

# Analisis Faktor-faktor yang Mempengaruhi Kepuasan dan Loyalitas Pelanggan terhadap Layanan Ojek Online di Indonesia = Factors Influencing Customer Satisfaction and Loyalty towards Motorcycle Ride-hailing Services in Indonesia

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20521821&lokasi=lokal>

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## Abstrak

Dengan meningkatnya jumlah pengguna internet dan koneksi seluler di Indonesia, transformasi digital dengan cepat mengambil alih dan meningkatkan kualitas hidup dengan mengembangkan cara orang berkomunikasi, berinteraksi, dan bertransaksi. Implikasi dari kemajuan teknologi yang dibawa untuk memudahkan aktivitas sehari-hari masyarakat adalah inovasi alternatif angkutan umum, yaitu layanan ride-hailing. Dengan hadirnya beberapa penyedia jasa ride-hailing yang saling bersaing di Indonesia, loyalitas pelanggan terhadap merek tertentu menarik untuk ditelaah. Penelitian deskriptif kuantitatif ini dilakukan untuk menganalisis faktor-faktor yang mempengaruhi kepuasan dan loyalitas pelanggan dalam konteks ini. Sebanyak 398 responden yang merupakan pengguna layanan ojek online dikumpulkan secara purposive sampling dan data diolah menggunakan Partial Least Squares – Structural Equation Modeling (PLS-SEM). Hasilnya menunjukkan bahwa perceived benefits of ride-hailing app, perceived sales promotion, perceived app-related risks dan perceived vehicle and driver-related risks berperan penting dalam memprediksi kepuasan pelanggan dan loyalitas pelanggan secara langsung. Sedangkan perceived service quality tidak berpengaruh secara signifikan terhadap loyalitas pelanggan tetapi memiliki efek mediasi melalui kepuasan pelanggan.

.....With the increasing number of internet users and cellular mobile connections in Indonesia, digital transformation is rapidly taking over and improving the quality of life by evolving the way people communicate, interact, and make transactions. An implication of technological advancements that has been brought to ease people's daily activities is the innovation in public transport alternative, ride-hailing services. With the presence of several competing ride-hailing providers in Indonesia, the loyalty of customers towards a particular brand is interesting to be explored. This quantitative descriptive research is conducted to analyze the factors influencing customer satisfaction and loyalty in this context. A total of 398 respondents who are recent customers of motorcycle ride-hailing services were collected using purposive sampling and the data was processed using Partial Least Squares – Structural Equation Modeling (PLS-SEM). The findings suggest that perceived benefits of ride-hailing app, perceived sales promotion, perceived app-related and vehicle and driver-related risks play a significant role in predicting both customer satisfaction and customer loyalty directly. Meanwhile, perceived service quality has no significant direct effect on customer loyalty but has a mediating effect through customer satisfaction.