

PENGARUH KUALITAS JASA, KEMUDAHAN TRANSAKSI, DAN PROMOSI  
TERHADAP LOYALITAS KONSUMEN GO-PAY: KEPUASAN KONSUMEN  
SEBAGAI VARIABEL MEDIASI

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This study aims to determine the main factors that can affect consumer loyalty Go-Pay. Based on previous research, three independent variables were obtained, namely: service quality, ease of transaction, and promotion. With variables mediating customer satisfaction. Loyalty is seen as one of the important criteria for companies to gain competitive advantage. The type of research conducted is descriptive research using a questionnaire distributed to 150 respondents in Jakarta. Data retrieval is done by non probability sampling method. Data analysis using multiple linear analysis with SPSS. The results of the research findings prove that previous studies that the three independent variables taken significantly influence customer satisfaction in shaping consumer loyalty.

Keyword: Service quality, perceived ease of use, promotion, customer satisfaction, customer loyalty