

# Studi Komparasi *Customer Perception* Go-Jek Indonesia dan Vietnam dalam *Customer Experience* dan *Brand Awareness* terhadap Minat Beli

## ABSTRAK

**Abstract :** *This study aims to formulate Go-Jek Indonesia and Go-Jek Vietnam strategies and the comparison of Go-Jek Indonesia and Vietnam Customer Perception Customer Experience and Brand Awareness to Purchase Intention. The variables used are customer experience, brand awareness, and purchase intention. This type of research uses a research methodology, namely qualitative research methods through secondary data such as journals, books, imilah articles and websites. Analysis techniques using SWOT analysis.. The research analysis unit is users of Go-Jek Indonesia and Go-Jek Vietnam transportation. The results of this study indicate that Go-jek in Indonesia is more developed than Go-Jek in Vietnam (Go-Viet).*

**Keyword :** *Customer Experience, Brand Awareness, Purchase Interests.*

**Abstrak:** *Penelitian ini bertujuan untuk memformulasikan strategi Go-Jek Indonesia dan Go-Jek Vietnam dan Komparasi Customer Perception Go-Jek Indonesia dan Vietnam Customer Experience dan Brand Awareness terhadap Minat Beli. Variabel yang digunakan yaitu customer experience, brand awareness, dan minat beli. Jenis Penelitian ini menggunakan metodologi penelitian yaitu Metode penelitian menggunakan kualitatif melalui data sekunder seperti jurnal, buku, artikel imilah dan website. Teknik analisis menggunakan analisis SWOT. Unit analisis penelitian yaitu pengguna transportasi Go-Jek Indonesia dan Go-Jek Vietnam. Hasil penelitian ini menunjukkan bahwa Go-jek di Indonesia lebih berkembang dibandingkan dengan Go-Jek di Vietnam (Go-Viet).*

**Kata kunci :** *Customer Experience, Brand Awareness, Minat Beli.*