

Abstract

Zulfah (2013-11-221). Analysis of the Influence of Brand Image, Quality of Service And Price Against Customer Satisfaction of Transportation Service of Online Grabbike Transportation(Case Study On Users At Esa Unggul University) is supervised by Jatmiko.

The purpose of this research is to know and analyze the influence of brand image, service quality and price to customer satisfaction of grabbike online transportation service at EsaUnggul University Jakarta. The type of this research is descriptive research with quantitative approach. Sampling technique used is Quota sampling. Data collection techniques were conducted through surveys through questionnaires filled with respondents. The sample of research used as many as 100 respondents. The method used Multiple Linear Analysis. Hypothesis testing conducted using t test and F test. The result of research by using t test in know that brand image have a significant positive effect on customer satisfaction, service quality have positive significant effect to customer satisfaction and Price have positive significant effect to customer satisfaction. While the variables of brand image, service quality and price simultaneously have an effect on customer satisfaction.

Keywords: Brand Image, Service Quality, Price and Customer Satisfaction.