

ABSTRACT

This study aims to analyze the effect of price and service quality variables on reuse intention of Gojek services, with brand image as a mediating variable. The approach used in this research is quantitative, with descriptive and causal research types. The purposive sampling technique was used in sampling, which consisted of 262 respondents who used GoRide or GoCar services in Indonesia. Data collection was carried out through a closed questionnaire, and data analysis was carried out using the Partial Least Squares-based Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS version 4.0 software.

The results showed that price, service quality, and brand image have a positive and significant influence on reuse interest. In addition, price and service quality are also proven to have a positive and significant effect on brand image. Brand image acts as a partial mediator in the relationship between price and service quality on interest in reusing GoRide and GoCar services.

Keywords: *Gojek, price, service quality, brand image, reuse intention*