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CUSTOMER SATISFACTION AS MEDIATION VARIABLES BETWEEN PERCEPTIONS OF PERCEPTION OF QUALITY AND IMAGE OF COMPANIES WITH CONSUMER LOYALTY (STUDY OF CONSUMER COMPARISON ONLINE AND NON-OJEK ONLINE)

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ABSTRACT

The study was conducted on the consumers of the online and non-motorcycle taxi drivers. This study uses a sample size of 130 respondents for online motorcycle taxi users and 130 respondents ojek non online consumer. The data analysis technique used is structural equation modeling with AMOS software version 22. The mediation test is done by sobel t test. The result of this research shows that corporate image has a positive effect on consumer satisfaction, but the company image has no positive effect on customer satisfaction. Perceptions of value have a positive effect on customer satisfaction. Consumer satisfaction has a positive effect on consumer loyalty of ojek online and non online transport services. Consumer satisfaction as a mediation between corporate image, perception of value and perception of quality to consumer loyalty on ojek company online. Consumer satisfaction as a mediation between the perception of value and the perception of quality to consumer loyalty on non-online motorcycle companies, but not mediate the relationship of corporate image with consumer loyalty on non-online motorcycle service companies. Suggestions from this research is for ojek online service company need to increase consumer loyalty by increasing consumer satisfaction. Consumer satisfaction can be improved by improving corporate image, perception of value and quality perception. For non-online motorcycle service companies need to increase consumer loyalty by increasing consumer satisfaction. Consumer satisfaction can be improved by improving perceptions of value and quality perception. For further research can analyze the role of transportation application technology in moderating the correlation of corporate image variable, perception of value and perception of quality to consumer satisfaction and consumer loyalty.

Keywords: *ojek online, service company, user satisfaction, transportation service*