

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived value* dan *ease of use* terhadap *customer loyalty* pada pelanggan Gojek, khususnya di Kabupaten Banyumas. Latar belakang penelitian ini didasarkan pada semakin tingginya persaingan antar aplikasi transportasi online yang menyebabkan *customer loyalty* menjadi tidak stabil, karena pengguna cenderung menggunakan lebih dari satu aplikasi untuk membandingkan harga, promo, dan kualitas layanan. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik pengumpulan data melalui kuesioner. Sampel dalam penelitian ini berjumlah 130 responden yang merupakan pelanggan Gojek di Kabupaten Banyumas. Teknik analisis data yang digunakan meliputi uji validitas, reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji parsial (uji t), uji simultan (uji F) dan koefisien determinasi (R^2) dengan bantuan program SPSS.

Hasil penelitian menunjukkan bahwa secara parsial, *perceived value* berpengaruh positif dan signifikan terhadap *customer loyalty* dengan nilai signifikansi sebesar $0,000 < 0,05$, serta nilai t_{hitung} sebesar $8,530 > t_{tabel}$ sebesar 1,656 sedangkan *ease of use* tidak berpengaruh terhadap *customer loyalty* dengan nilai signifikansi sebesar $0,773 > 0,05$ serta nilai t_{hitung} sebesar $0,289 < 1,656$. Secara simultan, *perceived value* dan *ease of use* berpengaruh signifikan terhadap *customer loyalty* dengan nilai F hitung $68,679 > F_{tabel}$ sebesar 3,07 dan tingkat signifikansi sebesar $0,000 < 0,05$. Hasil penelitian ini menunjukkan bahwa *customer loyalty* Gojek lebih dipengaruhi oleh *perceived value* pelanggan *ease of use* aplikasi. Oleh karena itu, Gojek perlu terus meningkatkan nilai layanan dan kualitas pelayanan untuk mempertahankan loyalitas pelanggan.

Kata Kunci: *Perceived Value, Ease of Use, Customer Loyalty, Pengguna Gojek*

SUMMARY

This study aims to analyze the influence of perceived value and ease of use on customer loyalty among Gojek customers, particularly in Banyumas Regency. The background of this study is based on the increasingly fierce competition among online transportation apps, which has led to unstable customer loyalty, as users tend to use more than one app to compare prices, promotions, and service quality. The research method used is a quantitative approach with data collection via a questionnaire. The sample in this study consisted of 130 respondents who are Gojek customers in Banyumas Regency. The data analysis techniques used included validity and reliability tests, classical assumption tests, multiple linear regression analysis, partial tests (t-tests), simultaneous tests (F-tests), and the coefficient of determination (R^2) using SPSS software.

The results of the study indicate that, in part, perceived value has a positive and significant effect on customer loyalty, with a significance value of $0.000 < 0.05$, and a calculated t-value of $8.530 > \text{the critical t-value of } 1.656$, whereas ease of use has no effect on customer loyalty, with a significance level of $0.773 > 0.05$ and a calculated t-value of $0.289 < 1.656$. Simultaneously, perceived value and ease of use have a significant effect on customer loyalty, with a calculated F-value of $68.679 > \text{the critical F-value of } 3.07$ and a significance level of $0.000 < 0.05$. The results of this study indicate that Gojek's customer loyalty is more strongly influenced by customers' perceived value and the app's ease of use. Therefore, Gojek needs to continue improving the value and quality of its services to maintain customer loyalty.

Keywords: *Perceived Value, Ease of Use, Customer Loyalty, Gojek Users*