ABSTRACT

The advancement of technology has influenced the development in various field, which includes the transportation field like online transportation despite being slightly more expensive than conventional transportation services for online transportation is able to provide better service quality in terms of the route and 24-hour service. One of the online transportation services available in Indonesia is Maxim, which offers a relatively lower price compared to the other competitors. This research is quantitative research that uses the non-probability sampling approach and purposive sampling technique for the sample collection. The technique of data collection involves the use of a questionnaire in google form intended for the users of Maxim online transportation service in Semarang City. The number of respondents in this research are 150 respondents. The technique of data analysis uses the help from SEM AMOS software version 24. This research aims to identify the impact of price perception, brand image, and service quality on the Maxim users' customer loyalty with the customer satisfaction as the mediating variable. The result shows that price perception, brand image, and service quality have positive and significant effects on the customer loyalty among users of Maxim online transportation service in Semarang City.

Keywords: Price Perception, Brand Image, Service Quality, Customer Loyalty, Customer Satisfaction