

**PENGARUH KUALITAS PELAYANAN, CITRA
MEREK, DAN *ELECTRONIC WORD OF MOUTH*
(*E-WOM*) TERHADAP KEPUASAN PELANGGAN
GRAB FOOD DI BALI PADA MASA
PANDEMI COVID-19**

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ABSTRAK

Tujuan penelitian ini yakni menguji pengaruh kualitas pelayanan, citra merek, serta *electronic word of mouth (E-WOM)* pada kepuasan pelanggan. Adapun desain penelitiannya yakni kuantitatif yang bersifat kausal. Subjek penelitian ini yakni Pelanggan *Grab Food* di Bali pada masa pandemi COVID-19 dan objek penelitian adalah kualitas pelayanan, citra merek, *E-WOM* serta kepuasan pelanggan. Data didapatkan melalui kuesioner dan pencatatan dokumen sekaligus dianalisis melalui analisis regresi linier berganda. Hasil penelitian mengindikasikan (1) kualitas pelayanan, citra merek serta *E-WOM* memberi pengaruh positif serta signifikan pada kepuasan pelanggan *Grab Food*, (2) kualitas pelayanan memberi pengaruh secara positif serta signifikan pada kepuasan pelanggan, (3) citra merek memberi pengaruh secara positif serta signifikan pada kepuasan pelanggan, dan (4) *E-WOM* memberi pengaruh secara positif serta signifikan pada kepuasan pelanggan pada pelanggan *Grab Food* di Bali Pada Masa Pandemi COVID-19.

Kata-kata kunci: Citra Merek, *Electronic Word Of Mouth (E-WOM)*, Kepuasan Pelanggan, Kualitas Pelayanan.

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ABSTRACT

The purpose of this study is to test the influence of service, brand image, and electronic word of mouth (E-WOM) on customer satisfaction. The research design is quantitative which is causal. The subjects of this study were Grab Food Customers in Bali during the COVID-19 pandemic and the objects of research were service quality, brand image, E-WOM and customer customers. Data obtained through questionnaires and document recording as well as analyzed through multiple linear regression analysis. The results of the study (1) service quality, brand image and E-WOM have a positive and significant impact on Grab Food customer satisfaction, (2) service quality has a positive and significant impact on customers, (3) brand image has a positive and significant impact on customer satisfaction. significant on customer satisfaction, and (4) E-WOM has a positive and significant impact on customer satisfaction for Grab Food customers in Bali during the COVID-19 Pandemic.

Keywords: Brand Image, Costumers Satisfaction, Electronic Word Of Mouth (E-WOM), Service Quality.