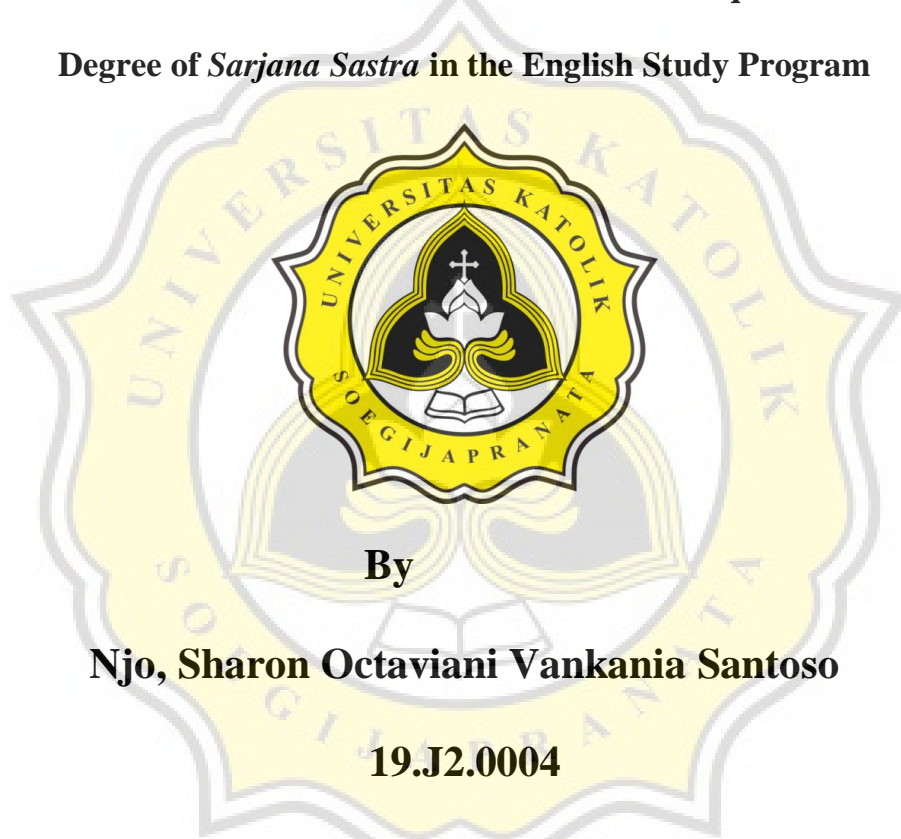


**THE CUSTOMER'S PERCEPTION ON PRICE, SERVICE  
QUALITY, AND BRAND IMAGE OF “WAHANA EXPRESS”  
AS A CUSTOMER COURIER CHOICE**

**A Thesis Presented as a Partial Fulfillment for the Requirements for the  
Degree of *Sarjana Sastra* in the English Study Program**



**By**

**Njo, Sharon Octaviani Vankania Santoso**

**19.J2.0004**

**ENGLISH STUDY PROGRAM**

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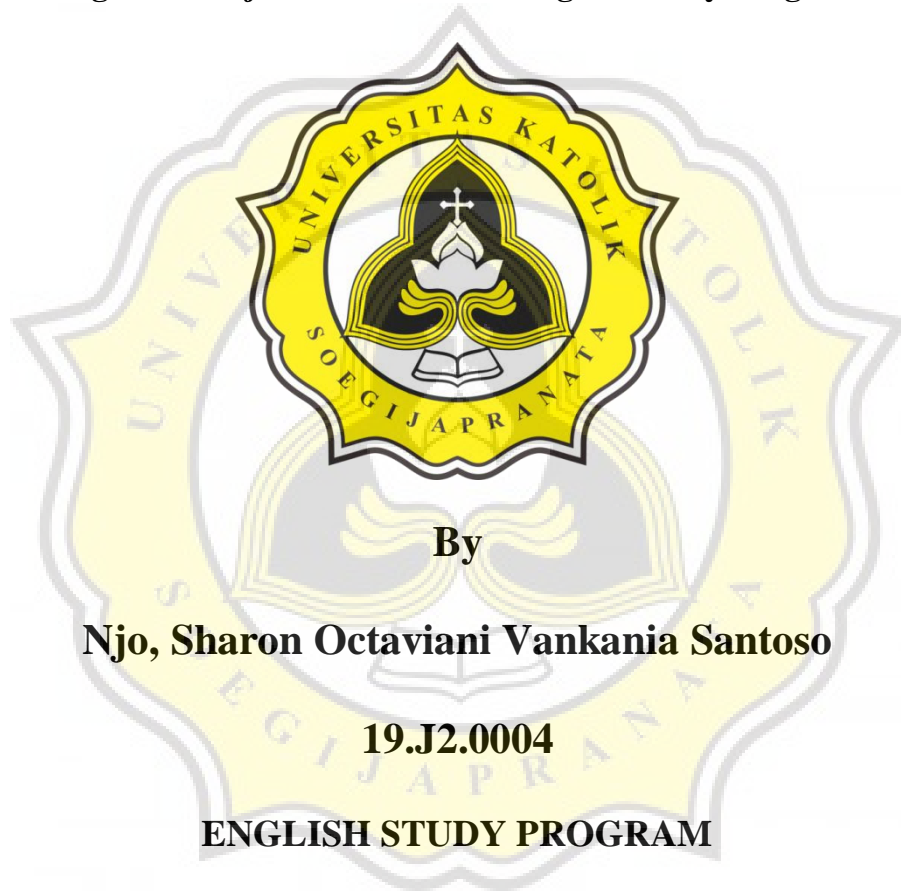
**SOEGIJAPRANATA CATHOLIC UNIVERSITY**

