

ABSTRACT

The application that has developed over the past five years and has become a pioneer of online applications is from the transportation aspect with the GOJEK application with one of its flagship features, Go-Food. However, over the past 3 months there has been an earlier decline in income. 2019 due to intense competition and negative responses regarding Go-Food merchants from the sample interview results. This study aims to determine and analyze how the influence of the quality of goods and price perceptions on the purchase intention of go-food traders in Semarang.

This study discusses several factors such as product quality and price perception as well as their influence on brand image, e-commerce, and their effect on purchase intention. The study was conducted using the Structural Equation Model (SEM) method and the number of samples used was 155 people who were selected by purposive sampling through a questionnaire.

The conclusion of this study is that product quality has a significant effect on brand image and e-wom. Price perception has a significant effect on brand image and e-wom. brand image and e-wom have a significant effect on purchase intention. As a result, Go-Food merchant can increase purchase intention through the influence of product quality and price on brand image and e-wom

Keywords : Product Quality, Price, Brand Image, E-Word of Mouth, Purchase Intention.