ABSTRACT

Title : **Comparative Analysis of Go-Jek and Grab User Satisfaction Through Brand Image, Price and Service Quality**
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This study aims to determine the comparison of Go-Jek and Grab user satisfaction through Brand Image, Price and Service Quality. The population in this study was taken with purposive sampling of 200 respondents, namely 100 Go-Jek users and 100 Grab users. The analytical method used is discriminant analysis to determine whether there are differences in the satisfaction of Go-jek and Grab users.

The research results in this study indicate that there is Go-Jek and Grab customer satisfaction when using online transportation applications. The variables that distinguish Go-jek and Grab customer satisfaction are brand image, price and service quality, where of the three factors that most differentiate customer satisfaction is service quality.

Keywords : Satisfaction, Brand Image, Price, Service Quality