

ABSTRACT

***The Influence of Value Co-Creation on Customer Loyalty Through Customer
Citizenship Behavior***

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The purpose of this study is to find out how the role of Customer Citizenship Behavior in mediating the interaction between Value Co-Creation and Customer Loyalty. This study was designed as a survey method by distributing questionnaires to 200 respondents who are Grab customer in Indonesia, that often uses Grab, who gives review than 1x, over 17 years old, and an Indonesian. This research use ing purposive sampling technique. The analytical tool used in this study is Structural Equation Modelling (SEM). The results of this study prove that Value Co-Creation has an influence on Customer Citizenship Behavior and Customer Citizenship Behavior has proven to have an effect on Customer Loyalty. In addition, the variable Customer Citizenship Behavior is proven to mediate between Value Co-Creation and Customer Loyalty.

Keyword: Value Co-Creation, Customer Citizenship Behavior, Customer Loyalty

ABSTRAK

Pengaruh *Value Co-Creation* Terhadap *Customer Loyalty* Melalui *Customer Citizenship Behavior* (Kasus Padda Pelanggan Grab di Indonesia)

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Tujuan dari penelitian ini adalah untuk mengetahui bagaimana peran *Customer Citizenship Behavior* dalam memediasi interaksi antara *Value Co-Creation* dan *Customer Loyalty*. Penelitian ini dirancang sebagai *survey method* dengan melakukan penyebaran kuesioner kepada 200 responden yang merupakan pelanggan Grab di Indonesia yang sering menggunakan Grab dan pernah memberikan rewiw, berusia diatas 17 tahun dan WNI, dengan menggunakan Teknik *purposive sampling*. Alat analisis yang digunakan dalam penelitian ini yaitu *Structural Equation Modelling* (SEM). Hasil penelitian ini membuktikan bahwa *Value Co-Creation* memiliki pengaruh terhadap *Customer Citizenship Behavior* dan *Customer Citizenship Behavior* terbukti memiliki pengaruh terhadap *Customer Loyalty*. Selain itu, variabel *Customer Citizenship Behavior* terbukti memediasi hubungan antara *Value Co-Creation* dan *Customer Loyalty*.

Kata Kunci: *Value Co-Creation, Customer Citizenship Behavior, Customer Loyalty*