

ABSTRACT

This research aims to investigate the impact of Perceived Value and E-Service Quality on customer satisfaction in drive services in Bandung provided by InDrive, an online transportation company in Indonesia. Perceived Value includes customers' perceptions of the value they get from drive services, while E-Service Quality involves customers' assessments of the quality of electronic services. This research uses a survey method with data collection using a questionnaire. The population in this study were students using InDrive in Bandung. The minimum sample was determined using the Cochran formula, and 385 respondents were selected using a non-probability sampling method. Data analysis was carried out using descriptive statistical methods and regression analysis. The results of this research emphasize that increasing Perceived Value and E-Service Quality has the potential to increase Customer Satisfaction with the drive services provided by InDrive.

Keywords: Perceived Value, E-Service Quality, Customer Satisfaction