

ABSTRACT

Indonesia is undergoing a transformation in the transportation sector due to rapid technological developments. It can be seen from the emergence of online transportation models in major cities in Indonesia, such as Gojek and Grab which are application-based both in ordering and payment. There are several choices in competition, price competition or value added competition. When a company is facing competitive competition, there are several things that must be done, namely making a strategy to create added value or what is called a competitive advantage. One of them is building a competitive advantage by adopting value chain principles.

This research is a quantitative study with causal data analysis. The data collection was carried out by distributing questionnaires. Sampling in the study using random sampling techniques. Based on the calculation of the number of samples used in this study amounted to 400 respondents who are Gojek consumers who have used the Gojek application. Data processing was performed by SEM-PLS and using Smart PLS version 3.0 software

The results showed that the value chain has a positive influence on competitive advantage, and also competitive advantage has a positive influence on customer satisfaction. The results also show that the value chain has a positive influence on customer satisfaction. In this study, competitive advantage has become a good intervening variable in mediating the value chain relationship with customer satisfaction.

What must be done on the GoJek side is to create a competitive advantage that helps increase customer satisfaction by improving management in the value chain and maintaining good activities that have been carried out by GoJek.

Keywords: Competitive advantage, value chain, customer satisfaction, value added, PLS