

ABSTRACT

This study aimed to see the impact of service quality, price, and promotion on customer trust, with customer satisfaction acting as a mediating variable, specifically focusing on Grab customers in Semarang City. Given the competitive landscape of the ride-hailing industry, understanding these dynamics is crucial for enhancing customer trust and satisfaction.

The data for this study was obtained from 236 respondents through an online questionnaire survey. The sample was taken from users residing in Indonesia who uses Grab application in Semarang. The sampling method used non- probability sampling with purposive sampling techniques. A quantitative research approach was adopted, utilizing Structural Equation Modeling (SEM).

The findings of this study indicate that service quality, price, and promotion significantly influence customer satisfaction, which in turn, has a substantial impact on customer trust. The mediating role of customer satisfaction is confirmed, demonstrating its critical importance in the relationship between service quality, price, promotion, and customer trust. Among the factors, service quality shows the most significant effect on customer satisfaction, followed by price and promotion

Keywords: Service Quality, Price, Promotion, Customer Satisfaction, Customer Trust.