

ABSTRAK

Ishak, Pengaruh Kualitas Pelayanan, Persepsi Harga, Citra merek Terhadap Loyalitas Pelanggan Pada Mahasiswa Pengguna Grab-food Di Sekolah Vokasi IPB Bogor. Dibimbing oleh Prof. Dr. Hj. Endang Ruswanti, MM.

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelanggan, persepsi harga, dan citra merek terhadap loyalitas pelanggan layanan Grab-food dilakukan pada mahasiswa di kampus Sekolah Vokasi IPB Bogor. Metode penelitian yang digunakan dalam penelitian ini menggunakan analisis regresi linear berganda. Jenis data yang digunakan dalam penelitian ini adalah data kualitatif yang dikuantitatifkan. Sampel dalam penelitian ditetapkan berjumlah 125 responden dengan menggunakan teknik *purposive sampling*. Metode pengumpulan data menggunakan kuesioner berbentuk angket maupun *e-form*. Hasil penelitian menunjukkan bahwa kualitas pelanggan berpengaruh positif terhadap loyalitas pelanggan, persepsi harga berpengaruh positif terhadap loyalitas pelanggan, citra merek berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Selain itu kualitas pelanggan, persepsi harga, dan citra merek secara bersama-sama juga berpengaruh positif terhadap loyalitas pelanggan.

Kata kunci: kualitas pelanggan, persepsi harga, citra merek, loyalitas pelanggan

ABSTRACT

Ishak, The Influence of Service Quality, Price Perception, Brand Image on Customer Loyalty in Grab Food Student Students in Vocational School of Bogor Agricultural University. Supervised by Prof. Dr. Hj. Endang Ruswanti, MM.

This study aims to analyze the influence of customer quality, price perception, and brand image on customer loyalty Grab-food services carried out on students at the Bogor IPB Vocational School campus. The research method used in this study uses multiple linear regression analysis. The type of data used in this research is qualitative data which is quantitative. The sample in the study was determined to be 125 respondents using purposive sampling technique. The data collection method uses a questionnaire in the form of a questionnaire and e-form. The results showed that customer quality has a positive effect on customer loyalty, perceived price has a positive effect on customer loyalty, brand image has a positive and significant effect on customer loyalty. In addition, customer quality, price perception, and brand image together also have a positive effect on customer loyalty.

Keywords: customer quality, price perception, brand image, customer loyalty