

ABSTRACT

The rapid development of digital technology and the increasing internet penetration in Indonesia have significantly transformed consumer behavior in using application-based services, including ride-hailing platforms such as Gojek. In the increasingly competitive market of Semarang City, companies are required not only to enhance digital visibility but also to build sustainable customer loyalty. Various digital marketing activities, including Search Engine Marketing, Social Media Marketing, Digital Presence, and Customer Engagement, are considered important in influencing Customer Loyalty. However, prior studies have shown inconsistent findings regarding their effectiveness. Therefore, this study aims to analyze the influence of these four variables on Customer Loyalty with Brand Image and Trust serving as mediating variables among Gojek users in Semarang City.

This research adopts a quantitative approach using a survey method involving 200 active Gojek users residing in Semarang City. The sampling technique applied is purposive sampling based on predetermined criteria. Data were analyzed using Structural Equation Modeling (SEM) with AMOS 24 to examine both direct and indirect relationships among variables within the proposed research model.

The results indicate that Customer Engagement and Social Media Marketing have a positive and significant effect on Brand Image. In contrast, Search Engine Marketing does not have a significant effect on Brand Image, while Digital Presence shows a significant negative effect on Brand Image. Furthermore, Brand Image positively and significantly affects Trust and Customer Loyalty. Trust demonstrates the most dominant influence on Customer Loyalty compared to Brand Image directly. These findings suggest that customer loyalty in ride-hailing services is not formed merely through digital exposure intensity, but through meaningful engagement and the development of brand perception and trust.

This study contributes theoretically by reinforcing the mediating role of Brand Image and Trust within the digital marketing framework. Practically, the findings provide strategic implications for Gojek management to prioritize Customer Engagement and manage digital communication more selectively and strategically in order to foster sustainable customer loyalty.

Keywords: *Search Engine Marketing, Social Media Marketing, Digital Presence, Customer Engagement, Brand Image, Trust, Customer Loyalty.*