

ABSTRAK

Penelitian ini memiliki tujuan yaitu untuk mengetahui Pengaruh *E-Service Quality* dan *Brand Image* terhadap Loyalitas Pelanggan Pengguna inDrive di Kota Bandung. Seiring meningkatnya persaingan dalam industri transportasi online, *E-Service Quality* dan *Brand Image* menjadi faktor penting yang memengaruhi Loyalitas Pelanggan. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif. Data diperoleh melalui kuesioner yang disebarakan kepada 100 responden pengguna inDrive di Bandung. Analisis regresi linier berganda digunakan untuk menguji hubungan antara variabel independen (*E-Service Quality* dan *Brand Image*) dan variabel dependen (Loyalitas Pelanggan). Hasil penelitian menunjukkan bahwa *E-Service Quality* dan *Brand Image* memiliki pengaruh signifikan terhadap Loyalitas Pelanggan, baik secara parsial maupun simultan. Peningkatan aspek seperti kemudahan penggunaan aplikasi, kecepatan *E-Service Quality* dan *Brand Image* yang positif terbukti dapat meningkatkan Loyalitas Pelanggan. Penelitian ini diharapkan memberikan masukan bagi inDrive dalam meningkatkan kualitas layanan dan daya saingnya di pasar transportasi online.

Kata kunci: *E-Service Quality*, *Brand Image*, Loyalitas Pelanggan

ABSTRACT

This study aims to determine the Influence of E-Service Quality and Brand Image on Customer Loyalty of inDrive Users in Bandung City. As competition in the online transportation industry increases, E-Service Quality and Brand Image become important factors that influence Customer Loyalty. This study uses a quantitative method with a descriptive approach. Data were obtained through questionnaires distributed to 100 inDrive user respondents in Bandung. Multiple linear regression analysis was used to test the relationship between the independent variables (E-Service Quality and Brand Image) and the dependent variable (Customer Loyalty). The results showed that E-Service Quality and Brand Image have a significant influence on Customer Loyalty, both partially and simultaneously. Improving aspects such as ease of use of the application, speed of E-Service Quality and positive Brand Image have been proven to increase Customer Loyalty. This study is expected to provide input for inDrive in improving its service quality and competitiveness in the online transportation market.

Keywords: *E-Service Quality, Brand Image, Customer Loyalty*