

ABSTRAK

Pada saat ini, transportasi yang sedang bertumbuh dengan pesat di Indonesia adalah transportasi yang berbasis *online*. Transportasi *online* dirasa sudah menjadi kebutuhan komoditas masyarakat dan masyarakat dirasa menyukai adanya transportasi berbasis *online*. Untuk dapat bertahan dalam persaingan, setiap transportasi berbasis *online* perlu untuk meningkatkan *Brand Switching Intention* yang rendah.

Penelitian ini ditujukan untuk menganalisa pengaruh variabel *Service Quality*, *Customer Service*, *Service Pricing*, *Value-Added Services* terhadap *Brand Switching Intention* melalui *Customer Satisfaction* dalam upaya meningkatkan *Brand Switching Intention* pengguna transportasi *online* “Grab” di Surabaya. Sampel yang digunakan pada penelitian ini berjumlah 100 orang responden yang terdiri dari pengguna yang berusia 17-35 tahun, bertempat tinggal di wilayah kota Surabaya, memiliki aplikasi Grab, mengetahui tentang layanan tambahan Grab, dan minimal pernah menggunakan layanan Grab lebih dari dua kali dalam tiga bulan terakhir. Untuk pengolahan dan penganalisaan data dalam penelitian ini menggunakan *Statistical Product and Service Solutions* (SPSS) sebagai software untuk mengolah data.

Hasil penelitian menunjukkan bahwa *Customer Satisfaction* terhadap *Brand Switching Intention* memiliki koefisien regresi paling tinggi pertama dengan nilai sebesar 0.640, dan *Customer Satisfaction* berpengaruh positif dan signifikan terhadap *Brand Switching Intention*, hubungan antara *Service Quality* terhadap *Customer Satisfaction* memiliki koefisien regresi paling rendah pertama koefisien regresi sebesar 0.065, dan *Service Quality* berpengaruh positif dan tidak signifikan terhadap *Customer Satisfaction*, hubungan antara *Customer Service* terhadap *Customer Satisfaction* memiliki koefisien regresi paling tinggi ketiga dengan nilai sebesar 0.302, dan *Customer Service* berpengaruh positif dan signifikan terhadap *Customer Satisfaction*, hubungan antara *Service Pricing* terhadap *Customer Satisfaction* memiliki koefisien regresi paling tinggi kedua dengan nilai sebesar 0.304, dan *Service Pricing* berpengaruh positif dan signifikan terhadap *Customer Satisfaction*, hubungan antara *Value-Added Services* terhadap *Customer Satisfaction* memiliki koefisien regresi paling rendah kedua dengan nilai sebesar 0.105, dan *Value-Added Services* berpengaruh positif dan tidak signifikan terhadap *Customer Satisfaction*.

Kata Kunci: *Service Quality*, *Customer Service*, *Service Pricing*, *Value-Added Services*, *Customer Satisfaction*, dan *Brand Switching Intention*.

ABSTRACT

At this time, transportation is growing rapidly and used by the people in Indonesia is an online-based transport. This online transportation is considered to be a commodity needs of the community and the community is perceived to love the existence of online-based transportation. In order to survive in competition, any online-based transport needs to improve the low Brand Switching Intention.

This research is aimed to analyze the effect of Service Quality, Customer Service, Service Pricing, Value-Added Services to Brand Switching Intention through Customer Satisfaction in an effort to increase Brand Switching Intention of "Grab" online transport user in Surabaya. The sample used in this study were 100 respondents consisting of users aged 17-35 years old, living in Surabaya city area, owning Grab application, knowing about Grab additional service, and at least ever using Grab service more than twice in three last month. For processing and analyzing the data in this study using Statistical Product and Service Solutions (SPSS) as a software to process the data.

The results showed that Customer Satisfaction on Brand Switching Intention has the highest first regression coefficient with a value of 0.640, and Customer Satisfaction have a positive and significant effect on Brand Switching Intention, the relationship between Service Quality to Customer Satisfaction has the lowest regression coefficient first regression coefficient of 0.065, and Service Quality has positive and insignificant effect on Customer Satisfaction, Customer Service to Customer Satisfaction the third highest regression coefficient with the value of 0.302, and Customer Service have a positive and significant impact on Customer Satisfaction, the relationship between Service Pricing to Customer Satisfaction has the second highest regression coefficient with the value of 0.304, and Service Pricing have positive and significant impact on Customer Satisfaction, the relationship between Value-Added Services to Customer Satisfaction has the second lowest regression coefficient with a value of 0.105, and Value-Added Services have a positive and insignificant effect to Customer Satisfaction.

Keywords: Service Quality, Customer Service, Service Pricing, Value-Added Services, Customer Satisfaction, and Brand Switching Intention.