SUMMARY

ARIEF MAHARDIWAN. Analysis of factors that influence consumer loyalty on taxi users based *online* "Uber" in Jakarta.Supervised by ARIF IMAM SUROSO and ARIEF RAMADHAN.

People today often hear about the emergence of actors in the business world that disrupt the existence of the old perpetrators. Basically, the new competitor has a unique advantage when compared with the incumbent.Banyak examples that exist, for example, which until now is still a pro-cons, namely the phenomenon of *online*-based taxis, especially "Uber" which replaces the conventional taxis. The development of public transport services in Indonesia is now increasingly diverse and greatly exploit technological sophistication. One of the public transportation that has many users is taxi ride sharing. The problems that hamper the existence of the company is the intention to buy, can be due to the high bargaining power of consumers that make consumers easily switch from one brand to another if the company is not able to adjust the expectations of consumers.

This study aims to analyze the structural model of latent variables of service quality and customer satisfaction affecting consumer loyalty and identify signifikan differences of each variable to uber *online* based taxi users in Jakarta. This research is categorized as causal research, ie research that aims to show or test that one variable becomes the cause or determine other variables. The spread of questionnaires was done offline to 110 active *online* taxi users within two months and residing in Jakarta.

Data analysis in this research using Structural Equation Modeling (SEM) and custumer loyaty index (CLI). The result of this research is service quality have signifikan and positive effect to satisfaction. this shows that if the quality of uber-based *online* taxi service is well managed it will increase the satisfaction of the use of uber *online* taxi in Jakarta, service quality has a signifikan and positive impact on loyalty and satisfaction has a signifikan and positive impact on loyalty it can be concluded that the Indonesian uber company has high loyalty in the community should the management innovate continuously so as not to lose compete with other companies.

Keywords: CLI, SEM, consumer loyalty, uber taxi