

ABSTRACT

The development of digital technology in Indonesia has experienced significant acceleration in recent years. According to statistical data, the number of internet users increased from 171.17 million in 2018 to 221.56 million in 2024. This increase not only demonstrates increasingly equitable technology penetration but also fuels the rapid growth of various digital services, one of which is the online transportation sector. Gojek, as a major player in this industry, faces significant challenges in maintaining market share, given that consumers now have extensive access to a variety of alternative platforms. The phenomenon of brand switching, or switching brands from Gojek to competitors such as Grab, Maxim, and others, has become increasingly prevalent, driven by changing preferences, competitive pricing strategies, and increasing demands for service quality.

This study aims to analyze the influence of price and e-service quality on brand switching, with customer satisfaction as a mediating variable among Gojek users in Semarang City. The approach used was a quantitative survey method using a questionnaire to respondents who had switched from Gojek to other platforms. The data analysis technique used Structural Equation Modeling (SEM) to test the direct and indirect relationships between variables. The research findings are expected to uncover the dominant factors influencing brand switching behavior in online transportation services, as well as the role of customer satisfaction as a liaison between price and service quality variables and the decision to switch brands.

The practical contribution of this research lies in recommending strategies that companies can employ to maintain customer loyalty, such as adjusting pricing policies, improving interaction and service quality, and innovating technology-based features. Theoretically, this research also enriches the literature on consumer behavior, particularly in the context of the competitive online transportation industry in the digital era.

Keywords: *Price, E-Service Quality, Customer Satisfaction, Brand Switching, Gojek*