

# Pengaruh Customer Review Terhadap Customer Satisfaction Dan Customer Loyalty Layanan Gojek Pascapandemi Serta Brand Image Sebagai Variabel Moderasi Di Jabodetabek = The Effect of Customer Reviews on Customer Satisfaction and Customer Loyalty of Post-Pandemic Gojek Services with Brand Image as a Moderating Variable in Jabodetabek

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## Abstrak

Di masa pandemi covid-19, hampir seluruh sektor ekonomi terkena dampaknya. Salah satu sektor yang bisa bertahan kuat adalah industri transportasi dan logistik online. Industri ini bisa kuat menghadapi resistensi dampak dari pandemi dikarenakan kapabilitasnya bisa menghubungkan banyak orang dengan berbagai macam kebutuhan dengan minim kontak fisik. Selanjutnya, situasi pascapandemi kemudian membuat mobilitas masyarakat semakin masif dan pesat setelah pemerintah Indonesia secara resmi mencabut aturan pembatasan sosial yang selama ini menghambat pertumbuhan ekonomi. Melihat hal tersebut, Gojek sebagai operator layanan aplikasi transportasi online terbesar di Indonesia menyampaikan rencana visi dan misi mereka di acara tahunan Gojek Outlook 2023. Perubahan strategi secara besar akan dilakukan perlahan-lahan oleh Gojek dengan mengurangi biaya promosi yang selama ini mereka keluarkan dan mengalihkannya ke dalam peningkatan pelayanan maupun optimisasi berbagai keputusan bisnis yang mendukung Gojek dalam mendapatkan profitabilitas. Untuk itu, penelitian ini dilakukan untuk menganalisis bagaimana pengaruh customer review sebagai variabel yang mencerminkan pendapat konsumen mengenai layanan Gojek saat ini terhadap variabel customer satisfaction dan customer loyalty ditambah dengan brand image sebagai moderasi. Penelitian dengan jenis kuantitatif ini menggunakan metode survei yang disebarkan pada bulan November-Desember 2023 pada masyarakat Generasi Z dan Milenial di Jabodetabek dan mendapatkan 153 responden. Sementara itu data text mining juga dilakukan untuk data kualitatif pada aplikasi Gojek dan mendapatkan 45.273 dataset. Data yang didapatkan kemudian diolah menggunakan software SPSS, Smart PLS 3.0, dan Orange. Hasil penelitian ini menunjukkan bahwa beberapa dimensi customer review berpengaruh secara positif dan signifikan terhadap customer satisfaction. Lalu brand image dan customer satisfaction yang berpengaruh secara positif dan signifikan terhadap customer loyalty. Begitupun dengan peran brand image sebagai moderasi terhadap customer loyalty. Namun, tidak ada satupun dimensi customer review yang berpengaruh secara signifikan terhadap customer loyalty diikuti beberapa dimensi customer review terhadap customer satisfaction.

.....During the Covid-19 pandemic, nearly all economic sectors were affected. One sector that can remain robust is the online transportation and logistics industry. This industry can sustain itself in facing the impact of the pandemic due to its capability to connect many people with various needs with minimal physical contact. Furthermore, the post-pandemic situation made people's mobility even more massive and rapid after the Indonesian government officially lifted the social restrictions that had hampered economic growth. Observing this trend, Gojek, as the largest online transportation application service operator in Indonesia, presented its vision and mission plan at the annual Gojek Outlook 2023 event. Gojek aims to make significant strategic changes gradually by reducing the promotional costs they have been incurring and

redirecting them to improve services and optimize various business decisions that support Gojek in achieving profitability. For this reason, this research was conducted to analyze the influence of customer reviews as a variable that reflecting consumers opinions on current Gojek services. The study focused on the variables of customer satisfaction and customer loyalty, with brand image considered as a moderating factor. This quantitative research employed a survey method distributed in November-December 2023 among Generation Z and Millennial communities in Jabodetabek, with 153 respondents. Additionally, text mining data was conducted for qualitative data on the Gojek application, resulting in 45,273 datasets. The collected data was then processed using SPSS, Smart PLS 3.0, and Orange software. The research results indicate that several dimensions of customer reviews have a positive and significant effect on customer satisfaction. Moreover, brand image and customer satisfaction positively and significantly influence customer loyalty, with brand image playing a role as a moderator of customer loyalty. However, none of the customer review dimensions show a significant effect on customer loyalty, followed by several customer review dimensions on customer satisfaction.