




Gojek online transportation consumer loyalty is seen from the quality of service and brand image

Hendra Prasetya¹, Nurul Azizah²

^{1 2}Fakultas Ekonomi dan Bisnis, Universitas Wijaya Kusuma Surabaya, Indonesia

| ARTICLE INFO | ABSTRACT |
|---|---|
| <p><i>Article history:</i></p> <p>Received Marc 18, 2024 Revised April 23, 2024 Accepted Mey 29, 2024</p> <hr/> <p><i>Keywords:</i></p> <p>Brand Image Consumer Loyalty Online Transportation Service Quality</p> | <p>To find out the direction and significance of the partial influence of service quality and brand image on consumer loyalty of users of Gojek online transportation services among students of the Faculty of Economics and Business, Wijaya Kusuma University Surabaya is the aim of this research. The population used as the population were students from the Faculty of Economics and Business, Wijaya Kusuma University, Surabaya, with the sample determined using purposive sampling. The characteristics of the sample are that they have the Gojek application and have placed orders at least 2 (two) times. The sample processed was 100 (one hundred) respondents. Data was collected through distributing questionnaires. Data processing uses multiple linear regression analysis and the hypothesis is tested using the t test or partial test. The result is that service quality and brand image partially have a positive and significant effect on consumer loyalty of Gojek online transportation service users among students at the Faculty of Economics and Business, Wijaya Kusuma University, Surabaya. The quality of service must continue to be improved, among other things, by creating a sense of security for consumers, competent drivers, and standard equipment. Cultivating a positive brand image, among other things, by improving the company's reputation, applications that are easy to operate.</p> <p><i>This is an open access article under the CC BY-NC license.</i></p>  |

Corresponding Author:

Hendra Prasetya,
Faculty of Economics and Business,
Wijaya Kusuma University Surabaya, Indonesia,
Addre Jl. Dukuh Kupang XXV No.54, Dukuh Kupang, Surabaya, 60225, Indonesia.
Email: hendraprasetya@uwks.ac.id

1. INTRODUCTION

With the rapid development in the field of communication and information technology, it has had a tremendous impact on changes in people's behavior in carrying out their activities in various fields. (Afrizal et al., 2020). The change in people's behavior that is occurring is that nowadays people are accessing everything more often doing it digitally. This is done because digital technology can simplify and speed up community activities (Asmuni, 2019). An example of changes in people's behavior occurs in transportation services, where previously people used conventional transportation services, where in operations service users paid in cash and sometimes even bargained first, having to go to the base or bus stop or terminal, but now many people have who use internet-based transportation services, namely online transportation services. The

development of communication and information technology cannot be separated from the development of the internet (Widodo, 2019). As long as you are connected to the internet network, information and communication in all parts of the world can be accessed in real time, wherever you are and at any time (Utami & Zanah, 2021).

Quoted from databoks.katadata.co.id which was accessed on February 29 2024, according to the We Are Social report, the number of internet users in Indonesia has reached 213 million people as of January 2023. This number is equivalent to 77% of Indonesia's total population of 276.4 million people at the beginning of this year. The number of internet users in Indonesia in 2023 will increase by 5.44% compared to 2022 (year on year). In January 2022, the number of internet users in Indonesia will only reach 202 million people. Transportation is one of the activities that can be made easier by the development of digital communication and information technology (Pasaribu & Widjaja, 2022). Currently, many transportation services are provided online. An example is the Gojek company, which is a company that provides online transportation services.

Accessed on 29 February 2024 from databoks.katadata.co.id that: The State of Mobile 2024 Report published by Data.ai shows that there are at least five online transportation applications that are the best-selling downloads in Indonesia throughout 2022-2023. Gojek ranks first with average downloads per month reaching 957 thousand downloads from Indonesian cell phone or smartphone users in 2023. Basically, online transportation service providers provide almost the same services, so there is tight competition between these companies (Banggoi et al., 2023). Efforts made by companies providing online transportation services in facing intense competition include innovations to increase the income of their drivers or work partners so that they are expected to motivate drivers to provide the best and most satisfying service quality for consumers which will ultimately lead to loyalty. consumer (Ibrahim, 2021).

