

ABSTRACT

The phenomenon discussed in this research focuses on the importance of service quality provided through mobile applications in creating a strong relationship between customers and the company. Customer satisfaction becomes a key factor that mediates the influence of service quality on customer loyalty. This research investigates how good mobile service quality can enhance customer satisfaction, which in turn contributes to the increased loyalty of Gojek users.

This research uses a quantitative approach, with non-probability sampling, data collected through online questionnaires via Google Form, and involves 385 respondents who are active users of Gojek services in Indonesia. The analysis was conducted using Structural Equation Modeling (SEM) with AMOS software to test the relationships between variables and assess the fit of the research model with the obtained data.

The results of this research are expected to provide insights for Gojek in improving service quality to strengthen customer loyalty amidst the increasingly competitive digital service industry.

Keywords: Mobile Service Quality, Customer Loyalty, Customer Satisfaction, Gojek app users