

ABSTRAK

PENGARUH GREEN MARKETING, BRAND IMAGE, SERVICE QUALITY, DAN KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN PADA PENGGUNA LAYANAN GRABBIKE MOTOR LISTRIK

Studi Pada Mahasiswa Gen Z Di Yogyakarta

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2025

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh green marketing, brand image, service quality, dan kepuasan pelanggan pada pengguna layanan GrabBike motor listrik pada mahasiswa Gen Z di Yogyakarta, (2) pengaruh green marketing terhadap loyalitas pelanggan pada pengguna layanan GrabBike motor listrik pada mahasiswa Gen Z di Yogyakarta, (3) pengaruh brand image terhadap loyalitas pelanggan pada pengguna layanan GrabBike motor listrik pada mahasiswa Gen Z di Yogyakarta, (4) pengaruh service quality terhadap loyalitas pelanggan pada pengguna layanan GrabBike motor listrik pada pengguna layanan GrabBike motor listrik pada mahasiswa Gen Z di Yogyakarta, (5) pengaruh kepuasan pelanggan terhadap loyalitas pelanggan pada pengguna layanan GrabBike motor listrik pada mahasiswa Gen Z di Yogyakarta. Jenis penelitian ini adalah kuantitatif. Populasi penelitian ini adalah mahasiswa Gen Z di Yogyakarta, dengan sampel sebanyak 105 responden. Teknik pengambilan sampel menggunakan non-probability sampling dengan purposive sampling. Analisis data meliputi analisis regresi linear berganda, menggunakan aplikasi IBM SPSS 25. Data diperoleh melalui kuesioner yang disebarkan kepada 105 responden. Hasil penelitian ini menunjukkan bahwa: (1) green marketing, brand image, service quality dan kepuasan pelanggan secara simultan berpengaruh terhadap loyalitas pelanggan pada pengguna layanan GrabBike motor listrik pada mahasiswa Gen Z di Yogyakarta (2) green marketing secara parsial tidak berpengaruh terhadap loyalitas pelanggan GrabBike motor listrik pada mahasiswa Gen Z di Yogyakarta. (3) Brand image secara parsial berpengaruh terhadap loyalitas pelanggan. (4) Service quality secara parsial tidak berpengaruh terhadap loyalitas pelanggan pada pengguna layanan GrabBike motor listrik studi pada mahasiswa Gen Z di Yogyakarta, (5) Kepuasan pelanggan berpengaruh secara parsial terhadap loyalitas pelanggan GrabBike motor listrik pada mahasiswa Gen Z di Yogyakarta.

Kata kunci: green marketing, brand image, service quality, kepuasan pelanggan, loyalitas pelanggan.

ABSTRACT

THE INFLUENCE OF GREEN MARKETING, BRAND IMAGE, SERVICE QUALITY, AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY IN USERS OF GRABBIKE ELECTRIC MOTORCYCLE SERVICE

A Study on Gen Z Students in Yogyakarta

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This study aims to determine: (1) the influence of green marketing, brand image, service quality, and customer satisfaction on customer loyalty among users of GrabBike electric motorcycle services among Gen Z students in Yogyakarta, (2) the influence of green marketing on customer loyalty, (3) the influence of brand image on customer loyalty, (4) the influence of service quality on customer loyalty, and (5) the influence of customer satisfaction on customer loyalty among Gen Z students in Yogyakarta. This is a quantitative study. The population of this research consists of Gen Z students in Yogyakarta, with a sample of 105 respondents. The sampling technique used is non-probability sampling with purposive sampling. Data analysis includes multiple linear regression analysis using IBM SPSS 25 software. The results show that: (1) green marketing, brand image, service quality, and customer satisfaction simultaneously have a significant effect on customer loyalty among users of GrabBike electric motorcycle services among Gen Z students in Yogyakarta, (2) green marketing partially has no effect on customer loyalty among Gen Z students in Yogyakarta, (3) brand image partially has a significant effect on customer loyalty, (4) service quality partially has no effect on customer loyalty among GrabBike electric motorcycle service users among Gen Z students in Yogyakarta, (5) customer satisfaction partially has a significant effect on customer loyalty among Gen Z students using GrabBike electric motorcycle services in Yogyakarta

Keywords: green marketing, brand image, service quality, customer satisfaction. Customer loyalty.