

ABSTRAK

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ANALISIS *CUSTOMER SATISFACTION* SEBAGAI MEDIATOR PENGARUH *BRAND TRUST*, *SERVICE QUALITY*, DAN *PRODUCT QUALITY* TERHADAP *CUSTOMER LOYALTY* TRAVELOKA PASCA PANDEMI COVID -19

(105 Hal; 10 Gambar; 21 Tabel; 6 Lampiran)

Studi ini menganalisa *customer loyalty* pada pengguna aplikasi Traveloka pasca pandemi Covid-19 melalui *customer satisfaction* sebagai variabel mediasi dalam penelitian ini. Analisis studi ini dilakukan dengan survei kuantitatif dengan metode analisis *partial least squares equation modeling* (PLS-SEM) terhadap 274 responden yang merupakan pengguna aplikasi Traveloka di kawasan DKI Jakarta, Bali, Bandung, Tangerang, dan kota lainnya. Hasil studi ini menunjukkan *brand trust*, *service quality*, dan *product quality* telah signifikan mempunyai pengaruh positif terhadap *customer satisfaction*, selain itu *product quality* juga signifikan mempunyai pengaruh positif terhadap *customer loyalty* namun *brand trust*, *service quality* signifikan mempunyai pengaruh negatif terhadap *customer loyalty*. Terakhir *customer satisfaction* sebagai variabel mediasi menunjukan nilai positif terhadap *customer loyalty*. Model penelitian ini memiliki *predictive accuracy moderate*, dan *predictive relevance medium* sehingga dengan demikian model ini dapat dikembangkan untuk penelitian lebih lanjut. Pada penelitian ini terdapat implikasi majaherial serta saran bagi penelitian selanjutnya.

Kata Kunci : *customer satisfaction*, *brand trust*, *service quality*, *product quality*, *customer satisfaction*, Covid-19, Traveloka

ABSTRACT

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CUSTOMER SATISFACTION ANALYSIS AS A MEDIATOR OF THE INFLUENCE OF BRAND TRUST, SERVICE QUALITY, AND PRODUCT QUALITY ON TRAVELOKA'S CUSTOMER LOYALTY AFTER THE COVID-19 PANDEMIC

(105 Pages; 10 Pictures; 21 Tabel; 6 Attachments)

Customer loyalty for Traveloka app users during the Covid-19 outbreak is examined in this study, which uses customer satisfaction as a mediating variable. The study's findings were based on a quantitative survey of 274 Traveloka app users in DKI Jakarta, Bali, Bandung, Tangerang, and other cities using the partial least squares equation modelling (PLS-SEM) analysis approach. The findings of this study show that brand trust, service quality, and product quality all have a significant positive impact on customer satisfaction. Product quality also has a significant positive impact on customer loyalty, while brand trust and service quality have a significant negative impact. Finally, as a mediation variable, customer satisfaction shows a positive value for customer loyalty. This research model has predictive accuracy moderate, and predictive relevance medium so that this model can be developed for further research. There are managerial implications and suggestions for future research.

Keywords : customer satisfaction, brand trust, service quality, product quality, customer satisfaction, Covid-19, Traveloka