



**THE IMPACT OF SERVICE QUALITY,
CUSTOMER SATISFACTION, PRICE AND TRUST
ON THE USER'S REPURCHASE INTENTION OF
GOFOOD**

**UNDERGRADUATE THESIS
Submitted as one of the requirements to obtain
Sarjana Manajemen**

BY

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**FACULTY OF BUSINESS
INTERNATIONAL BUSINESS STUDY PROGRAM**

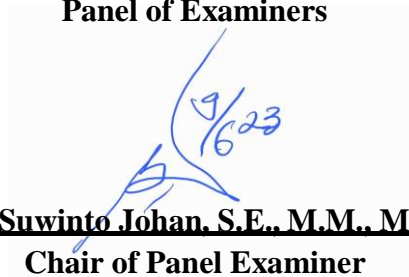
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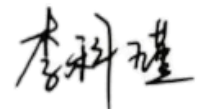
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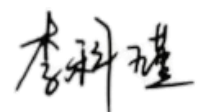
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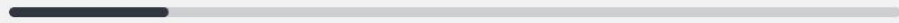
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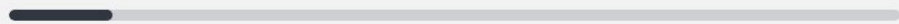
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ABSTRACT

Online food ordering platforms have brought great convenience to human beings in their daily lives. Still, with the development of the Internet and e-commerce, and the emergence of many takeaway platforms, the problems of low user stickiness and credit crisis of takeaway platforms have emerged, so it is essential to find out how to strengthen the stickiness of takeaway platforms and gain a competitive advantage. The aim of this paper is to investigate the relationship between service quality, price, customer satisfaction, and trust in consumers' repetitive purchase intention on takeaway platforms. A quantitative research method was conducted through an online questionnaire sent to Jakarta users who use Gofood. The sample analyzed in the study consisted of 147 respondents. The results showed that the service quality, price, customer satisfaction, and trust of the takeaway platform all had a positive effect on users' repurchase intention, with price and customer satisfaction having a significant effect on repurchase intention, but service quality and trust did not have a significant effect on repurchase intention. Finally, based on the analysis of the findings, we propose relative management suggestions for the takeaway platform, which provide directions for the improvement and development of the takeaway platform and have certain practical guidance significance.

Keywords: Online Ordering, Repurchase Intention, Price, Customer Satisfaction

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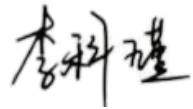
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Cikarang, 25st May 2023



Kejin Li

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