

ABSTRAK

Susi Hermawati (1158020312), Pengaruh *Brand Loyalty* Dan *Perceived Quality* Terhadap Keputusan Menggunakan Jasa Go-jek (Studi Kasus pada Mahasiswa Jurusan Manajemen di Fakultas FISIP Angkatan 2015-2018 UIN Sunan Gunung Djati Bandung).

Penelitian ini dilatarbelakangi oleh semakin banyak jenis jasa transportasi dan berbagai macam merek yang ditawarkan, membuat para konsumen sebagai pengambil keputusan menjadi lebih selektif dalam proses pengambilan keputusannya, Perusahaan pun harus melakukan usaha-usaha dalam menarik konsumen agar membeli dan menggunakan jasanya. Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh *Brand Loyalty* dan *Perceived Quality* Terhadap Keputusan Menggunakan Jasa Transportasi Online Go-jek.

Menurut David A. Aker *Brand Loyalty* adalah cerminan tingkat keterikatan konsumen dengan suatu merek produk atau jasa dan *Perceived Quality* merupakan persepsi konsumen terhadap keseluruhan kualitas atau keunggulan. Metode penelitian yang digunakan metode deskriptif dengan pendekatan kuantitatif. Sumber data yang digunakan yaitu data primer dan data sekunder. Teknik analisis data yang digunakan dalam penelitian ini menggunakan uji validitas, uji reliabilitas, dan uji hipotesis (uji regresi linear berganda, uji t, uji F dan uji koefisien determinasi). Populasi yang digunakan yaitu Mahasiswa Jurusan Manajemen di Fakultas FISIP UIN Sunan Gunung Djati Bandung.

Hasil penelitian ini menunjukkan bahwa secara parsial *Brand Loyalty* berpengaruh positif dan signifikan terhadap keputusan menggunakan jasa gojek dibuktikan dengan nilai t hitung 2,616 nilai t tabel 1,97783 dan tingkat signifikansi 0,010 probabilitas signifikansi = 0,05. *Perceived quality* berpengaruh positif dan signifikan terhadap keputusan menggunakan jasa gojek dibuktikan dengan nilai t hitung 7,531 nilai t tabel 1,97783 dan tingkat signifikansi 0,000 probabilitas signifikansi = 0,05. Secara simultan *Brand Loyalty* dan *Perceived Quality* berpengaruh dan signifikan secara simultan terhadap keputusan menggunakan jasa gojek dibuktikan dengan $F_{hitung} 56,669$ $F_{tabel} 3,06$ dan nilai signifikan 0,000 taraf signifikan 0,05. Hasil koefisien determinasi (R^2) sebesar 0,458 yang berarti menjelaskan besarnya pengaruh *brand loyalty* dan *perceived quality* terhadap keputusan pembelian adalah sebesar 45,8% dan sisanya sebesar 54,2% dijelaskan variabel lainnya.

Kata kunci : *Brand Loyalty*, *Perceived Quality* dan Keputusan Pembelian

ABSTRACT

Susi Hermawati (1158020312), The Effect of Brand Loyalty and Perceived Quality on Decisions Using Go-Jek Services (Case Study of Management Department Students in the Faculty of Social Sciences and Political Sciences, 2015-2018 UIN Sunan Gunung Djati Bandung).

This research is motivated by more and more types of transportation services and various types of brands offered, making consumers as decision makers to be more selective in their decision-making processes, the Company must make efforts in attracting consumers to buy and use their services. This study aims to determine how much the influence of brand loyalty and perceived quality on the decision to use Go-jek Online Transportation Services.

According to David A. Aker Brand Loyalty is a reflection of the level of consumer engagement with a product or service brand and Perceived Quality is a consumer perception of overall quality or excellence. The research method used deskriptif method with a quantitative approach. Data sources used are primary data and secondary data. The data analysis technique used in this study uses validity test, reliability test, and hypothesis test (multiple linear regression test, t test, F test and coefficient of determination test). The population used is the Department of Management Students at the Faculty of Social and Political Sciences, UIN Sunan Gunung Djati Bandung.

The results of this study indicate that partially Brand Loyalty has a positive and significant effect on the decision to use motorcycle taxi services as evidenced by the value of t count 2.616 t t value table 1.97783 and significance level 0.010 significance probability = 0.05. Perceived quality has a positive and significant effect on the decision to use motorcycle taxi services as evidenced by the value of t count 7.531 t t table value 1.97783 and the significance level of 0,000 the probability of significance = 0.05. Simultaneously, Brand Loyalty and Perceived Quality have a significant and simultaneous effect on the decision to use motorcycle services as evidenced by F count 56,669 and Ftable 3.06 and significant value 0,000 significance level 0.05. The results of the coefficient of determination (R^2) of 0.458 which means explaining the magnitude of the influence of brand loyalty and perceived quality on purchasing decisions is equal to 45.8% and the remaining 54.2% is explained by other variables.

Keywords: Brand Loyalty, Perceived Quality and Purchasing Decisions