

Influence of Service Quality and Brand Image on Customer Loyalty Mediated by Customer Satisfaction in Grab Ride-Hailing

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Abstract

The rapid growth of online ride-hailing services has intensified competition among providers. Within this context, Grab ride-hailing continues to face challenges in delivering service experiences that meet customers expectations and in handling complaints responsively, making efforts to strengthen customer loyalty increasingly important. This study employs a quantitative approach to examine and verify the effects of service quality and brand image on customer loyalty, both directly and indirectly through customer satisfaction as a mediating variable. Primary data were collected through a questionnaire administered to Grab ride-hailing users who are active in the Greater Jakarta area (Jabodetabek) and are at least 18 years old. Data analysis was conducted using SmartPLS 4.0 with descriptive and inferential procedures, including hypothesis testing through bootstrapping and mediation analysis. The findings indicate that service quality does not have a direct effect on customer loyalty, whereas brand image and customer satisfaction influence customer loyalty. In addition, customer satisfaction mediates the relationships between service quality and customer loyalty, as well as between brand image and customer loyalty. These results suggest that enhancing loyalty depends not only on improving service quality in a direct manner, but also on strengthening customer satisfaction and brand image.

Keywords: *Service Quality, Brand Image, Customer Satisfaction, Customer Loyalty*

Pengaruh *Service Quality* Dan *Brand Image* Terhadap *Customer Loyalty* Dimediasi *Customer Satisfaction* Pada Grab Ride-Hailing

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Abstrak

Perkembangan layanan transportasi *online* yang semakin pesat membuat persaingan antar penyedia layanan semakin ketat. Di tengah kondisi tersebut, Grab *ride-hailing* masih menghadapi tantangan pada pengalaman layanan, seperti kesesuaian kualitas layanan dengan ekspektasi pelanggan serta respons dalam menangani keluhan, sehingga upaya membangun loyalitas pelanggan menjadi hal yang penting. Penelitian ini merupakan penelitian kuantitatif yang bertujuan mengetahui, menganalisis, serta membuktikan pengaruh *service quality* dan *brand image* baik secara langsung maupun tidak langsung terhadap *customer loyalty* dengan mediasi *customer satisfaction*. Data primer diperoleh melalui kuesioner dari responden pengguna Grab *ride-hailing* yang beraktivitas di wilayah Jabodetabek dan berusia minimal 18 tahun. Pengolahan data dilakukan menggunakan SmartPLS 4.0 dengan pendekatan analisis deskriptif dan inferensial, termasuk pengujian hipotesis melalui *bootstrapping* dan uji mediasi. Hasil penelitian menunjukkan bahwa *service quality* tidak berpengaruh terhadap *customer loyalty*, sedangkan *brand image* dan *customer satisfaction* berpengaruh terhadap *customer loyalty*. Selain itu, *customer satisfaction* memediasi pengaruh *service quality* dan *brand image* terhadap *customer loyalty*. Temuan ini menegaskan bahwa peningkatan loyalitas pelanggan tidak hanya bergantung pada kualitas layanan secara langsung, tetapi juga melalui penguatan kepuasan pelanggan dan citra merek.

Kata Kunci: Kualitas Pelayanan, Citra Merek, Kepuasan Pelanggan, Loyalitas Pelanggan