ABSTRACT

Gojek is the first application-based transportation service company in Indonesia. The successful form of application-based transportation services makes Gojek improves in terms of service quality, brand image, and trust to make consumers use Gojek services especially Goride repeatedly.

This research model uses 5 hypotheses, (1) brand image affect the reuse decision; (2) brand trust affect the decision to reuse; (3) service quality affect brand image; (4) quality of service influences to brand trust; and (5) the quality of service influences the decision reuse.

Sampling technique are purposive sampling technique where the respondents were Gojek consumers who had used services Goride service at least once. This study uses a questionnaire and the number of respondents for this study was 150 respondents. The data analysis technique used is the Structural Equation Model (SEM) of AMOS software package.

Exogenous and endogenous measurement models have been tested and subsequently full model testing was carried out to determine the causality relationship between variables that influence and are influenced by service quality, brand image, brand trust, and reuse decisions. Results obtained at this study of the proposed five hypothesis was declared accepted and meet the criteria of goodness of fit.

Keywords: Gojek, brand image, service quality, brand trust, reuse decision.