

PENGARUH *PRICE VALUE* TERHADAP *CONTINUANCE INTENTION* MELALUI *USER SATISFACTION* PADA PENGGUNA GOFOOD DI INDONESIA

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana pada Program Studi Pendidikan Bisnis



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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
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LEMBAR PENGESAHAN
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ABSTRAK

Riga Talina Lathin (1900171) “**Pengaruh *Price Value* Terhadap *Continuance Intention* Melalui *User Satisfaction* pada Pengguna GoFood di Indonesia**” di bawah bimbingan Dr. Bambang Widjajanta, MM dan Lisnawati, S.Pd., MM.

Penelitian ini dilakukan dengan tujuan dapat memperoleh gambaran dan pengaruh *price value* terhadap *continuance intention* melalui *user satisfaction* pada pengguna GoFood di Indonesia. Menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Sampel pada penelitian ini sebanyak 200 responden pada pengguna GoFood di Indonesia menggunakan teknik *purposive sampling* dengan kriteria pengguna Gojek yang menggunakan GoFood. Data diolah secara statistic menggunakan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa Gambaran pengaruh *price value* terhadap *continuance intention* melalui *user satisfaction* berada pada kategori tinggi. *Price value* memiliki pengaruh yang signifikan terhadap *user satisfaction*. Temuan ini menunjukkan bahwa pengaruh tidak langsung *price value* lebih tinggi dalam membentuk *continuance intention*. Berdasarkan hasil yang telah ditemukan, peneliti merekomendasikan untuk mengoptimalkan dan menjaga *user satisfaction* dengan memberikan pelayanan yang terbaik melalui *food quality*, *service quality* dan *performance* pada layanan GoFood agar dapat meningkatkan *continuance intention*.

Kata Kunci: *Continuance intention*, *User satisfaction*, *price value*

ABSTRACT

Riga Talina Lathin (1900171) *"The Effect of Price Value on Continuance Intention Through User Satisfaction on GoFood Users in Indonesia"* under the guidance of Dr. Bambang Widjajanta, MM and Lisnawati, S.Pd., MM.

This study was conducted with the aim of obtaining an overview and influence of price value on continuance intention through user satisfaction for GoFood users in Indonesia. Using descriptive and verification methods with a quantitative approach. The sample in this study were 200 respondents of GoFood users in Indonesia using purposive sampling technique with the criteria of Gojek users who use GoFood. The data is processed statistically using the Structural Equation Modeling (SEM) method. The findings of this study found that the description of the effect of price value on continuance intention through user satisfaction is in the high category. Price value has a significant effect on user satisfaction. This finding shows that the indirect effect of price value is higher in shaping continuance intention. Based on the results that have been found, researchers recommend optimizing and maintaining user satisfaction by providing the best service through food quality, service quality and performance in GoFood services in order to increase continuance intention.

Keywords: Continuance intention, User satisfaction, price value

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