

ABSTRACT

Technological development is unavoidable over time. Those phenomenon have created a new trend, which is online transportation services. Online transportation services provide road transports that track and exploit the development of technology-based online application. Indonesia has the highest market share in Southeast Asia with an estimated transaction value of 18 million dollars by 2025.

Indonesia has many online transportation services company. Gojek, Grab, Maxim, and InDriver are the companies with the most user in Indonesia. Gojek leads an online transportation market in Indonesia, followed by Grab in second rank, Maxim in the third rank, and InDriver in the fourth.

Online transportation services companies retain their customer by making customers repurchase. Customer repurchase intention us affected by customer satisfaction while using online transportation services. Customer satisfaction is affected by e-service quality and customer's trust to the brand. Hence, this study aims to find out how much e-service quality and trust affect customer satisfaction, and how much customer satisfaction affects customer's repurchase intention.

This study uses quantitative method with descriptive analysis way. Data collection will be done by using questionnaire as a tool which will be spread out through Google Forms. Respondence's population is a sum of Grab's user in Indonesia, with a purposive sampling technique. Collected data will be processed using SMART-PLS software. The result shows that electronic service quality, price, and trust has positive influence towards customer satisfaction. Then customer satisfaction variable affecting repurchase intention positively.

Keywords: online transportation services, e-service quality, trust, customer satisfaction, repurchase intention, quantitative