

**THE INFLUENCE OF BRAND IMAGE AND TRUST  
ON PURCHASE INTENTION THROUGH THE  
MEDIATION OF PERCEIVED VALUE  
TOWARDS GO-FOOD IN SURABAYA**



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BUSINESS FACULTY  
WIDYA MANDALA CATHOLIC UNIVERSITY  
SURABAYA  
2019**

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THESIS

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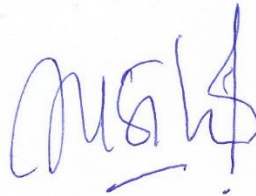
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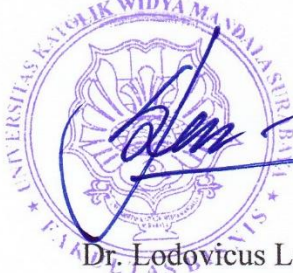


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Give thanks to Jesus Christ, Lord of Heaven and Earth for His blessing and guidance bestowed upon the author so that the author managed to complete the thesis well. This thesis titled “The Impact of Brand Image and Trust on Purchase Intention Through the mediation of Perceived Value towards Go-Food in Surabaya” is formed as one of the requirements to complete Bachelor program in Business Faculty, Widya Mandala Catholic University Surabaya. During the process of the thesis, the author obtained many help from various sources. Therefore, the author would like to express gratitude to:

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Surabaya, 2019

A handwritten signature in black ink, consisting of a large, stylized loop followed by a horizontal line and a small dot at the end.

Author

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ABSTRACT

In the current era of globalization technology and the internet is able to change human behavior in fullfill their needs. One of the basic human needs is food. With the development of the culinary business, it encourages service companies to add online food delivery services through application. To be a provider of food delivery services that can attract buying interest and be trusted by consumers, it is necessary to consider the determinants of buying interest. This research is a causal study which aims to determine the relationship of brand image and trust in purchase interest through perceived value. The population of this study is all people who are domiciled in Surabaya, aged 17 years and over who have a Go-Food application and never made a transaction on Go-Food. The number of samples of this study was 160 respondents who were distributed through questionnaires. This study uses SEM analysis techniques with the help of Lisrel 8.80.

The results of this study indicate that brand image has a positive and significant effect on perceived value, trust has a positive and significant effect on perceived value, perceived value has a positive and significant effect on purchase interest, brand image has a positive and significant indirect effect on purchase intention through perceived value, trust has a positive and significant indirect effect on purchase intention through perceived value.

In this study there are suggestions that can be given by researchers, namely that Go-Food can maintain the emotional bonds that have been formed by continuing to provide the best service to consumers until the service process is complete. In addition to providing promotions and continuing to increase the number of restaurants can increase interest in consumer purchase intention.

For academic advice, it is expected that further researchers can consider other variables such as perceived price and perceived quality.

**Keywords: Brand Image, Trust, Perceived Value, Purchase Intention**

## ABSTRAK

*Dalam era globalisasi sekarang ini teknologi dan internet mampu mengubah perilaku manusia dalam memenuhi kebutuhan. Salah satu kebutuhan dasar manusia yaitu adalah makanan. Dengan berkembangnya usaha kuliner maka mendorong perusahaan jasa untuk menambahkan fitur jasa pesan antar makanan secara online melalui aplikasi. Untuk menjadi penyedia jasa pesan antar makanan yang dapat menarik minat beli dan dipercaya oleh konsumen, maka perlu diperhatikan faktor-faktor penentu minat beli. Penelitian ini merupakan penelitian kausal yang bertujuan untuk mengetahui hubungan citra merek dan kepercayaan terhadap minat pembelian melalui nilai yang dirasakan. Populasi penelitian ini adalah semua orang yang berdomisili di Surabaya, berusia 17 tahun ke atas yang memiliki aplikasi Go-Food dan belum pernah melakukan transaksi pada Go-Food. Jumlah sampel penelitian ini adalah 160 responden yang disebar melalui kuisioner. Penelitian ini menggunakan teknik analisis SEM dengan bantuan Lisrel 8.80.*

*Hasil Penelitian ini menunjukkan bahwa citra merek berpengaruh positif dan signifikan terhadap nilai yang dirasakan, kepercayaan berpengaruh positif dan signifikan terhadap nilai yang di rasakan, nilai yang dirasakan berpengaruh positif dan signifikan terhadap minat pembelian, citra merek berpengaruh positif dan signifikan terhadap minat pembelian secara tidak langsung melalui nilai yang dirasakan, Kepercayaan berpengaruh positif dan signifikan terhadap minat pembelian secara tidak langsung melalui nilai yang dirasakan*

*Dalam penelitian ini terdapat saran yang dapat diberikan peneliti yaitu agar Go-Food dapat mempertahankan ikatan emosi yang telah terbentuk dengan terus memberikan pelayanan yang terbaik kepada konsumen sampai proses layanan selesai. Selain itu dengan memberikan promosi dan terus menambah jumlah restaurant dapat meningkatkan minat pembelian konsumen.*

*Untuk saran akademis diharapkan agar peneliti selanjutnya dapat mempertimbangkan variabel – variabel lain seperti perceived price dan perceived quality.*

***Kata Kunci: Brand Image, Trust, Perceived Value, Purchase Intention***