ABSTRACT

Along with the development of technology that is supported by the presence of the internet makes it easy for people to get information related to goods or services. This resulted in changes in the lifestyle of Indonesian people who began to change from traditional to digital. Businesses also need media to connect with customers.

From the development of technology and supported by people's lifestyles so that it can affect the speed in the dissemination of information through social media and is used as new media in marketing a product or called digital marketing. Digital marketing can be used as a means to inform or provide education to consumers of a product or brand so that consumers make consumers more loyal to the brand or product.

This study aims to determine whether there is an influence of Digital Marketing Mobile Application on Customer Loyalty on the services owned by Gojek.Research conducted using quantitative methods. The variables analyzed are interactive, incentive programs, site design and transaction / cost as independent variables, and customer loyalty as the dependent variable.

For data collection, researchers used an online questionnaire through Googleform with a total of 400 respondents. The sampling technique used is purposive sampling and data collection methods with a questionnaire (Likert Scale) and literature study. Data analysis techniques were carried out through the Structural Equation Modelling (SEM) analysis model, which was processed with the help of the SmartPLS 3.0 application.

The results of this study indicate that interactive, incentive programs, site design and transaction / cost have a significant positive on customer loyalty.

Keywords: *Internet, Digital Marketing, Costumer Loyalty, Application.*