

ABSTRAK

PENGARUH CUSTOMER SATISFACTION, CUSTOMER EXPERIENCE, BRAND TRUST DAN SERVICE QUALITY TERHADAP REPURCHASE INTENTION PADA PENGGUNA LAYANAN GRABBIKE DI APLIKASI GRAB

(Studi pada mahasiswa di Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *customer satisfaction*, *customer experience*, *brand trust*, *service quality* secara simultan terhadap *repurchase intention* pada pengguna layanan GrabBike, (2) pengaruh *customer satisfaction* terhadap *repurchase intention* pengguna layanan GrabBike, (3) pengaruh *customer experience* terhadap *repurchase intention* pengguna layanan GrabBike, (4) pengaruh *brand trust* terhadap *repurchase intention* pengguna layanan GrabBike, (5) pengaruh *service quality* terhadap *repurchase intention* pengguna layanan. Populasi dalam penelitian ini adalah semua mahasiswa aktif di Yogyakarta. Sampel dalam penelitian ini sebanyak 386 responden. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling*. Uji instrumen penelitian menggunakan uji validitas dan reliabilitas. Teknik analisis data dalam penelitian ini menggunakan uji asumsi klasik, analisis linear berganda, uji hipotesis dan koefisien determinasi yang diolah menggunakan SPSS versi 25 dan data diperoleh dengan menyebarkan kuesioner secara *online* melalui *Google Formulir* kepada 386 responden. Hasil dalam penelitian ini menunjukkan bahwa (1) *customer satisfaction*, *customer experience*, *brand trust*, dan *service quality* yang diteliti berpengaruh secara simultan terhadap *repurchase intention* pada pengguna layanan GrabBike, (2) *customer satisfaction* berpengaruh secara parsial terhadap *repurchase intention* pada pengguna layanan GrabBike. (3) *customer experience* berpengaruh secara parsial terhadap *repurchase intention* pada pengguna layanan GrabBike, (4) *brand trust* berpengaruh secara parsial terhadap *repurchase intention* pada pengguna layanan GrabBike, (5) *service quality* secara parsial terhadap *repurchase intention* pada pengguna layanan GrabBike.

Kata Kunci: *customer satisfaction*, *customer experience*, *brand trust*, *service quality* dan *repurchase intention*.

ABSTRACT

THE EFFECT OF CUSTOMER SATISFACTION, CUSTOMER EXPERIENCE, BRAND TRUST AND SERVICE QUALITY ON REPURCHASE INTENTION IN GRABBIKE SERVICE USERS IN THE GRAB APPLICATION

(A study on students in Yogyakarta)

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This study aims to determine: (1) the the simultaneous influence of customer satisfaction, customer experience, brand trust, and service quality on repurchase intention among GrabBike service users, (2) the influence of customer satisfaction on repurchase intention among GrabBike service users, (3) the influence of customer experience on repurchase intention among GrabBike service users, (4) the influence of brand trust on repurchase intention among GrabBike service, and (5) the influence of service quality on repurchase intention among GrabBike service users. The population in this study includes all active university students in Yogyakarta. The sample consists of 386 respondents. The sampling technique used is non-probability sampling with a purposive sampling method. The research instrument was tested using validity and reliability tests. The data analysis technique used in this study includes classical assumption testing, multiple linear regression analysis, hypothesis testing, and the coefficient of determination, processed using SPSS version 25. Data were obtained by distributing a online Google Form questionnaire to 386 respondents. The results of this study indicate that: (1) customer satisfaction, customer experience, brand trust, and service quality simultaneously influence repurchase intention among GrabBike service users; (2) customer satisfaction partially influences repurchase intention among GrabBike service users; (3) customer experience partially influences repurchase intention among GrabBike service users; (4) brand trust partially influences repurchase intention among GrabBike service users; and (5) service quality partially influences repurchase intention among GrabBike service users.

Keyword: *customer satisfaction, customer experience, brand trust, service quality and repurchase intention.*