Users or consumers are the parties who can assess the good and bad quality of service of a service they use (Sayekti et al., 2021). The method is to compare the service that consumers expect (consumer expectations) with the actual service they receive. If the service received by consumers exceeds what they expected, consumers will be satisfied and will use the service again. In the end, repeated use of a service will lead to loyalty (TRISETYA WATI, 2019). General service factors and e-service quality provided to consumers can determine consumer loyalty. Consumers tend to make repeat purchases when they receive service that exceeds their expectations.

An important key to increasing customer loyalty is service quality (D. Firmansyah et al., 2021). The quality of service perceived by customers is an indication of the customer's behavior, namely whether to stop or continue using the product, reduce the number of purchases, and complain to the company. This behavior can be used as a signal as to whether customers will be loyal or not. Research conducted by (F. Firmansyah et al., 2019) obtained the results that service quality has a positive and significant effect on the loyalty of online transportation service users. However, on the contrary, the results of research conducted by (Zusrony, 2021) shows that service quality has an insignificant influence on the loyalty of online transportation service users.

Consumer loyalty can be formed from brand image (Ramadan, 2019). Brand image shows consumer confidence in a brand, where there are two possibilities, namely positive (good brand image) and negative (bad brand image) (Andini, 2020). Brand image will create a good name for the product/company, but on the other hand, brand image can also create a bad image for the product/company. To create a good brand image, the company must be able to create superiority, uniqueness, benefits and differentiation compared to competitors' products (Nikmah & Siswahyudianto, 2022). A good brand image will encourage consumers to be loyal to the product, whereas conversely a bad brand image will encourage consumers to switch to other products, namely moving to competitors.

Products can be easily imitated, but the brand image recorded in consumers' memories cannot be imitated (Tria & Syah, 2021). So that the formation of a positive image

of a brand becomes one of the benchmarks for consumer assessment when viewing a product (Pradana, 2017). So the formation of a positive brand image will be very necessary in order to generate consumer loyalty because the more positive the consumer's attitude towards the brand, the higher the consumer loyalty. Determinants of customer loyalty are influenced by brand image factors. A good image attached to customers is one of the important factors that shape customer loyalty. Customers feel confident that when a company has a good brand image, it will also provide good service based on consumers' desires, needs and expectations (Ramadhani & Nurhadi, 2022).

Results of previous research conducted (Yeridha et al., 2019) shows that brand image has a significant and positive influence on the loyalty of users of online transportation services. Different results occurred in research conducted by (Huda & Hartati, 2021) that brand image does not have a significant effect on customer loyalty. Whether service quality and brand image partially have a positive and significant influence on consumer loyalty of users of Gojek online transportation services among students at the Faculty of Economics and Business, Wijaya Kusuma University, Surabaya, is the problem examined in this research. (Aryamti & Suyanto, 2019). Thus, the aim is to determine the direction and significance of the partial influence of service quality and brand image on consumer loyalty of users of Gojek online transportation services among students of the Faculty of Economics and Business, Wijaya Kusuma University, Surabaya.

2. RESEARCH METHOD

This type of research is explanatory which explains the relationship between service quality and brand image and consumer loyalty, while the approach is quantitative based on statistical calculations. The population of this study were students from the Faculty of Economics and Business, Wijaya Kusuma University, Surabaya. The sample was determined using purposive sampling where the characteristics of the sample were that they had the Gojek application and had used Gojek services at least 2 (two) times. The number of samples used was 100 respondents. Service quality and brand image are the independent variables, while consumer loyalty is the dependent variable. Data collection through distributing questionnaires. The data was processed using multiple linear regression analysis, while the hypothesis was tested using the t test or partial test.

3. RESULTS AND DISCUSSIONS

Table 1. Results of Multiple Linear Regression Testing.

| Model | Unstandardized Coefficients | | Standardized Coefficient Beta | Q | Sig. | Collinearity Statistics | |
|-------|-----------------------------|------------|----------------------------------|------|-------|-------------------------|------------|
| | B | Std. Error | | | | Tolerance | VIF |
| | (Constant) | 2,730 | 1,313 | | 6,948 | ,002 | |
| 1 | SERVICE QUALITY | 1,297 | ,062 | ,288 | 4,803 | ,000 | ,577 1,732 |
| | BRAND IMAGE | 2,343 | ,119 | ,679 | 8,312 | ,000 | ,577 1,732 |

a. Dependent Variable: LOYALTY

From the table of multiple linear regression test results, it can be seen that service quality has a t_{count} value that is greater than the t_{table} value ($4.803 > 1.984$) and the significance value is 0.000 which is smaller than 0.05 so that service quality has a positive and significant influence on consumer loyalty. Brand image also has a positive and significant influence on consumer loyalty because it has a calculated t_{value} that is greater than the t_{table} value ($8.312 > 1.984$) with a significance value of 0.000 which is smaller than 0.05.

