

**ANALISIS PENGARUH *BRAND EQUITY* TERHADAP KEPUTUSAN  
PEMBELIAN PADA APLIKASI LAYANAN PESAN ANTAR MAKANAN  
ONLINE**

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**ABSTRAK**

Indikator-indikator di dalam *brand* akan sangat berpengaruh pada pelanggan terhadap penilaian dan keberhasilan unsur *brand equity* maka perlu adanya analisis *brand equity* pada layanan pesan antar makanan *online* untuk mengetahui sejauh mana penilaian dan harapan pelanggan serta memberikan usulan perbaikan pada layanan pesan antar makanan *online* melalui tanggapan pelanggan berkenaan dengan *brand awareness*, *brand image*, dan *perceived quality*.

Metode dalam penelitian ini yaitu *Customer Windows Quadrant* dengan menggunakan kuesioner *online* secara *purposive sampling* dengan sampel sebanyak 300 responden di seluruh wilayah Indonesia yang pernah menggunakan jasa layanan pesan antar Gofood atau Grabfood. Data terdiri dari karakteristik responden, penilaian dan harapan responden terhadap *brand* aplikasi layanan pesan antar makanan *online*.

Hasil penelitian *brand equity* ini menunjukkan bahwa perbaikan diprioritaskan pada kuadran A dengan rata-rata penilaian (3.38) dan rata-rata harapan (3.54), perbaikannya seperti meningkatkan aspek kepuasan pelanggan agar memiliki kesan baik di benak pelanggan berupa kecepatan, keramah tamahan, kerapian, keamanan dan reputasi atau kekuatan brand layanan tersebut, sehingga saat melakukan *future purchase* pelanggan mendapatkan pelayanan yang lebih baik dalam keputusan pembelian pada aplikasi layanan pesan antar makanan *online* dari perbaikan indikator *brand equity* tersebut.

Kata Kunci : *Brand Equity*, *Customer Window Quadrant*, Keputusan Pembelian, Layanan Pesan Antar Makanan

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# **ANALYSIS INFLUENCE OF BRAND EQUITY ON PURCHASING DECISION ON THE FOOD DELIVERY ONLINE SERVICE APPLICATION**

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## **ABSTRACT**

Indicators in the brand will greatly affect customers on the assessment and success of the brand equity element, it is necessary to have brand equity analysis on the online food delivery service to find out the extent of customer assessment and expectations and provide suggestions for improvements to the online food delivery service through customer responses regarding brand awareness, brand image, and perceived quality.

The method in this study is Customer Window Quadrant using an online questionnaire with purposive sampling, sample of 300 respondents in all regions of Indonesia who has used the delivery services Gofood or Grabfood. Data consist of respondent characteristics, respondent's response and respondent's expectation towards online food delivery service application.

The results of this brand equity study indicate that improvements are prioritized in quadrant A with average assessment (3.38) and average expectations (3.54) need improvement like increasing aspects of customer satisfaction in order to have a good assessment in the minds of customers such as speed, hospitality, neatness, security and partnerships or the strength of the service brand so that when making a future purchase customers get better service in purchasing decisions on the online food delivery service application from the improvement of the brand equity indicator.

**Keywords:** Brand Equity, Customer Window Quadrant, Purchase Decision, Food Delivery Service

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