

ABSTRACT

There is a contradiction between the high perception of service quality and the large proportion of customers expressing dissatisfaction in using online transportation services particularly Gojek in relation to customer trust toward a brand. This gap indicates that customer satisfaction plays a crucial role as a conversion point between initial perception (brand trust) and operational performance (service quality) and future retention behavior (repurchase intention), thus necessitating an in-depth examination of the mediating role of the customer satisfaction variable. Therefore, the primary focus of this study is centered on testing the significance of the effect of brand trust and service quality on repurchase intention, both directly and through indirect pathways. Furthermore, this study investigates the effectiveness of customer satisfaction in fulfilling its role as a mediating variable that connects these strategic and operational dimensions with consumers' tendency to engage in repeat transactions.

The population of this study consists of Gojek customers residing in the city of Semarang. A total of 100 respondents were selected as the sample. The sampling method employed was non-probability sampling using a purposive sampling technique. Data were collected by distributing questionnaires via Google Form. This study employs SEM-PLS (Partial Least Squares Structural Equation Modeling) as the data analysis technique.

The results of this study indicate that brand trust and customer satisfaction, brand trust and repurchase intention, customer satisfaction and repurchase intention, as well as service quality and customer satisfaction, have a positive and significant effect. However, service quality has no significant effect on repurchase intention.

Keywords: Brand Trust, Service Quality, Repurchase Intention, Customer Satisfaction

