

## ABSTRACT

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**The Effects of Perceived Service Quality, Perceived Benefits of Booking App, Perceived Sales Promotion, Customer Satisfaction and Customer Loyalty as mediating roles towards Customer Repurchase Intention of Ride-Hailing Services in Jakarta**

(xvii + 205 pages; 12 figures; 56 tables; 6 appendices)

This study aims to understand the effects of Perceived Service Quality, Perceived Benefits of Booking App, Perceived Sales Promotion, Customer Satisfaction and Customer Loyalty as mediating roles towards Customer Repurchase Intention of ride-hailing services in Jakarta. This research uses ride-hailing industry in Jakarta, and Jakarta users of ride-hailing services as the main research object of the study. Moreover, the study used quantitative research method, and distribute questionnaires through online Google Forms. The data were analyzed using the Smart-PLS 3.3.3 program through the outer model and inner model, and the respondents for preliminary test was 133 respondents, and the respondents for actual test was 279 respondents. The outer model analysis consisted of validity and reliability testing, while the inner model analysis consisted of goodness of fit, Common Method Bias (Using VIF value), R-square (and the R-square adjusted), Predictive Relevance (using Blindfolding), and Hypotheses Testing (Original Sample, T-statistics, and P-values). The results showed that Perceived Sales Promotion has positive impact on Customer Satisfaction and Customer Loyalty. Moreover, Perceived Benefits of Booking App and Perceived Sales Promotion has positive impact on Customer Satisfaction, although, both factors do not have positive impact on Customer Loyalty. Finally, Customer Satisfaction and Customer Loyalty mediates the relationship between Perceived Service Quality, Perceived Benefits of Booking App, and Perceived Sales Promotion towards Customer Repurchase Intention. Therefore, the study has contributed on the study of customer repurchase intention in the ride-hailing industry, and also identify factors that are paramount in making ride-hailing users satisfied and loyal.

*Keyword: Perceived Service Quality, Perceived Benefits of Booking App, Perceived Sales Promotion, Customer Satisfaction, Customer Loyalty, Ride-Hailing Services, Jakarta*

**References:** 105 (1988 - 2021)