

**THE IMPACT OF PERCEIVED SALES PROMOTION, PERCEIVED BENEFITS OF  
THE BOOKING APPLICATION, PERCEIVED SERVICE QUALITY ON  
CUSTOMERS LOYALTY WITH SATISFACTION AS THE MEDIATING  
VARIABLE (CASE OF GO-JEK)**

**Thesis**

Presented as Partial Fulfillment of the Requirements for the Degree of Bachelor of  
Management (S1)  
in International Business Management Program Faculty of Business and Economics  
Universitas Atma Jaya Yogyakarta



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**FACULTY OF BUSINESS AND ECONOMICS  
UNIVERSITAS ATMA JAYA  
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**Thesis**

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**15<sup>th</sup> June 2023**

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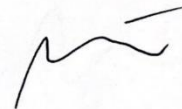
**LETTER OF STATEMENT  
AUTHENTICITY ACKNOWLEDGEMENT**

I, Abigael Maeylien Subandrio, the undersigned, hereby declare that the thesis  
with the title:

**THE IMPACT OF PERCEIVED SALES PROMOTION, PERCEIVED  
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Is fully my own work as the researcher. Statements, ideas, and quotations either  
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Yogyakarta, June 15<sup>th</sup> 2023



Abigael Maeylien Subandrio

I offer my praise and gratitude to the Almighty God for His blessings and generosity, enabling the completion of this thesis titled **“THE IMPACT OF PERCEIVED SALES PROMOTION, PERCEIVED BENEFITS OF THE BOOKING APPLICATION, PERCEIVED SERVICE QUALITY ON CUSTOMERS LOYALTY WITH SATISFACTION AS THE MEDIATING VARIABLE (CASE OF GO-JEK)”**

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I sincerely apologize for any shortcomings and limitations in this thesis, and I hope that the thesis I wrote can be beneficial to those in need.

Yogyakarta, 15<sup>th</sup> June 2023

The one who stated



Abigael Maeylien Subandrio

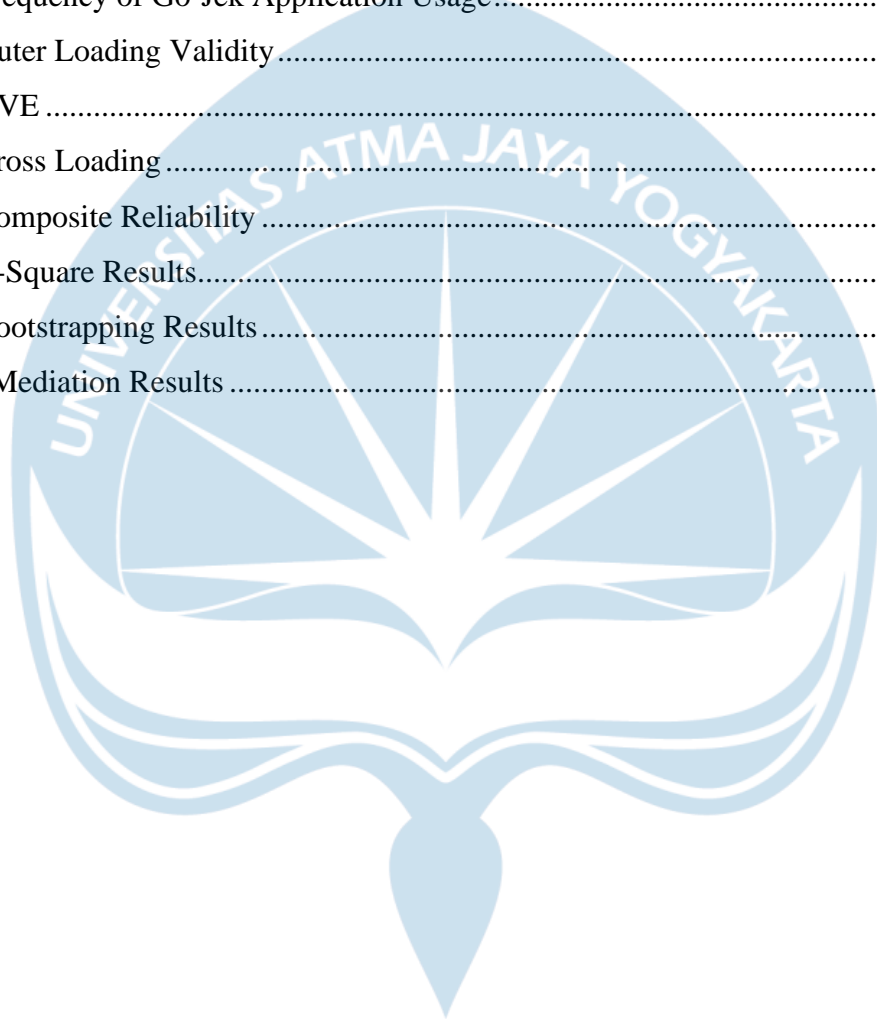
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**Abstract**

**Objective** - To see and know the impact of perceived sales promotion, perceived benefits of the booking application, perceived service quality on loyalty with satisfaction as the mediating variable.

**Design/methodology/approach** - The design of the research conducted is quantitative research. The method used in taking the sample in this study is purposive sampling with the criteria of respondents who has Go-Jek application and who has already used Go-Jek application to book an online transportation. The questionnaire was distributed online via Google form and collected as many as 194 respondents. And all data is processed using SmartPLS software version 4.

**Findings** - The results showed a significant impact of sales promotion, benefits of the booking application, service quality on loyalty with satisfaction as the mediating variable.

**Research limitations/implications** - In future research, it is suggested to use the value of 0.7 in AVE.

**Practical implications** - PT. Go-Jek Indonesia is advised to make further improvement for the effectiveness and security of the Go-Jek application to anticipate any errors or bugs in the future.

**Keywords:** sales promotion, service quality, benefits of the booking application, satisfaction, loyalty