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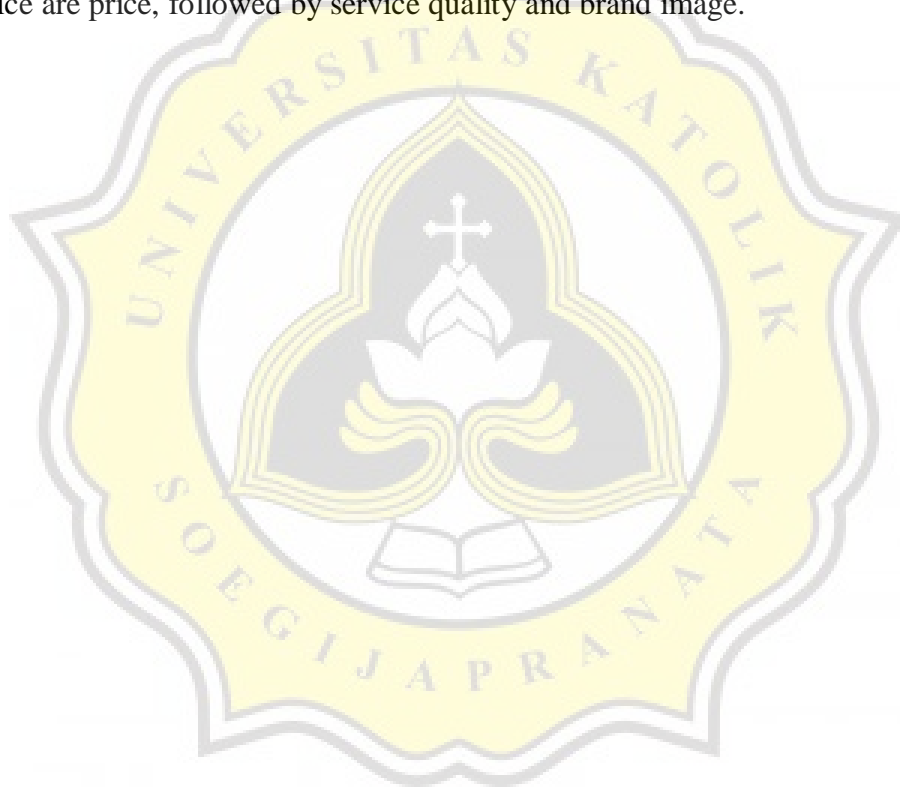
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## **ABSTRACT**

This research is done to analyze factors influencing the customer's perception on choosing courier services, especially Wahana Express. Price, service quality, and brand image are chosen to define the factors influencing the customers. To find out how each factor affects the customer decision and also to find the most affecting factors, this study used a quantitative research method that was conducted by spreading questionnaires to 54 customers in Wahana Puspogiwang. The main factors that influence customers' decision to choose "Wahana Express" as a customer courier service are price, followed by service quality and brand image.



## ABSTRAK

Penelitian ini dilakukan untuk menganalisis faktor-faktor yang mempengaruhi pandangan pelanggan dalam memilih jasa kurir khususnya pada Wahana Express. Faktor-faktor seperti harga, kualitas layanan, dan citra merek dipilih untuk menentukan faktor yang paling mempengaruhi pelanggan. Untuk mengetahui bagaimana masing-masing faktor mempengaruhi keputusan pelanggan serta mengetahui faktor yang paling mempengaruhi, penelitian ini menggunakan metode penelitian kuantitatif yang dilakukan dengan menyebarkan kuesioner kepada 54 pelanggan di Wahana Puspogiwang. Faktor utama yang mempengaruhi keputusan pelanggan dalam memilih “Wahana Express” sebagai jasa kurir pelanggan adalah harga yang diikuti oleh kualitas pelayanan dan citra merek.

