

ABSTRACT

Competition in the online transportation industry in Semarang City is becoming increasingly intense with the presence of various application-based transportation service platforms. Gojek, as one of the largest online transportation service providers, faces challenges from competitors such as Grab and Maxim. To maintain customer loyalty, an effective marketing strategy is crucial, particularly in leveraging offline advertisement and social media content to enhance consumer engagement.

This study aims to analyze the role of consumer engagement in mediating the effectiveness of offline advertisement and social media content on GoRide customer loyalty in Semarang City. This research employs a quantitative approach by distributing questionnaires to 200 respondents. The variables examined include offline advertisement, social media content, consumer engagement, and customer loyalty. The data analysis method used is Structural Equation Modeling (SEM).

The results indicate that offline advertisement and social media content have a positive influence on consumer engagement. Furthermore, consumer engagement significantly mediates the relationship between offline advertisement and social media content on customer loyalty. This study also found that advertisement consistency and relevant social media content enhance consumer engagement and strengthen loyalty to GoRide services.

This study provides practical contributions to Gojek in developing more effective marketing strategies and enriches the academic literature on the role of consumer engagement in the online transportation industry.

Keywords: *offline advertisement, social media content, consumer engagement, customer loyalty, online transportation*