

ABSTRACT

The potential for the online transportation market in Indonesia is very large and promising, as evidenced by the market value of \$8 billion in 2022 and the value of online transportation which is always increasing every year. The inDrive company engaged in the online transportation sector has shown extraordinary achievements, namely becoming the application with the 2nd most downloaded number in the world in 2022. The growth of inDrive users is due to a unique business concept and a competitive advantage, namely carrying the concept of high fairness and transparency of decisions negotiable and agreed service rates between consumers and drivers. Therefore, this study aims to examine what factors influence inDrive customer loyalty in order to maintain inDrive sustainability.

The Bandung City became the first city of choice for inDrive to carry out its first expansion in Indonesia after first operating in 2019 in Medan City, as well as being the first city in Indonesia to launch the Safety+ Module service to increase safety and comfort in order to achieve maximum service quality, so that Bandung City considers to be a potential area and has the opportunity to meet consumer needs in the digital era in online transportation. The purpose of this research is to analyze the factors that influence consumer loyalty to inDrive users in the city of Bandung. Factors that are indicated to affect customer loyalty inDrive are e-service quality, perceived quality, value for money, price, trust on customer satisfaction, then there are moderator variables, namely trust and app design.

The research method used is quantitative with descriptive purposes. The data source obtained in this study was by distributing online questionnaires using a likert scale to respondents who had used the inDrive application services in the city of Bandung. The data analysis technique used is structural equation model-partial least squares (SEM-PLS) using the help of statistical analysis algorithms PLS, Bootstrapping and IPMA to help formulate the formation of managerial advice based on the importance of the performance of each variable, thereby helping priority improvements to increase customer loyalty inDrive Bandung City using statistical software SmartPLS v.3.2.9.

Keywords: e-service quality, price, value for money, perceived quality, app design, trust, customer satisfaction, customer loyalty, inDrive