ABSTRACT

*This study entitled **"Analysis of Comparative Advantage of CARfix Services on Consumer Loyalty (Study on CARfix Service Quality in Central Java)"** aims to explore the relationship between service quality perceived by customers and their loyalty to vehicle repair services provided by CARfix. This study is motivated by changes in consumer behavior due to the COVID-19 pandemic, which prioritizes safety and comfort in choosing vehicle repair services.*

The methodology used is a survey with primary data collection from 383 respondents who are CARfix service users in Central Java. Data analysis was carried out using Structural Equation Modeling (SEM AMOS Ver 22) to test hypotheses related to independent variables (Perceived Service Quality, Perceived Trust, Perceived Value, and Perceived Convenience), mediating variables (Comparative Benefit Advantage), and dependent variables (Customer Loyalty). The results of the study indicate that Perceived Service Quality and Comparative Benefit Advantage have a significant influence on Customer Loyalty, while Perceived Trust, Perceived Value, and Perceived Convenience do not show a significant direct influence. This finding indicates that customers prioritize service quality and competitive advantage in building their loyalty.

From the results of the study, it is recommended that CARfix continue to improve service quality, transparency, and convenience to maintain customer loyalty. This study is expected to contribute to the literature on consumer loyalty in the vehicle repair sector and provide insight for companies in formulating more effective service strategies.

Keyword : CARfix, Perceived Service Quality, Perceived Trust, Perceived Value, Perceived Convenience, Comparative Benefit Advantage, dan Customer Loyalty.