

ABSTRAK

PERAN MEDIASI HARGA PADA PENGARUH KUALITAS LAYANAN TERHADAP *BRAND CHOICE* DAN *PURCHASE AMOUNT*

Studi Kasus pada Mahasiswa Pengguna Jasa Ojek *Online* GO-RIDE GO-JEK di
Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah: 1) kualitas layanan berpengaruh terhadap *brand choice*, 2) kualitas layanan berpengaruh terhadap *purchase amount*, 3) harga memediasi pengaruh kualitas layanan terhadap *brand choice*, 4) harga memediasi pengaruh kualitas layanan terhadap *purchase amount* pada mahasiswa pengguna jasa ojek *online* GO-RIDE GO-JEK di Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner tentang kualitas layanan, harga, *brand choice*, dan *purchase amount* kepada 100 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi WarpPLS 5.0.

Hasil penelitian menunjukkan 1) kualitas layanan berpengaruh positif terhadap *brand choice*, 2) kualitas layanan berpengaruh negatif terhadap *purchase amount*, 3) harga memediasi secara parsial pengaruh kualitas layanan terhadap *brand choice*, 4) harga memediasi secara parsial pengaruh kualitas layanan terhadap *purchase amount* pada mahasiswa pengguna jasa ojek *online* GO-RIDE GO-JEK di Yogyakarta.

Kata kunci: kualitas layanan, harga, *brand choice*, *purchase amount*

ABSTRACT

THE ROLE OF PRICE IN MEDIATING THE INFLUENCE OF SERVICE QUALITY ON BRAND CHOICE AND PURCHASE AMOUNT

A Case Study on Student Users of Ojek Online Service GO-RIDE GO-JEK in
Yogyakarta

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The aim of this study is to determine whether: 1) service quality affects the brand choice, 2) service quality affects the purchase amount, 3) price mediates the influence of service quality on brand choice, 4) price mediates the influence of service quality on the purchase amount of student users of the ojek online service GO-RIDE GO-JEK in Yogyakarta. The purposive sampling was used as the sampling technique. The data were obtained by distributing the questionnaires on service quality, price, brand choice, and purchase amount to 100 respondents. The data analysis technique used in this research was Partial Least Square method using the WarpPLS 5.0.

The result of the research shows that 1) the service quality positively affects the brand choice, 2) the service quality negatively affects the purchase amount, 3) the price partially mediates the influence of service quality on brand choice, 4) the price partially mediates the influence of service quality on the purchase amount of the student users of the ojek online service GO-RIDE GO-JEK in Yogyakarta.

Keywords: Service Quality, Price, Brand Choice, Purchase Amount.