

ABSTRACT

Advances in the transportation system have propelled people towards a life characterized by freedom of movement, favorable exchange of goods and services, high levels of employment and high social mobility. The development of transportation in this era is very rapid, including motorcycle taxi services, where motorcycle taxi services are supported by advances in technology in the form of the internet. To create a sense of customer loyalty, customer satisfaction is required first. Consumer satisfaction is the target of every company. Consumer satisfaction is also an easy evaluation between perceptions of the performance of the selected alternative product or service that meets or exceeds expectations. The purpose of this study is to find out how the influence of consumer satisfaction on consumer loyalty for online gojek transportation in the city of Serang.

This research uses quantitative methods and descriptive research types. The population in this study is Serang City People who have used the Gojek Online Transportation application. The number of samples used was 250 respondents using the Accidental Sampling method. All data processing in this final writing task uses SPSS software version 25. Data is analyzed using Simple Linear Regression Test, Hypothesis Test and Coefficient of Determination Test.

Based on the results obtained in this study revealed that there is a positive and significant influence between Consumer Satisfaction on Consumer Loyalty for Gojek online transportation in Serang City. The Consumer Satisfaction variable has an influence of 11.4%, while the remaining 88.6% is influenced by other variables not included in this study.

The city of Serang has an area of 266.74 km² and is in the lowlands with an altitude of less than 500 meters above sea level. Based on BPS data, the population of Serang City in 2020 reached 692,101 people with a male population of 353,971 and a female population of 338,130. Population density in Serang City in 2020 increased to 2,595 people per km², from 2,445 in 2019.

Keywords: Consumer Satisfaction, Consumer Loyalty