

ABSTRACT

Along with the development of technology and the internet, all aspects have started to go online, one of which is the growth of the ride hailing service, an online transportation service, a platform that is popular with consumers such as Go-jek, Grab and Maxim. With online transportation users increasing every year, this has resulted in an increasingly fierce level of competition between one another, one of which is the Gojek company with its ride-hailing service, Go-ride. This is a concern for Gojek in building customer loyalty. One of them is by improving service quality and maintaining the company's brand image. This study aims to determine and analyze the service quality and brand image of customer loyalty Go-ride Gojek Services

The research method used in this research is a quantitative method with descriptive-causality research. Sampling was done by using a non-probability sampling technique used was purposive sampling with 100 respondents using Go-ride in Cilegon City. The data analysis technique used is descriptive analysis and multiple regression analysis.

Based on the results of descriptive analysis, service quality was included in the good category at 76.81%, brand image was included in the good category at 76.91% and customer loyalty was included in the good category at 71.63%. Based on the results of the study shows that service quality and brand image partially and simultaneously affect customer loyalty with a magnitude of the effect of 40.7%, the rest is influenced by other variables not examined in this study.

Keywords : Service Quality, Brand Image, Customer Loyalty.