

TABLE OF CONTENT

| | |
|---|-----|
| COVER | i |
| APPROVAL PAGE | ii |
| STATEMENT PAGE | iii |
| PREFACE | 4 |
| ABSTRAK | 5 |
| ABSTRACT | 6 |
| TABLE OF CONTENT | 7 |
| LIST OF TABLES..... | 11 |
| LIST OF FIGURES | 12 |
| CHAPTER 1 INTRODUCTION..... | 13 |
| 1.1 Research Objective Overview | 13 |
| 1.1.1 Company Profile | 13 |
| 1.1.2 Vision and Mission Grab..... | 14 |
| 1.1.3 GrabFood..... | 14 |
| 1.1.4 GrabFood History and Competitors..... | 15 |
| 1.2 Research Background | 16 |
| 1.3 Problem Statement | 26 |
| 1.4 Research Objectives | 26 |
| 1.5 Research Aims..... | 27 |
| 1.5.1 Theoretical Aspect | 27 |
| 1.5.2 Practical Aspect | 27 |
| 1.6 Writing Systematics..... | 27 |

| | |
|---|-----------|
| CHAPTER II LITERATURE REVIEW | 29 |
| 2.1 Relevant Theory | 29 |
| 2.1.1 Marketing | 29 |
| 2.1.2 Service Quality | 29 |
| 2.1.3 Dimensions of Service Quality | 30 |
| 2.1.4 Perceived Value | 31 |
| 2.1.5 Trust | 31 |
| 2.1.6 Customer Satisfaction | 32 |
| 2.1.7 Relationship of Service Quality on Customer Satisfaction | 32 |
| 2.1.8 Relationship of Perceived Value on Customer Satisfaction..... | 33 |
| 2.1.9 Relationship of Trust on Customer Satisfaction..... | 33 |
| 2.1.10 Relationship between Service Quality and Customer Satisfaction mediates by Trust | 34 |
| 2.2 Previous Research | 36 |
| 2.3 Research Framework | 47 |
| 2.4 Research Hypothesis..... | 48 |
| CHAPTER III RESEARCH METHODOLOGY | 49 |
| 3.1 Type of Research..... | 49 |
| 3.2 Operational Variable and Measurement Scale | 50 |
| 3.2.1 Variable Operationalization..... | 51 |
| 3.2.2 Measurement Scale | 58 |
| 3.3 Research Stages..... | 58 |
| 3.4 Population and Sample | 60 |

| | |
|--|-----------|
| 3.4.1 Population | 60 |
| 3.4.2 Sample | 60 |
| 3.5 Data Collections and Data Sources | 62 |
| 3.5.1 Data Sources | 62 |
| 3.5.2 Data Collection Techniques..... | 62 |
| 3.6 Validity and Reliability Test | 63 |
| 3.6.1 Validity Test | 63 |
| 3.6.2 Reliability Test..... | 65 |
| 3.7 Data Analysis Technique | 66 |
| 3.7.1 Descriptive Analysis | 66 |
| 3.7.2 Structural Equation Modelling (SEM)..... | 68 |
| 3.7.2.1 Partial Least Smart | 68 |
| 3.7.3 Goodness of Fit Test | 71 |
| 3.8 Hypothesis Testing | 71 |
| CHAPTER IV RESULT AND DISCUSSION..... | 73 |
| 4.1 Respondent Characteristics | 73 |
| 4.2 Research Result | 77 |
| 4.2.1 Descriptive Analysis Result..... | 77 |
| 4.2.2 SEM-PLS Analysis | 85 |
| 4.2.3 Goodness of Fit Test | 93 |
| 4.3 Discussion of Research..... | 94 |
| 4.3.1 Discussion for Descriptive Analysis | 95 |
| 4.3.2 Discussion for Factor Influencing Customer Satisfaction..... | 96 |

| | |
|---|-----------|
| BAB V CONSLUSION AND SUGGESTION..... | 99 |
| 5.1 Conclusion | 99 |
| 5.2 Suggestion | 100 |
| 5.2.1 Practical Suggestion | 100 |
| 5.2.2 Theoretical Suggestion | 100 |
| References | 102 |
| Attachment | 110 |