

ABSTRACT

The internet has grown and changed human lifestyle at this time becomes more modern. Besides, the Internet also affects the growth of business sectors using the internet technology, one of them is the transport sector. The online transportation phenomena and advancements of technology change the human lifestyles in making a purchase like food delivery, goods delivery, etc, dependent its online transportation. Go-jek is one of the transportation companies that dominate the Indonesian transport market. Based on the Top Brand Index online transportation service category, Go-jek suffered a TBI drop every year because of strict competition. The goal of this research is to know the influence of price, promotion, and service quality on purchase decisions of using Go-Jek services in Malang City.

This research uses the method of quantitative data analysis and data collection in this research through the deployment of questioning. The samples in this research is a consumer who used a Go-Jek service in Malang City with a total of 100 respondents, the analysis data technique that used in this research is multiple regression analysis and devices used are SPSS 26 for mac.

Based on the results of description analysis the price, promotion, and service quality are entirely in a good category. The results of F-test dan t-test analysis indicate the influence of price, promotion, and service quality on purchase decisions of using Go-jek in Malang City are positive and significant, also both partial and simultaneous. Based on the result of the coefficient determination, price, promotion, and service quality affect the purchasing decision is 74.1% and 25.9 influenced by other variables outside this research.

Keywords : Price, Promotion, Service Quality, Purchase Decision