The Influence of Service Quality on Customer Loyalty

Based on the results of multiple linear regression analysis and the t test, the results showed that B service quality has a significant and positive influence on consumer loyalty of users of Gojek online transportation services among students of the Faculty of Economics and Business, Wijaya Kusuma University, Surabaya. This means that when Gojek improves the quality of its service to its consumers, consumer loyalty to Gojek will increase. However, on the other hand, if Gojek provides poor quality service, consumers will become disloyal, and consumers may even move to other companies or competing companies.

In order to increase consumer loyalty, the Gojek company/management can make efforts to improve service quality, including the following: (1) using or displaying quality physical facilities, for example: relatively new vehicles/motorbikes/maximum output of 5 (five) years finally, SNI standard helmets, communication facilities/media that are always updated, drivers who appear fast and attractive and wear identification marks; (2) Feeling what consumers feel or empathy for consumers, such as having good communication and easy relationships with consumers, whether meeting in person or via telephone or social media, if there are calls or questions via social media they are immediately answered, providing attention and understanding consumer needs, making compromises rather than fighting with consumers; (3) Increasing its reliability in providing services to consumers, such as: immediately providing or delivering the best and most satisfying, fast and accurate and reliable service in accordance with its promises to consumers; Make a time schedule to be punctual and keep promises or be honest in resolving problems; (4) Responsiveness in providing services, such as: speed and alertness of employees in handling transactions, always paying attention to consumers who contact the company, initiative to respond quickly and alertly to what consumers need; (5) Creating trust and a sense of security for consumers, increasing employee knowledge and competence and politeness, employees who have trustworthy and honest characteristics.

This research provides results that are in line with the results of research conducted by (Algifari & Hasbi, 2021). However, it does not support the results of research conducted by (Nurhikmah et al., 2022). The company must be able to provide the best quality service and satisfy customers. This needs to be done by companies because service quality is a very determining factor in influencing customer loyalty. If customers receive service that is not of good quality or does not match expectations, the customer will become disloyal (Nurhikmah et al., 2022).

The Influence of Brand Image on Customer Loyalty.

The results obtained from calculating multiple linear regression analysis and hypothesis testing using partial tests or t tests show that brand image has a significant and positive influence on consumer loyalty of users of Gojek online transportation services among students of the Faculty of Economics and Business, Wijaya Kusuma University, Surabaya. This means that if the Gojek brand image is perceived well in the minds of consumers, consumer loyalty will also be better, but conversely, if in the minds of consumers the perception of the Gojek brand image is bad, consumers will be disloyal to

Gojek. Consumers who are not loyal will of course look for or switch to other similar companies (competitor companies) that can provide better service.

Company/Gojek management must make efforts to improve or enhance its brand image so that consumer loyalty increases. Efforts that can be made include: (1) making a company that has a good reputation, (2) increasing features, (3) making application operation easier, (4) improving the quality of the application network. The results of this research support or are in line with the results of research conducted by(Sa'adah, 2020). However, the results of this study do not support the results of research conducted by(Student et al., 2024).

Brand image is one of the factors that can lead to customer loyalty. This is because brand image can create a good name for the product/company in the eyes of customers and act as a connecting bridge between the product/company and customers. Companies must have the ability to create a good brand image in the minds of customers. Competitive advantage is a consequence of the company creating a good image. The value perceived by customers can be damaged or supported by the company's image. The success of a company can be increased by a good brand/company image. The stability of a company can be worsened by a bad company image. Companies that are able to manage their brand image well will have good/positive consequences for the company(Maulyan et al., 2022).

