

## ABSTRACT

*The need for online transportation service applications is currently very high. Now consumers can easily order all their needs and desires such as traveling, ordering food, sending goods/packages and others via online using the ride-hailing application. Indonesia is the largest user of ride-hailing applications service in the world. A total of 21.7 million people in Indonesia use ride-hailing services based on a report from We Are Social 2020-Digital 2020 Indonesia as of January 2020. Grab and Gojek are commonly known in Indonesia as the top two online transportation services. The competition between the two ride-hailing applications is very tight. In the Southeast Asian region, Grab dominates the ride-hailing app market. But as time goes by in Indonesia, Gojek looks dominating more than Grab. This is due to a decrease in the number of users and the loyalty of Grab application users since their ride-hailing application competitor, Gojek, was released and operating in Indonesia.*

*This study aims to analyze the effect of ease of use, service quality and perceived benefits on customer loyalty with the role of customer satisfaction as an intermediate variable on the object of Grab application users in Semarang City. The number of samples used is 130 respondents with the criteria that respondents are domiciled or currently living in the city of Semarang and have used the Grab application in the last 3 months (June-August 2021). This study uses the Structural Equation Model (SEM) analysis method with AMOS as a data processing tool.*

*The results of this study indicate that ease of use, service quality, perceived usefulness and customer satisfaction have a positive and significant effect on customer loyalty.*

**Keywords :** *Ease of Use, Service Quality, Perception of Benefits, Customer Satisfaction, Customer Loyalty, Technology Acceptance Model, Ride-hailing.*