

ABSTRAK

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PENGARUH *PERCEIVED QUALITY*, *VALUE FOR MONEY*, DAN *SWITCHING COST* TERHADAP *PASSENGER LOYALTY* PELANGGAN DENGAN *PASSENGER SATISFACTION* SEBAGAI VARIABEL MEDIASI (Studi Kasus Pengguna GoCar di Indonesia)

(xviii + 123 halaman: 26 gambar; 29 tabel; 5 lampiran)

Penelitian ini dijalankan untuk menguji pengaruh dari *perceived quality* dan *value for money* terhadap *passenger loyalty* yang dimediasi oleh *passenger satisfaction*; serta pengaruh *switching cost* terhadap *passenger loyalty* dalam konteks layanan *ride-hailing* GoCar. Studi terhadap penelitian-penelitian terdahulu dalam konteks hubungan *perceived quality* terhadap *passenger satisfaction* menunjukkan bahwa terdapat ketidakcocokan hasil penelitian industri layanan *ride-hailing* lintas negara. Pangsa pasar GoCar di Indonesia sebagai perusahaan dalam negeri masih kalah dibandingkan GrabCar yang berasal dari Singapura. Di sisi lain, studi serupa dalam industri *ride-hailing* kendaraan roda empat sangat minim dilakukan di Indonesia. Jumlah responden sebesar 385 responden telah memenuhi ukuran sampel minimum sebesar 129 berdasarkan *power analysis*. Penelitian ini menggunakan kuesioner yang memuat item-item pernyataan yang diukur dengan skala likert berdasarkan tingkat kesetujuan responden. Penyebaran kuesioner dilakukan menggunakan Google Form dengan kriteria responden yang pernah memesan dan menggunakan layanan GoCar di Indonesia. Hasil kuesioner diolah menggunakan metode *PLS-SEM* dalam aplikasi SmartPLS 3.2.9. Hasil penelitian menunjukkan bahwa variabel *passenger satisfaction* memediasi penuh hubungan antara *perceived quality* terhadap *passenger loyalty*. Variabel *passenger satisfaction* turut memediasi penuh hubungan antara *value for money* terhadap *passenger loyalty*. Lebih lanjut lagi, *switching cost* ditemukan memengaruhi *passenger loyalty* secara positif. GoCar disarankan untuk menjaga dan meningkatkan kepuasan pelanggan agar dapat meningkatkan loyalitas pelanggan secara keseluruhan melalui *perceived quality* serta *value for money*. GoCar juga disarankan untuk menjadikan *switching cost* sebagai prioritas rendah sebab *importance*-nya ditemukan rendah. Penelitian berikutnya disarankan untuk menambah penggunaan variabel independen untuk menguji mediasi oleh *passenger satisfaction* dalam hubungannya terhadap *passenger loyalty*.

Kata Kunci: *perceived quality*, *value for money*, *switching cost*, *passenger satisfaction*, *passenger loyalty*, *ride-hailing*

Referensi: 142 (1979-2023)

ABSTRACT

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THE INFLUENCE OF PERCEIVED QUALITY, VALUE FOR MONEY, AND SWITCHING COST ON CUSTOMER LOYALTY WITH PASSENGER SATISFACTION AS A MEDIATION VARIABLE (Case Study of GoCar Users in Indonesia)

(xviii + 123 pages; 26 images; 29 tables; 5 appendices)

This research was conducted to examine the effect of perceived quality and value for money on passenger loyalty mediated by passenger satisfaction; as well as the effect of switching costs on passenger loyalty in the context of GoCar ride-hailing services. Previous studies in the context of the relationship between perceived quality and passenger satisfaction show that there is a discrepancy between the results of research on the cross-country ride-hailing service industry. On the other hand, very few studies have been conducted on the four-wheeled ride-hailing industry in Indonesia. This study uses a questionnaire that consists items measured by a Likert scale based on the respondents's level of agreement. Questionnaires were distributed using Google Form to 385 respondents which met the minimum sample size of 129 based on power analysis with the criteria of respondents who had ordered and used GoCar in Indonesia. The results of the questionnaire were processed using the PLS-SEM method in SmartPLS 3.2.9. The results showed that the passenger satisfaction variable fully mediates the relationship between perceived quality and passenger loyalty. The passenger satisfaction variable also fully mediates the relationship between value for money and passenger loyalty. GoCar is advised to maintain and increase customer satisfaction in order to increase overall customer loyalty through perceived quality and value for money. GoCar's also suggested to treat switching cost as a low priority due to its low importance. Subsequent research is suggested to add more independent variables to test the mediation by passenger satisfaction in relation to passenger loyalty.

Keywords: perceived quality, value for money, switching cost, passenger satisfaction, passenger loyalty, ride-hailing

References: 142 (1979-2023)