

ABSTRACT

THE EFFECT OF SERVICE QUALITY, TRUST, AND PRICE ON CUSTOMER LOYALTY IN GOJEK ONLINE BANDAR LAMPUNG

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The purpose of this study was to determine the effect of service quality on loyalty, trust on loyalty, and price on loyalty. This study used causal associative research with a quantitative approach. The population in this study was users of Gojek online transportation services in Bandar Lampung with 100 respondents for the sample. The sampling method used nonprobability sampling using a purposive sampling technique. Data collection techniques used a questionnaire. The result of this study found that service quality did not affect loyalty, trust affected loyalty, and price affected customer loyalty. Furthermore, service quality, trust, and price affected customer loyalty.

Keywords: Service Quality, Trust, Price, Loyalty

