

ABSTRACT

Technological developments encourage faster changes in the times and encourage lifestyle changes to become more modern and instantaneous. One example of technological development is the start-up company owned by Indonesia, namely Gojek. Gojek is an online transportation service, online ordering based on applications using the internet network. Currently the Gojek application has a lower rating than the Grab online transportation application, this is supported by complaints expressed by consumers using the Gojek application in the Play Store application. These complaints can prove that consumers are dissatisfied with the quality of service provided by Gojek. This study aims to analyze service quality and trust in customer loyalty with customer satisfaction as an intervening variable for Gojek customers in Semarang City.

The population in this study is people who are domiciled or currently living in the city of Semarang and or have used the services of Gojek. The number of samples used in this study were 119 respondents and selected by purposive sampling technique. The data obtained from the questionnaire data were then analyzed by Structural Equation Modeling (SEM) using the AMOS.

The results of this study indicate that the service quality and trust provided by Gojek have a positive and significant impact on customer satisfaction, and the results of this study also show that customer satisfaction has a positive and significant effect on customer loyalty. The most influential variable on customer loyalty is service quality.

Keywords: Service Quality, Customer Trust, Customer Loyalty, Customer Satisfaction.