

PENGARUH FITUR LAYANAN, KARAKTERISASI, DAN PREFERENSI
DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI
TERHADAP LOYALITAS PELANGGAN DALAM MENGGUNAKAN
TRANSPORTASI UMUM DI JAKARTA

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These days, big cities always attract people more because it provide everything that people love to do, so many people come to big cities likes Jakarta to get such experience. In this case, population of people in big city will be increase and there will be increasing in transportation too, and it cause traffic jam. So, some people who live in Jakarta choose to use public transportation, but as we know public transportation can't guarantee the comfortable and safety instead of using private transportation.

In this research, the researcher we going to find out how the service feature, the preferences of consumer, and characterization of consumer who using the public transportation could lead that into satisfaction and loyalty. By using SEM in this research, can be get conclusion that there are significantly influence between Satisfaction and Loyalty, but in this case service feature, preference, and characterization not have any relationship with the satisfaction or loyalty, that means the public transportation in Jakarta should increase the service, so it can fulfill what the consumer needs and wants.

Keywords: Service Feature, Consumer Characterization, Consumer Preference, Consumer Satisfaction, Consumer Loyally, Public Transportation, Mediation Variable, SEM