

ABSTRACT

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ANALAYSIS OF THE EFFECT OF SERVICE QUALITY ON BEHAVIORAL INTENTION OF GRAB ONLINE TRANSPORTATION USERS IN JABODETABEK

(XII; 98 Pages; 5 Figures; 23 Tables; 4 Appendicies)

This study was conducted to analyze the relationship between *service quality* which was mediated by the *perceived value* and *customer satisfaction* towards the *behavioral intention* of Grab online transportation users in Jabodetabek. This study uses a quantitative approach. The data used in this study were collected using an instrument in the form of an online questionnaire via Google form, which consists of 19 indicators and 190 respondents who are users of Grab online transportation in Jabodetabek. This study uses the analysis method of Structural Equation Modeling - Partial Least Square (SEM-PLS) with SmartPLS 3.3.2. The results of this study indicate that *service quality* has a positive effect on *perceived value*, *service quality* has a positive effect on *customer satisfaction*, *service quality* has no positive effect on *behavioral intention*, *perceived value* has a positive effect on *customer satisfaction*, *perceived value* has a positive effect on *behavioral intention*, and *customer satisfaction* has a positive effect on *behavioral intention*. Managerial implications that can be given from this research in online transportation service providers, especially Grab, are the importance of *service quality* in a company. Quality of service can form *behavioral intentions* from customers that give rise to advantages for companies such as positive word of mouth (WoM) from satisfied customers so that they become loyal and willing to pay a premium price for the services provided.

Keywords: *Service Quality, Perceived Value, Customer Satisfaction, Behavioral Intention*

References: 53 (1991-2020)