

**Pengaruh *Mobile Service Quality* Terhadap *Customer Satisfaction*,
Pengaruh *Brand Image* Terhadap *Customer Customer Satisfaction*
Serta Dampaknya Terhadap *Customer Loyalty***

(Studi pada GoFood selama periode 20 Maret 2021-31 Maret 2021)

ABSTRAK

Tujuan penelitian ini adalah untuk menguji apakah *mobile service quality* (MSQ) dan *brand image* berpengaruh positif terhadap *customer loyalty* dengan *customer satisfaction* sebagai variabel intervening (mediasi). Metode survei digunakan dalam penelitian ini. Pengumpulan data dilakukan dengan menggunakan instrumen kuesioner kepada responden yang pernah menggunakan layanan dari GoFood *mobile app* di Jabodetabek, Yogyakarta, Surabaya, Bandung dan Makassar. Teknik pengambilan sampel dilakukan dengan *convenience sampling*. Pendekatan yang digunakan adalah *Partial Least Square-Structural Equation Modeling* (PLS-SEM) dengan menggunakan program *SmartPLS 3.3.3*. Hasil penelitian menunjukkan bahwa *mobile service quality* dan *brand image* berpengaruh positif terhadap *customer loyalty* dengan *customer satisfaction* sebagai variabel intervening.

Kata kunci: *mobile service quality* (MSQ), *brand image*, *customer satisfaction*, *customer loyalty*.

**Impact of Mobile Service Quality on Customer Satisfaction,
Impact of Brand Image on Customer Customer Satisfaction
and The Influence on Customer Loyalty**

(Study on GoFood during the period 20 March 2021-31 March 2021)

ABSTRACT

The purpose of this study is to examine whether mobile service quality and brand image have positive impact on customer loyalty with customer satisfaction as intervening (mediating) variable. The survey method used in this study. Data collection was carried out using a questionnaire instrument to respondents has been using service from GoFood Mobile Application in Jabodetabek, Yogyakarta, Surabaya, Bandung and Makassar. The sampling technique was carried out by convenience sampling. The approach used is Partial Least Square-Structural Equation Modeling using the SmartPLS 3.0 program. The results showed that mobile service quality and brand image had a positive impact on customer loyalty with customer satisfaction as intervening variable.

Keywords : mobile service quality (MSQ), brand image, customer satisfaction, customer loyalty

