

## ABSTRACT

Gojek is one of Indonesia's leading digital platforms in the mobility service industry. This study investigates the effects of trust, environmental impact, cost saving, and utility on customer satisfaction, and how satisfaction drives electronic word-of-mouth (eWOM). It also examines the moderating role of perceived technological innovativeness (PTI).

Using a quantitative method, data were collected through an online survey of 268 Gojek users and analyzed with PLS-SEM in SmartPLS 4. The results show that trust, environmental impact, cost saving, and utility significantly influence customer satisfaction. Satisfaction also has a strong positive effect on eWOM, mediating the relationship between service-related factors and advocacy behavior. Unexpectedly, PTI weakens the satisfaction to eWOM link, suggesting that customers may view innovation as an expected standard rather than a driver of advocacy.

The findings contribute to Social Capital Theory and UTAUT by showing that technological advancement does not always amplify post-adoption outcomes. For Gojek, the study highlights the importance of communicating innovations in terms of direct user benefits to ensure satisfaction translates into active eWOM.

**Keywords:** customer satisfaction, electronic word-of-mouth, perceived technological innovativeness, Gojek

## INTISARI

Gojek merupakan salah satu platform digital terkemuka di Indonesia dalam layanan mobilitas. Penelitian ini menganalisis pengaruh trust, environmental impact, cost saving, dan utility terhadap kepuasan konsumen, serta bagaimana kepuasan mendorong electronic word-of-mouth (eWOM). Selain itu, penelitian ini juga menguji peran moderasi perceived technological innovativeness (PTI).

Data dikumpulkan melalui survei online terhadap 268 pengguna Gojek dan dianalisis menggunakan PLS-SEM pada SmartPLS 4. Hasil penelitian menunjukkan bahwa trust, environmental impact, cost saving, dan utility berpengaruh signifikan terhadap kepuasan konsumen. Kepuasan konsumen juga berpengaruh positif terhadap eWOM dan memediasi hubungan antara faktor layanan dengan perilaku advokasi. Namun, PTI justru memperlemah hubungan kepuasan dengan eWOM, menandakan bahwa inovasi dipandang sebagai standar yang diharapkan, bukan pendorong advokasi.

Penelitian ini memperluas Social Capital Theory dan UTAUT dengan menunjukkan bahwa inovasi teknologi tidak selalu memperkuat hasil pasca adopsi. Bagi Gojek, hasil ini menekankan pentingnya mengkomunikasikan inovasi sebagai manfaat nyata bagi pengguna agar kepuasan dapat berubah menjadi eWOM aktif.

**Kata kunci:** kepuasan konsumen, electronic word-of-mouth, perceived technological innovativeness, Gojek