# ABSTRACT

The development of Indonesia's digital economy performance is shaped by the growth of on-demand services, particulary in the realm of online transportation businesses. This evolution has contributed to fierce competition within the online transportation services ecosystem. Consequently, customer loyalty stands as a paramount focus for companies aiming to retain their customers, exemplified by Gojek through its Goclub loyalty program.

This research's objective is to comprehend the relationships among variables and the mediating function of the E-Satisfaction variable in influencing the impact of the E-Loyalty Program on Store Loyalty, with switching cost serving as a moderating variable. The study involved 215 respondents who are users of Gojek's Goclub feature.

The research methodology employed in this study is quantitative, specifically adopting a causal research design that measures cause-and-effect relationships. The model used is based on structural equation modelling (SEM), and SmartPLS 3.2.9 is the application utilized for SEM measurement. The data collection technique involved purposive sampling.

The findings of the study reveal that the E-Loyalty Program significantly and positively affects store loyalty. Furthermore, the E-Loyalty Program has a positive and significant impact on E-Satisfaction. The mediating role of E-Satisfaction in the relationship between the E-Loyalty Program and Store Loyalty is evident. Additionally, switching cost plays a moderating role in the relationship between E-Satisfaction and Store Loyalty.

This study confirms the influence between variables in previous studies, but there are differences from previous research that the author adopted into the online transportation industry rather than in the retail industry and found that the variable of the e-loyalty program in this study needs more attention in the context of increasing store loyalty. Companies need to consider certain types of attributes in the implementation of e-loyalty program so the benefit is given ideally to the target members of the program. Through this research, we can also evaluate the respective dimensions and indicators of the Goclub e-Loyalty program on Gojek. Besides, it can be a guide for improving e-loyalty programs in order to maximize store loyalty and survive in the competition of the digital world of business.

Keywords: Electronic Loyalty Program, E-Satisfaction, Store Loyalty, Switching cost