

ABSTRACT

From previous research many who already examines antecedent of customer loyalty. Based on several research, there is still controversy about the result of one variable, service quality. The controversy about the result is within the significance of service quality on customer loyalty directly. Also supported with data from research object, Gojek, which is had continuously decrease in Brand Index and pre-survey data of complain about Gojek especially Go-Ride service in Purwokerto.

Hence, this research was conducted to discover the influence of service quality, added with price to customer loyalty through customer delight as an intervening variable on Gojek customer. Total samples used were up to 96 respondents who had used the services of Go-Ride on Gojek services at least once in three months. This research utilized Structural Equation Modeling (SEM) for analysis technique and PLS for the analysis tool.

The results of this study indicate that of the five hypotheses proposed, all of them are accepted, namely service quality and price has a positive and significant effect on customer delight and customer loyalty. Customer delight has a positive and significant effect on customer loyalty. Service quality and price has a positive and significant effect to customer loyalty through customer delight as a intervening variable.

Keyword: Service quality, price, customer delight, customer loyalty