeling) with SPSS (Statistical Package for Social Sciences) version 26 and AMOS 26 software.

The results of this study indicate brand image, trust, and perceived value has a positive and significant effect of purchase intentions, there are also brand image, perceived price and trust has a positive and significant effect of perceived value, after that brand image has a positive and significant effect of trust and perceived price while perceived price do not affect the purchase intentions.

keywords: brand image, perceived price, trust, perceived value, purchase intentions.