

CUSTOMER LOYALTY ANALYSIS MEDIATED BY CUSTOMER SATISFACTION AMONG RIDE-HAILING USERS IN DKI JAKARTA

By Atika Kesha Febriyani

ABSTRACT

The rapid growth of ride-hailing services in Indonesia has increased public mobility; however, it also poses challenges in maintaining customer loyalty due to inconsistencies in service quality and promotional effectiveness. This condition highlights customer satisfaction as a crucial factor in building user loyalty. This study aims to examine, verify, and analyze the effects of service quality and promotion on customer loyalty, with customer satisfaction as a mediating variable among Grab users in DKI Jakarta. This research adopts a quantitative approach with a sample of 138 respondents who actively use Grab and meet the research criteria. The sampling technique employed was non-probability sampling. Data analysis was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS version 4.0. The results indicate that service quality and promotion do not have a direct effect on customer loyalty, while customer satisfaction has a significant effect on customer loyalty; however, it does not fully mediate the relationship between service quality, promotion, and customer loyalty.

Keywords: Customer Loyalty, Customer Satisfaction, Promotion, Service Quality.

ANALISIS LOYALITAS PELANGGAN YANG DIMEDIASI KEPUASAN PELANGGAN PADA PENGGUNA RIDE HAILING DI DKI JAKARTA

Oleh Atika Kesha Febriyani

Abstrak

Pesatnya pertumbuhan layanan ride-hailing di Indonesia mendorong peningkatan mobilitas masyarakat, namun di sisi lain menimbulkan tantangan dalam mempertahankan loyalitas pelanggan akibat ketidakkonsistenan kualitas layanan dan efektivitas promosi. Kondisi tersebut menjadikan kepuasan pelanggan sebagai faktor penting dalam membangun loyalitas pengguna. Penelitian ini bertujuan untuk mengetahui, membuktikan, dan menganalisis pengaruh kualitas pelayanan dan promosi terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel mediasi pada pengguna Grab di DKI Jakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel sebanyak 138 responden yang aktif menggunakan Grab dan memenuhi kriteria penelitian. Teknik pengambilan sampel dilakukan secara non-probability sampling. Analisis data menggunakan metode Partial Least Squares-Structural Equation Modeling (PLS-SEM) dengan bantuan aplikasi SmartPLS versi 4.0. Hasil penelitian menunjukkan bahwa kualitas pelayanan dan promosi tidak berpengaruh terhadap loyalitas pelanggan, sementara kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan, namun tidak sepenuhnya memediasi hubungan kualitas pelayanan dan promosi terhadap loyalitas pelanggan.

Kata Kunci: Loyalitas Pelanggan, Kepuasan Pelanggan, Promosi, Kualitas Pelayanan