

ABSTRACT

Online transportation is one of technological innovations that makes it easy for humans to carry out their activities to achieve efficiency and effectiveness. Gojek is an online transportation service provider company in Indonesia. One of the technological innovations that Gojek uses to understand the wants and needs of consumers is big data. The purpose of this study was to analyze the effect of the use of big data on customer loyalty in motorcycle in Semarang.

This research was conducted on the Semarang city community who have used the motorcycle taxi application more than once. The number of samples in this study were 150 respondents. The method of collecting data through questionnaires and the method of sampling in this study is non-probability sampling with purposive sampling technique. This research uses Structural Equation Modeling (SEM) analysis technique using AMOS 24 analysis tools.

The results of this study indicate that consumer behavior has a positive and significant effect on customer satisfaction, big data has a positive and significant effect on customer satisfaction, service quality has a positive and significant effect on customer satisfaction. And it is known that customer satisfaction is proven to mediate the relationship between consumer behavior, big data, service quality on customer loyalty.

Keywords: Consumer Behavior, Big Data, Service Quality, Customer Satisfaction, Customer Loyalty.

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