

ABSTRACT

GO-JEK is one of the companies in the service sector that serves consumers through online applications in Indonesia, consumers already know comparing one service with other services that can serve as needed. Dissatisfaction to the services will make consumers stop using the services. Thus GO-JEK must be able to implement strategies that keep consumers choosing GO-JEK in satisfying their needs. The purpose of this study to analyze the effect of service quality, brand image on customer loyalty through customer satisfaction as an intervening variable. The population used in this study is users of GO-JEK services in Semarang.

Data collection method used is purposive sampling. The number of samples used in this study as many as 134 respondents who were collected through questionnaires to consumers who had used GO-JEK services in the Semarang area. This study uses Structural Equation Modeling (SEM) analysis using the AMOS 22.0 analysis tool.

The result show that the service quality dan brand image has a positive and significant effect on the customer satisfaction, service quality, brand image, and customer satisfaction has a positive and significant effect on the customer loyalty.

Keywords: Services, Service quality, Brand Image, Customer Satisfaction, Customer Loyalty