THE EFFECT OF E-SERVICE QUALITY AND SERVICE QUALITY OF GOJEK WITH THE MEDIATING ROLE OF CUSTOMER SATISFACTION ON CUSTOMER LOYALTY

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INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
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THE EFFECT OF E-SERVICE QUALITY AND SERVICE QUALITY OF GOJEK WITH THE MEDIATING ROLE OF CUSTOMER SATISFACTION ON CUSTOMER LOYALTY

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FINAL ASSIGNMENT
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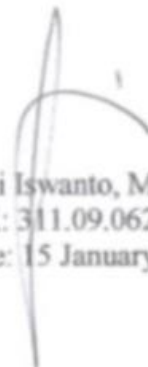ON CUSTOMER LOYALTY

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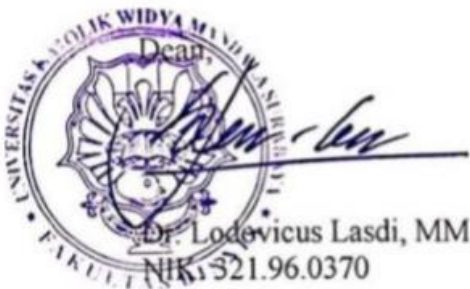Has been examined on 25TH January, 2019 and declared to have passed by the panel of examiners

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PREFACE

Praise and thanksgiving to the Lord Jesus Christ for all of his help and guidance during the final task of this thesis. The final report of this paper is organized as a graduation requirement that must be met to obtain a degree in Economics at the faculty of Business Management Department of Widya Mandala Catholic University in Surabaya. The final preparation of the final report will not work properly without the help, guidance, and support from various parties. Therefore, the writers would like to thank:

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The author realizes that this proposal still has flaws—therefore, all suggestions and criticisms are expected for the improvement of this thesis. Hopefully this thesis can provide benefits for readers.

The writers realizes that in this thesis are still many shortcomings, therefore criticism and suggestion for improvements are expected this thesis. Hopefully this paper can provide benefits to readers.

Surabaya, 14 January 2019
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(Celine Christina)

TABLE OF CONTENT

CHAPTER 5. CONCLUSION, LIMITATIONS, AND SUGGESTION

REFERENCES
APPENDIX

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDIX

Appendix 1 Research Questionnaire
Appendix 2 Respondent Characteristic
Appendix 3 Descriptive Statistic Variable Research
Appendix 4 Normality Test
Appendix 5 Output SEM LISREL

ABSTRAK

Revolusi Industri 4.0 telah mengubah cara kita hidup, bekerja, dan berkomunikasi satu sama lain. Inteligensi Buatan dan Analisis Data adalah Bahasa sehari-hari dewasa ini, tetapi dibutuhkan seseorang untuk menggunakan teknologi dan melihat sesuatu yang tidak diketahui oleh orang lain — apakah itu tentang pola, peluang, atau bahkan kesalaha. Perusahaan transportasi online Indonesia, Gojek, telah berkembang pesat selama beberapa tahun terakhir. Dengan dukungan yang tepat dalam Kualitas Layanan dan Kualitas Layanan Elektronik, Gojek dapat meraih Kepuasan Pelanggan, dan memenangkan Loyalitas Pelanggan pada akhirnya.

Tujuan dari penelitian ini adalah untuk meningkatkan pengetahuan kita tentang hubungan antara Kualitas Layanan, Kualitas Layanan Elektronik, Kepuasan Pelanggan, dan Loyalitas Pelanggan. Dengan demikian, penelitian ini berkontribusi untuk meningkatkan pengetahuan kita tentang pengaruh Kualitas Layanan dan Kualitas Layanan Elektronik akan Kepuasaan Pelanggan dan Loyalitas Pelanggan pada sebuah aplikasi transportasi *online* bernama Gojek.

Penelitian ini adalah penelitian *explantory*. Responden dalam penelitian ini adalah seluruh pelanggan yang telah menggunakan Gojek, dengan sampel sebanyak 150 responden. Data yang digunakan dalam penelitian ini adalah data primer. Data dalam penelitian ini dikumpulkan dengan menyebarkan kuesioner. Analisis data adalah Structural Equation Modeling (SEM) menggunakan program LISREL.

Hasil penelitian ini dapat disimpulkan sebagai berikut: (1) Kualitas Layanan berpengaruh positif terhadap Kepuasan Pelanggan. (2) Kualitas Layanan Elektronik beroengaruh positif terhadap Kepuasan Pelanggan. (3) Kepuasan Pelanggan berpengaruh positif terhadap Loyalitas Pelanggan.

Kata Kunci: *Kepuasan Pelanggan, Kualitas Pelayanan, Kualitas Pelayanan Elektronik, Loyalitas Pelanggan, Gojek*

The Effect of Information Systems Advancement & Marketing Innovation of Gojek with the Mediating Role of Customer Satisfaction on Customer's Loyalty

ABSTRACT

Due to Industrial Revolution 4.0, technology has altered the way we live, work, and communicate with each other. Artificial Intelligence and Big Data Analysis are everyone's lexicons these days, but it takes someone to use technology to see something that others do not—whether it be about patterns, opportunities, or even fallacies. The Indonesian's online transportation company, Gojek, has been thriving for the past few years. With the right advocacy of Service Quality and E-Service Quality, Gojek can aim for the ultimate Customer Satisfaction, and win Customer Loyalty in the end.

The purpose of this study was to improve our knowledge of connections between Service Quality, Electronic Service Quality, Customer Loyalty, and Customer Satisfaction. Thus, this study contributes to the development of our knowledge regarding the effect of Service Quality and Electronic Service Quality on Customer Satisfaction and Customer Loyalty on an online transportation application called Gojek.

This research is an explanatory research. Respondents in this study are all the customers of Gojek, while samples taken are as many as 150 respondents. The data used in this study are primary data. Data in this study were collected by distributing questionnaires. The data analysis technique used in this research is Structural Equation Modeling (SEM) using the LISREL program.

The results of this study can be concluded as: (1) Service Quality has a positive effect on Customer Satisfaction. (2) Electronic Service Quality has a positive effect on Customer Satisfaction. (3) Customer Satisfcation has a positive effect on Customer Loyalty of Gojek Customers.

Keywords: *Customer Satisfaction, E-Service Quality, Service Quality, Customer Loyalty, Gojek*