

ABSTRACT

This study aims to determine the effect of the service quality of gojek drivers on purchasing decisions for Go-food services among students majoring in Business Administration, Telkom University Bandung. I chose the object of this research because in my opinion technology makes it easier for people who do not understand technological advances to understand. with the Go-food application, making it easier for people to order food. The phenomenon that occurs in this research is that the service received at Go-food is a little less pleasant, for example, many drivers ask to cancel for various reasons which cause the customer's account to be temporarily blocked and have to wait 1 hour, there are less and less promos, shopping using Go-Pay with one of the partners, The balance is cut but the transaction fails, Paylater subscription fees are increasingly expensive, do not get points even though the transaction is applied to Gojek, driver numbers cannot be contacted, problem handling is slow. This research uses quantitative methods with the aim of descriptive and causal research carried out by distributing 30 questionnaires students with a sample of 400 who were described according to gender, faculty / department, nim, and age. This study used an ordinal / Likert scale with descriptive data analysis techniques and simple linear regression analysis. By using two variables, namely the variable service quality as an independent variable (free) using five research indicators, namely Reliability (Reliability), Quick Response (Responsiveness), Guarantee (Assurance), Tangible (Tangible). And the variable of customer satisfaction as the dependent variable (dependent) using five research indicators, namely Problem Recognition, Information Search, Evaluation of Alternative, Post Purchase Behavior. The regression equation in this study is $Y = 1,417 + 0,536 X$. Based on the results of the simple analysis, the correlation is 0.558. The regression coefficient is positive, which means that the Go-jek Driver Service Quality has a positive influence on the Go-Food Service Purchase Decision Process (the higher / stronger the service quality of Go-jek Drivers, the more Go-Jek Service Purchase Decision Process will

be increased). This shows that the Go-jek Driver Service Quality has an effect of 31.1% on the Go-Food Service Purchase Decision Process, while the remaining 68.9% The Go-Food Service Purchase Decision Process is influenced by other variables not examined.

Keywords: Service Quality, Customer Satisfaction, Relationships, Indicators and Quantitative