

Pengaruh *Service Quality* Terhadap *Loyalty* yang Dimoderasi

Customer Satisfaction Grab-Bike

ABSTRAK

Tujuan penelitian ini adalah untuk meneliti *Service quality* Grab-Bike (*Structural assurance*, *Platform responsiveness*, *Information congruity*, *Competence*, dan *Empathy*) sekaligus meneliti pengaruhnya terhadap *Loyalty* pelanggan yang dimoderasi dengan *Satisfaction*. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan pendekatan deskriptif. Hasilnya menunjukkan bahwa Grab-Bike telah memiliki *service quality* yang tinggi, namun terdapat hal yang dapat ditingkatkan oleh Grab-Bike. Hasil uji hipotesis menunjukkan bahwa *structural assurance*, *platform responsiveness*, dan *competence* memiliki pengaruh positif terhadap *customer satisfaction*. Penelitian ini juga menemukan bahwa *platform responsiveness* memiliki pengaruh terhadap *customer loyalty* dan *customer satisfaction* memiliki pengaruh positif terhadap *loyalty*, dimana hipotesis ini memiliki pengaruh yang paling signifikan dibandingkan dengan hipotesis lain. Uji *specific indirect effect* menunjukkan bahwa *structural assurance*, *platform responsiveness*, dan *competence* memiliki pengaruh positif terhadap loyalitas apabila dimoderasi oleh *customer satisfaction*. Jadi diharapkan bahwa penelitian ini dapat bermanfaat bagi pembacanya. Penelitian ini hanya mencakup beberapa indikator dari setiap dimensi yang diteliti, jadi tidak bisa disimpulkan bahwa hasil tersebut mewakilkan Grab-Bike dan penumpang secara keseluruhan. Selain itu penelitian ini menggunakan responden sebanyak 200 orang yang berada di Tangerang. Bagi peneliti selanjutnya diharapkan melakukan penelitian dengan lebih baik, seperti yang telah tertulis bahwa terdapat limitasi penelitian dan juga saran untuk penelitian selanjutnya.

Kata Kunci: *service quality*, *structural assurance*, *platform responsiveness*, *information congruity*, *competence*, *loyalty*, dan *customer satisfaction*.

The Effect of Service Quality Toward Loyalty Moderated by Grab-Bike Customer Satisfaction

ABSTRACT

The purpose of this research to examine the quality of grab-bike services (structural assurance, platform responsiveness, information congruity, competence, and empathy) together with research on its influence on customer loyalty moderated by customer satisfaction. The method used in this research is quantitative with descriptive approach. The result show that Grab-Bike has high service quality, but there are several things that can be improved by Grab-Bike. Hypothesis test results indicate that structural assurance, platform responsiveness, and competence have a positive influence toward customer satisfaction. This research also found platform responsiveness have a positive influence toward customer loyalty and customer satisfaction have a positive effect toward loyalty has the most powerful influence compared to other hypotheses. Specific indirect effect test shows structural assurance, platform responsiveness, and competence have a positive effect toward loyalty moderated by customer satisfaction. Hopefully, this research can be useful for the readers. Also, this research only covers few indicators from each dimension that being studied in this research, so the result representing Grab-Bike and its passengers as a whole cannot be concluded. In addition, this research used 200 respondents in Tangerang. For further research, researchers are expected to conduct better research, as what was written on research limitation and suggestion for further research.

Keywords: *service quality, structural assurance, platform responsiveness, information congruity, competence, loyalty, and customer satisfaction.*