

ABSTRACT

Gojek is an Indonesian technology company that offers motorcycle taxi-based transportation services. Founded by Nadiem Makarim in Jakarta in 2009, the company continues to grow in the technology and digital services industry. Although Gojek actively innovates to improve its services, there was a decline in the number of Gojek application downloads in 2023. Additionally, inconsistencies have been found in previous research regarding the relationship between innovation and customer loyalty. This study aims to examine the effect of Technology-based Service Innovation on Customer Loyalty, with Brand Image and Perceived Value as intervening variables among Gojek application users in Semarang. This study is based on the Service Dominant Logic (SDL) approach to understand how value creation in services influences customer loyalty.

This research was conducted on Gojek application users in Semarang using a quantitative approach. Data were collected through an online survey (Google Form) using a purposive sampling technique, involving 210 respondents who had used Gojek services at least once. Data processing was carried out using the Structural Equation Model (SEM) with AMOS 24 software.

The findings of this study indicate that Technology-based Service Innovation has a positive and significant impact on Brand Image and Perceived Value, which in turn leads to an increase in Customer Loyalty. Furthermore, it was found that Brand Image and Perceived Value act as mediating variables that strengthen the relationship between service innovation and customer loyalty. It was also discovered that Perceived Quality can enhance Customer Loyalty.

Keywords: *Technology-based Service Innovation, Brand Image, Perceived Value, Customer Loyalty, Perceived Quality, Service Dominant Logic*