

## ABSTRAK

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### **PENGARUH *PERCEIVED SALES PROMOTION*, *PERCEIVED SERVICE QUALITY*, DAN *PERCEIVED BENEFITS OF BOOKING APP* TERHADAP *SATISFACTION* DALAM MEMBENTUK *LOYALTY* PADA PENGGUNA APLIKASI GRAB DI SURABAYA**

(xcvii, 97 halaman, 18 tabel, 6 gambar, 4 lampiran)

Penelitian ini bertujuan untuk mengevaluasi *perceived sales promotion*, *perceived service quality*, *perceived benefits of booking app*, terhadap *satisfaction* dalam membentuk *loyalty* pada pengguna aplikasi Grab di Surabaya. Data yang dikumpulkan dari 150 pengguna di Surabaya melalui kuesioner online menggunakan *google forms*. *Purposive sampling* telah menggunakan aplikasi Grab minimal dua kali dalam tiga bulan terakhir. Analisis data dilakukan menggunakan metode *smart partial least square* (SmartPLS versi 3.2.9). Hasil penelitian menunjukkan bahwa semua variabel independen berpengaruh positif terhadap *loyalty*. Ini mengindikasikan bahwa strategi *satisfaction* dapat meningkatkan kepuasan bagi pelanggan. *Perceived sales promotion* berpengaruh positif terhadap *satisfaction*, *perceived sales promotion* berpengaruh positif terhadap *loyalty*, *perceived service quality* berpengaruh positif terhadap *satisfaction*, *perceived service quality* tidak berpengaruh signifikan terhadap *loyalty*, *perceived benefits of booking app* berpengaruh positif terhadap *satisfaction*, *perceived benefits of booking app* berpengaruh positif terhadap *loyalty*, *satisfaction* berpengaruh positif terhadap *loyalty*. Penelitian ini tidak ditujukan untuk dijadikan generalisasi suatu teori karena keterbatasan dalam jumlah sampel, industri dan area geografis.

**Kata Kunci:** *Perceived Sales Promotion, Perceived Service Quality, Perceived Benefits Of Booking App, Satisfaction, Loyalty*

Referensi: 49 (2019 -2024)

## ABSTRACT

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### ***THE EFFECT OF PERCEIVED SALES PROMOTION, PERCEIVED SERVICE QUALITY, AND PERCEIVED BENEFITS OF BOOKING APP ON SATISFACTION IN FORMING LOYALTY OF GRAB APPLICATION USERS IN SURABAYA***

(xcvii, 97 pages; 18 tables; 6 figures; 4 appendices)

*This study aims to evaluate perceived sales promotion, perceived service quality, perceived benefits of booking app, towards satisfaction in forming loyalty in Grab application users in Surabaya. Data collected from 150 users in Surabaya through online questionnaires using google forms. Purposive sampling has used the Grab application at least twice in the last three months. Data analysis was carried out using the smart partial least square method (SmartPLS version 3.2.9). The results showed that all independent variables have a positive effect on loyalty. This indicates that satisfaction strategies can increase customer satisfaction. Perceived sales promotion has a positive effect on satisfaction, perceived sales promotion has a positive effect on loyalty, perceived service quality has a positive effect on satisfaction, perceived service quality does not have a significant effect on loyalty, perceived benefits of booking app has a positive effect on satisfaction, perceived benefits of booking app has a positive effect on loyalty, satisfaction has a positive effect on loyalty. This study is not intended to be used as a generalization of a theory due to limitations in the number of samples, industry and geographic area.*

***Keywords:*** *Perceived Sales Promotion, Perceived Service Quality, Perceived Benefits of Booking App, Satisfaction, Loyalty*

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