

ABSTRAK

Perkembangan zaman yang ada diikuti oleh semakin berkembangnya teknologi. Begitu juga dengan teknologi internet, kini internet pemanfaatannya sudah lebih jauh salah satunya menjadi sarana untuk berbisnis. Salah satu bisnis online yang paling tren di Indonesia saat ini adalah bisnis transportasi online. Grab merupakan salah satu *Online-to-Offline Mobile Platform* yang paling sering digunakan di Asia Tenggara, yang menyediakan sejumlah layanan yang paling dibutuhkan untuk mendukung aktivitas harian konsumen. Grab meyakini bahwa setiap penduduk Asia Tenggara harus dapat menikmati manfaat ekonomi digital, dimana Grab menyediakan akses terhadap layanan transportasi yang aman, nyaman dan terjangkau.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *App Design, Reliability, Responsiveness, Trust, Personalization* terhadap *Repurchase Intention* melalui *Overall Service Quality* dan *Customer Satisfaction*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Overall Service Quality* dan *Customer Satisfaction* sehingga meningkatkan *Repurchase Intention* yang pada akhirnya akan meningkatkan penggunaan aktual dari perusahaan Grab.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 135 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, pernah menggunakan layanan aplikasi Grab dalam kurun 1 bulan terakhir.

Hal ini untuk mengetahui variabel *App Design* berpengaruh signifikan terhadap *Overall Service Quality* dengan koefisien regresi sebesar 0.66; variabel *App Design* berpengaruh signifikan terhadap *Customer Satisfaction* dengan regresi sebesar 0.446; variabel *Reliability* berpengaruh signifikan terhadap *Overall Service Quality* dengan koefisien regresi sebesar 0.304; variabel *Reliability* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.316; variabel *Responsiveness* berpengaruh signifikan terhadap *Overall Service Quality* dengan koefisien regresi sebesar 0.028; variabel *Responsiveness* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.01; variabel *Trust* berpengaruh signifikan terhadap *Overall Service Quality* dengan koefisien regresi sebesar 0.18; variabel *Trust* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.199; variabel *Personalization* berpengaruh signifikan terhadap *Overall Service Quality* dengan koefisien regresi sebesar 0.634; variabel *Personalization* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.311; variabel *Overall Service Quality* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.108; variabel *Overall Service Quality* berpengaruh signifikan terhadap *Repurchase Intention* dengan koefisien regresi sebesar 0.699; variabel *Customer Satisfaction* berpengaruh signifikan terhadap *Repurchase Intention* dengan koefisien regresi sebesar 0.127.

Kata kunci: *App Design, Reliability, Responsiveness, Trust, Personalization, Overall Service Quality, Customer Satisfaction, Repurchase Intention*

ABSTRACT

The development of the era is followed by the development of technology. Likewise with internet technology, now the internet has been used even further, one of which is a means of doing business. One of the most trendy online businesses in Indonesia today is the online transportation business. Grab is one of the most used Online-to-Offline Mobile Platforms in Southeast Asia, which provides a number of services that are most needed to support consumers' daily activities. Grab believes that every citizen of Southeast Asia must be able to enjoy the benefits of a digital economy, where Grab provides access to safe, comfortable and affordable transportation services.

This study aims to determine how the influence of App Design, Reliability, Responsiveness, Trust, Personalization on Repurchase Intention through Overall Service Quality and Customer Satisfaction. The expected benefit of this study is to add to the repertoire of knowledge in the field of management, especially how much influence the Overall Service Quality and Customer Satisfaction has on increasing Repurchase Intention which will ultimately increase the actual use of Grab companies.

This research is a causal study. The research method used is a quantitative method by processing data using AMOS. Data collection was done by distributing questionnaires to 135 respondents with the characteristics of male respondents and women aged 18-60 years, having used Grab application services in the past 1 month.

This is to find out the App Design variable has a significant effect on Overall Service Quality with a regression coefficient of 0.66; App Design variable has a significant effect on Customer Satisfaction with a regression of 0.446; Reliability variable has a significant effect on Overall Service Quality with a regression coefficient of 0.304; Reliability variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.316; Responsiveness variable has a significant effect on Overall Service Quality with a regression coefficient of 0.028; The Responsiveness variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.01; Trust variables have a significant effect on Overall Service Quality with a regression coefficient of 0.18; Trust variables have a significant effect on Customer Satisfaction with a regression coefficient of 0.199; Personalization variable has a significant effect on Overall Service Quality with a regression coefficient of 0.634; Personalization variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.311; Overall Service Quality variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.108; Overall Service Quality variable has a significant effect on Repurchase Intention with a regression coefficient of 0.699; Customer Satisfaction variable has a significant effect on Repurchase Intention with a regression coefficient of 0.127.

Key Words: *App Design, Reliability, Responsiveness, Trust, Personalization, Overall Service Quality, Customer Satisfaction, Repurchase Intention*