

ABSTRAK

PENGARUH RELIGIUSITAS, PERSEPSI KEAMANAN, DAN KESADARAN MEREK TERHADAP LOYALITAS PELANGGAN DENGAN DIMEDIASI VARIABEL KEPUASAN PELANGGAN (Studi pada Konsumen Transportasi *Online*-Ojesa di Bandar Lampung)

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Tindakan kekerasan seperti pelecehan seksual di transportasi umum menimbulkan keawatiran serius terhadap keamanan, terutama bagi para perempuan, terlebih di Indonesia mayoritas penduduk beragama Islam sebanyak 245,9 juta jiwa dengan 68,1% yang menilai diri mereka religius. Mobilitas perkotaan yang didominasi perempuan menunjukkan tingginya penggunaan transportasi umum oleh perempuan, namun masih ada kesenjangan antara kebutuhan mobilitas dan jaminan keamanan. Mendorong munculnya layanan transportasi ojek *online* khusus wanita seperti Ojesa. Penelitian ini bertujuan untuk menganalisis perilaku konsumen dalam menggunakan layanan transportasi *online* seperti ojek *online* khusus wanita yaitu Ojesa. Menggunakan pendekatan kuantitatif dengan jenis *explanatory research*, melibatkan 97 responden perempuan yang memiliki kriteria. Data dianalisis menggunakan *Structural Equation Modeling* (SEM) berbasis *Partial Least Square* (PLS) dengan SmartPLS 4.0. Hasil menunjukkan bahwa kepuasan pelanggan dapat memediasi hubungan antara religiusitas terhadap loyalitas pelanggan secara penuh, persepsi keamanan dan kesadaran merek secara parsial.

Kata Kunci: Religiusitas, Persepsi Keamanan, Kesadaran Merek, Kepuasan Pelanggan, Loyalitas Pelanggan.

ABSTRACT

THE EFFECT OF RELIGIOSITY, PERCEPTION SAFETY, AND BRAND AWARENESS ON CUSTOMER LOYALTY MEDIATED BY CUSTOMER SATISFACTION

(Study on Online Transportation Customers in Ojesa Bandar Lampung)

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Acts of violence such as sexual harassment in public transportation raise serious concerns about safety, especially for women, particularly in Indonesia where the majority of the population is Muslim, numbering 245.9 million people, with 68.1% considering themselves religious. Urban mobility, which is dominated by women, shows the high use of public transportation by women, but there is still a gap between mobility needs and safety guarantees. This has led to the emergence of online motorcycle taxi services specifically for women, such as Ojesa. This study aims to analyze consumer behavior in using online transportation services such as online motorcycle taxis specifically for women, namely Ojesa. Using a quantitative approach with explanatory research, it involved 97 female respondents who met the criteria. The data was analyzed using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with SmartPLS 4.0. The results show that customer satisfaction can fully mediate the relationship between religiosity and customer loyalty, and partially mediate the relationship between safety perception and brand awareness.

Keywords: Religiosity, Perceived Safety, Brand Awareness, Customer Satisfaction, Customer Loyalty.