

ABSTRACT

THE EFFECT OF SERVICE QUALITY, CUSTOMER TRUST AND SATISFACTION ON CUSTOMER LOYALTY ON OJEK ONLINE APPLICATION USERS IN TANGERANG SELATAN

Anggita Ega Yoandi¹⁾, Endang Pitaloka Dr. SE, ME.²⁾

¹⁾Student of Management Department, Pembangunan Jaya University

²⁾Lecturer of Management Department, Pembangunan Jaya University

Along with the times in the era of globalization, the use of technology has also increased and has become an important aspect of everyday life. Several online motorcycle taxi companies are starting to compete in improving their services, this is so that online motorcycle taxi users feel confident, satisfied and loyal. This study aims to determine whether there is an influence between service quality, trust and customer satisfaction on loyalty. This research method is a quantitative method with service quality as the independent variable, trust and customer satisfaction as the intervening variable, while customer loyalty as the dependent variable. The data collection process was carried out by distributing questionnaires and had been filled out by 150 respondents. The data that has been collected is processed using path analysis with IBM SPSS 22. The results show that service quality has no positive and significant effect on customer loyalty, service quality have a positive effect on customer loyalty through trust, and service have a positive effect on customer loyalty through satisfaction. customer.

Keywords : Service quality, trust, customer loyalty.

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