

ABSTRAK

PENGARUH *BRAND IMAGE*, INOVASI LAYANAN DAN PERSEPSI HARGA TERHADAP PROSES KEPUTUSAN KONSUMEN (STUDI PADA KONSUMEN GOJEK DI KOTA SEMARANG)

Tujuan dari penelitian ini adalah untuk menguji pengaruh *brand image*, inovasi layanan dan persepsi harga terhadap proses keputusan konsumen gojek di Kota Semarang. Populasi pada penelitian ini adalah seluruh konsumen gojek di Kota Semarang. Sampel yang diambil sebanyak 100 responden. Data yang digunakan adalah data primer. Data didapat langsung dari konsumen gojek di Kota Semarang melalui metode kuesioner. Data primer tersebut diolah dan dianalisis menggunakan SPSS V22. Pengujian dilakukan dengan menggunakan deskripsi variabel statistik, uji validitas, uji reliabilitas, analisis regresi linier berganda, uji koefisien determinasi, uji F dan uji hipotesis (uji t). Hasil penelitian ini menunjukkan, bahwa *brand image* berpengaruh positif dan signifikan terhadap proses keputusan konsumen gojek, inovasi layanan berpengaruh positif dan signifikan terhadap proses keputusan konsumen gojek, persepsi harga berpengaruh positif dan signifikan terhadap proses keputusan konsumen gojek.

Kata Kunci : *Brand Image*, Inovasi Layanan, Persepsi Harga, Proses Keputusan Konsumen

ABSTRACT

INFLUENCE OF BRAND IMAGE, SERVICE INNOVATION AND PRICE PERCEPTION ON CONSUMER DECISION PROCESS (STUDY ON GOJEK CONSUMERS IN THE CITY OF SEMARANG)

The purpose of this study was to examine the effect of brand image, service innovation and price perception on the gojek consumer decision process in the City of Semarang. The population in this study were all Gojek consumers in the city of Semarang. Samples were taken as many as 100 respondents. The data used is primary data. Data were obtained directly from gojek consumers in the city of Semarang through a questionnaire method. The primary data were processed and analyzed using SPSS V22. Tests were carried out using statistical variable descriptions, validity tests, reliability tests, multiple linier regression analysis, coefficient of determination test, F test and hypothesis testing (t test). The results of this study, indicate that brand image has a positive and significant effect on the Gojek consumer decision process, service innovation has a positive and significant impact on the Gojek consumer decision process, price perceptions have a positive and significant impact on the Gojek consumer decision process.

Keywords : Brand Image, Service Innovation, Price percption,Consumer Decision Process