

ABSTRACT

The research aim to analyze the influence of social pressure, brand trust, and brand knowledge toward customer loyalty of online transportation Grab through customer engagement as the intervening variable.

The sampling method used on this research is non-probability sampling with purposive sampling technique. Sample were collected from 100 respondents on Semarang who have used Grab-Bike during the last three months (April, May, June). The collected data were analyzed with using multiple regression analysis which includes validity test, reliability test, classic assumption test, multiple linear regression test, goodness of fit, and sobel test.

The result showed that social pressure, brand trust, and brand knowledge has positive and significant influence towards customer engagement. While customer engagement as the intervening variable has positive and significant influence towards the customer loyalty.

Keyword: *social pressure, brand trust, brand knowledge, customer engagement, customer loyalty*