

ABSTRACT

NICHOLAS

03011190009

THE EFFECT OF BRAND IMAGE, CUSTOMER EXPERIENCE AND TRUST TOWARDS CUSTOMER SATISFACTION USING THE INDRIVER TRANSPORTATION

(xv + 66 pages, 9 figures, 25 tables, 6 appendices)

Online transportation services such as Gojek and Grab are very important in Indonesia. Customer satisfaction is the key to success in this market. InDriver strives to improve customer satisfaction by improving brand image and trust. However, the number of InDriver customers in Medan decreased from 2019-2023 because they preferred other services. InDriver needs to improve its reputation and reliability, and focus on customer experience. Customers also doubt the honesty and ability of InDriver drivers. Improving customer image and trust is essential to compete.

Data collection was carried out by distributing questionnaires to respondents, namely customers who made purchases on InDriver transportation in 2024. The sample studied was 97 people. The data was processed using validity analysis, reliability, classical assumption test and multiple linear regression analysis.

The results of this study have met the validity, reliability, normality, multicollinearity and heteroscedasticity tests. Based on the hypothesis test, brand image, customer experience and trust have a significant effect on customer satisfaction, both partially and simultaneously. The magnitude of the determination coefficient is 84.9% and the remaining 15.1% can be explained by other variables such as promotion and service quality.

Recommendations for companies are that companies can consider innovation to improve brand image, create positive experiences through the best service and continue to pay attention to driver honesty in order to increase customer satisfaction.

Keywords: Brand Image, Customer Experience, Trust, Customer Satisfaction

References: 42 (2019-2024)

ABSTRAK

NICHOLAS

03011190009

PENGARUH CITRA MEREK, PENGALAMAN PELANGGAN DAN KEPERCAYAAN TERHADAP KEPUASAN PELANGGAN PADA TRANSPORTASI INDRIVER

(xv + 66 halaman, 9 gambar, 25 tabel, 6 lampiran)

Layanan transportasi daring seperti Gojek dan Grab sangat penting di Indonesia. Kepuasan pelanggan adalah kunci untuk sukses di pasar ini. InDriver berusaha meningkatkan kepuasan pelanggan dengan memperbaiki citra merek dan kepercayaan. Namun, jumlah pelanggan InDriver di Medan menurun dari 2019-2023 karena lebih memilih layanan lain. InDriver perlu meningkatkan reputasi dan keandalannya, serta fokus pada pengalaman pelanggan. Pelanggan juga ragu akan kejujuran dan kemampuan pengemudi InDriver. Meningkatkan citra dan kepercayaan pelanggan sangat penting untuk bersaing.

Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada responden yaitu pelanggan yang melakukan pembelian di transportasi InDriver tahun 2024. Sampel yang diteliti berjumlah 97 orang. Data diolah dengan menggunakan analisis validitas, reliabilitas, uji asumsi klasik dan analisis regresi linear berganda.

Hasil penelitian ini telah memenuhi uji validitas, reliabilitas, normalitas, multikolinearitas dan heteroskedastisitas. Berdasarkan uji hipotesis, citra merek, pengalaman pelanggan dan kepercayaan mempunyai pengaruh signifikan terhadap kepuasan pelanggan, baik secara parsial maupun simultan. Besarnya koefisien determinasi sebesar 84,9% dan sisanya 15,1% dapat dijelaskan variabel lain seperti promosi dan kualitas pelayanan.

Rekomendasi untuk perusahaan adalah perusahaan dapat mempertimbangkan inovasi untuk meningkatkan citra merek, menciptakan pengalaman positif melalui layanan terbaik dan terus memperhatikan kejujuran pengemudi supaya dapat meningkatkan kepuasan pelanggan.

Kata Kunci: Citra Merek, Pengalaman Pelanggan, Kepercayaan, Kepuasan Pelanggan

Referensi: 42 (2019-2024)