

ABSTRACT

The advancement of digital communication tools, has encouraged businesses to change the way of communicating the service. Strategy used is based on a smartphone. The purpose of this study is to investigate the effect of service quality and happiness on customer loyalty transport users online. The research approaches used are combination quantitative-qualitative approach. The data from 384 subjects were collected with purposive sampling. Structural Equation Modeling was employed to show the impact of each variable on customer loyalty. The result shows that service quality give an effect as much 0,373 and 0,310 from happiness to customer loyalty. The result of R square of 0,271, shows that 2,71% of the customer loyalty is affected by service quality and happiness. Consequently, based on findings, service quality and happiness are considered to be antecedents of customer loyalty.

Keywords : Service quality, Happiness, Customer Loyalty



ABSTRAK

Kemajuan alat komunikasi digital, telah mendorong perusahaan untuk mengubah cara berkomunikasi suatu jasa. Startegi yang digunakan mengacu pada sebuah *smarthphone*. Tujuan dari penelitian ini yaitu untuk mengetahui hubungan kualitas layanan dan *happiness* terhadap loyalitas pelanggan pengguna transportasi daring. Pendekatan penelitian yang digunakan yaitu penelitian kombinasi kuantitatif-kualitatif. Data yang dikumpulkan sebanyak 384 orang dengan teknik purposive sampling. *Structural Equation Modeling* (SEM) digunakan untuk menunjukkan dampak dari setiap variabel terhadap loyalitas pelanggan. Hasil penelitian menunjukkan bahwa kualitas layanan memberikan hubungan sebesar 0,373 dan *happiness* memberikan hubungan sebesar 0,310 terhadap loyalitas pelanggan. Hasil R square sebesar 0,271, memperlihatkan bahwa kualitas layanan dan *happiness* memberikan hubungan sebesar 2,71% terhadap loyalitas pelanggan. Karena itu, berdasarkan temuan, kualitas layanan dan *happiness* dianggap menjadi anteseden dari loyalitas pelanggan.

Kata kunci : Kualitas Layanan, *Happiness*, Loyalitas Pelanggan

