

ABSTRACT

The advancement of information technology, such as the internet and smartphones, has driven the digitalization of society in Indonesia. The shift has transformed consumer lifestyles and behaviour. Various industry sectors, including the transportation service industry, had to adapt to fulfil market demands. Gojek, as one of the pioneers of online transportation and delivery services, is accessible through smartphone application. Gojek has held the top position on the Top Brand Index for the past five years, indicating that the brand is highly regarded by consumers in terms of mind share, market share, and commitment share toward their purchasing decisions. However, despite of this, Gojek has experienced a decrease of active transactions users and its rate growth revenue has been relatively slow compared to its competitors. This study aims to investigate the influence of Brand Image, E-Service Quality, and Perceived Value – representing the three criteria of Top Brand – on the Purchase Decision of Gojek app users, with Trust mediating these relationships.

Data was collected by distributing questionnaires to all respondents who met the predetermined criteria: being 18 years old or older, had used Gojek application service at least once, and have the Gojek application on their personal smartphone. This research had 191 respondents, using non-probability sampling and purposive sampling techniques. The collected quantitative data was analysed using the SEM (Structural Equation Modelling) method, with AMOS (Analysis Moment of Structural software).

The analysis results prove that Trust plays a significant role in mediating the relationship between Brand Image, E-Service Quality, and Perceived Value towards Purchase Decision. Brand Image, E-Service Quality, and Perceived Value, all have a positive and significant impact on Trust, and Trust, in turn, has a positive and significant impact on Purchase Decision. The managerial implications from this study suggest that Gojek should maintain and even improve its Brand Image, E-Service Quality, and Purchase Decision to enhance customer Trust, thereby encouraging consumers to preferably make Purchase Decision on the Gojek service app. This will also strengthen Gojek's competitive advantage over other brands in the same industry sector.

Keywords: *Brand Image, E-Service Quality, Perceived Value, Trust, Purchase Decision.*