

ABSTRACT

Information technology in the modern era is currently growing rapidly, it is easy for companies to have good relationships with their customers in order to compete in the business world, for that customer relationships with companies must be maintained which will have an impact on customer loyalty. This study aims to analyze the effect of service quality, trust and commitment to customer loyalty with customer satisfaction as an intervention variable in Grabs's transportation services. Where this study uses 119 Grab customers in Wonosobo Regency who have used Grab transportation services at least 3 times in the last six months, which are used as research objects.

The research was conducted using purposive sampling technique in collecting data. Where the data obtained is done by distributing questionnaires to 119 Grab customers according to predetermined criteria. The analysis technique in this study uses Structural Equation Model (SEM) analysis with the AMOS 24 program.

The results showed that of the six hypotheses that have been proposed, all the hypotheses were accepted. The accepted hypotheses in this study are as follow: hypothesis 1 (there is a significant positive affect between service quality on customer satisfaction), hypotheses 2 (there is no significant positive affect between trust and customer satisfaction), hypotheses 3 (there is a significant positive affect between commitment and customer satisfaction), hypotheses 4 (there is no significant positive affect between service quality and customer loyalty), hypotheses 5 (there is a significant positive affect between trust and customer loyalty), hypotheses 6 (there is a significant positive affect between commitment and customer loyalty), and hypotheses 7 (there is no significant positive affect between customer satisfaction and customer loyalty).

Keywords: *Customer Loyalty, Customer Satisfaction, Commitment, Trust, Service Quality.*