

ABSTRACT

Indrive is one of the online transportation services that features price negotiation. In addition, the fare rates offered by Indrive are relatively cheaper compared to others. However, Indrive ranks last among online transportation services used in Indonesia. This study aims to reveal consumer willing to buy using a quantitative approach. The study includes three variables: price perception as the independent variable, quality perception as the mediating variable, and willing to buy as the dependent variable. The objective of this research is to determine the direct effect of price perception on willing to buy and the indirect effect of price perception through quality perception on willingness to purchase. The population used in this study consists of Telkom University students from the 2021-2023 cohorts, with an estimated population size of 7,000. The sample determination uses the Slovin formula, resulting in a sample size of 100. The findings of this study indicate that price perception has a direct effect on willingness to buy, while quality perception does not have a direct effect on willingness to purchase. Furthermore, price perception has an indirect effect through quality perception on willing to buy the Indrive application.

Keywords : *Willingness to Buy, Price Perception, Quality Perception*