

ABSTRACT

Customer loyalty is one of the important factors affecting long-term success in the service industry, including online transportation services. Customer loyalty refers to the tendency of consumers to continue using the services or products of the company. The purpose of this study was to determine and analyze Price and Service Quality on Customer Loyalty through Customer Trust and Customer Satisfaction Variables in Online Transportation Services. This research method uses a quantitative method approach with descriptive. The population in this study is the people of Karangasem Regency who are known in number, while the sample size is 384 users of K-Jek transportation services. The data collection technique used a questionnaire with a Likert scale. The data analysis technique uses SEM (Structural Equation Modeling) or Structural Equation Modeling using SmartPLS software. The results showed that price and service quality have a significant influence on customer loyalty, which is mediated by customer satisfaction and customer trust. In particular, service quality plays an important role in increasing customer satisfaction and trust, which in turn affects customer loyalty. This research contributes to the development of service strategies in the online transportation industry and provides recommendations for companies to improve service quality and maintain customer loyalty.

Keywords: Service Quality, Price, Loyalty, Satisfaction, Trust