4. CONCLUSION

Based on the results of calculations and multiple regression analysis as well as hypothesis testing, the following conclusions can be drawn: (1) Service quality has a positive and significant influence on consumer loyalty of users of Gojek online transportation services among students of the Faculty of Economics and Business, Wijaya Kusuma University, Surabaya ; and (2) Brand image has a positive and significant influence on consumer loyalty of users of Gojek online transportation services among students at the Faculty of Economics and Business, Wijaya Kusuma University, Surabaya. The suggestions put forward include the following: The company (Gojek management) is expected to do things that can increase consumer loyalty, including: physical facilities (vehicles) that are always renovated every 5 years, equipment (for example helmets) that are of a standard , drivers who are competent and have a good attitude (for example: neat appearance, polite, honest, trustworthy and responsible, care about consumers, tighten the rules for partners/drivers, improve the company's reputation, the application continues to be developed and its operation is made easier, improve the quality of the application network, making quality service a company culture, the ability to understand consumers' desires and needs, and (2) Future researchers are expected to add independent variables and use mediating variables. The limitations in this research are as follows: (1) The object of this research is students of the Faculty of Economics and Business, Wijaya Kusuma University, Surabaya who use the Gojek online transportation service application service with a sample size of 100 respondents. It would be better if the objects used as samples were developed for students in all faculties at Wijaya Kusuma University Surabaya, (2) Collecting data through distributing questionnaires. It would be better if data collection was done through direct interviews.

REFERENCES

- Afrizal, S., Kuntari, S., Setiawan, R., & Legiani, WH (2020). Social Change in Digital Culture in Children's Character Education. Proceedings of the National Seminar on FKIP Education, 3(1), 429-436.
- Algifari, M., & Hasbi, I. (2021). The Influence of Service Quality and Brand Image on Customer Loyalty of Gojek Go-Ride Services (Case Study of Cilegon City Online Transportation Service Customers). EProceedings of Management, 8(5).

- Andini, A. (2020). Analysis of the Influence of Product Quality and Brand Image on Purchasing Decisions Using Word of Mouth as an Intervening Variable (Case Study of Consumers of Lois Jeans Brand Products at Streat Shop Lois). Jakarta Indonesian College of Economics.
- Aryanti, AS, & Suyanto, AMA (2019). Analysis of product quality, service quality and brand image on beauty clinic customer satisfaction and its influence on customer loyalty. *EProceedings of Management*, 6(1).
- Asmuni, H. (2019). The role of the social environment on millennials' self-control. *AL-FIKRAH: Journal of Educational and Islamic Studies*, 2(2), 119–134.
- Banggoi, R., Mendo, AY, & Asi, LL (2023). Analysis of User Satisfaction of Maxim's Online Transportation Services to Increase User Loyalty in Gorontalo City. *JAMBURA: Scientific Journal of Management and Business*, 6(1), 242–249.
- Firmansyah, D., Setiawan, T., & Susetyo, DP (2021). The Importance of Building Consumer Loyalty Through Service Quality and Trust: Survey on Service and Loyalty in Service Companies. *Journal of Business Disruption*, 4(4), 304.
- Firmansyah, F., Haryanto, MM, & Rudy, DR (2019). Service Quality Management: Increasing Customer Satisfaction & Loyalty. Media Publishing Ambassador.
- Huda, M., & Hartati, N. (2021). The Influence of Service Quality, Brand Image, and Customer Satisfaction on Customer Loyalty of Blue Bird Taxi Transportation Services in West Jakarta. *JSMA (Journal of Management Science and Accounting)*, 13(2), 96–110.
- Ibrahim, SK (2021). THE INFLUENCE OF BRAND IMAGE, VARIETY SEEKING, AND SERVICE QUALITY ON CUSTOMER SWITCHING BEHAVIOR FROM CONVENTIONAL TRANSPORTATION TO ONLINE TRANSPORTATION IN KENDAL CITY. THESIS.
- Maulyan, FF, Drajat, DY, Angliawati, RY, & Sandini, D. (2022). The influence of excellent service on company image and customer loyalty: theoretical review. *Journal of Management Science*, 4(1), 8–17.
- Nikmah, M., & Siswahyudianto, S. (2022). Differentiation Strategy to Create Competitive Advantage in Pawon Gusti Catering MSMEs, Surondakan Village, Trenggalek District, Trenggalek Regency. *Journal of Management and Civil Business*, 4(1), 66–82.
- Nurhikmah, T., Fauzi, A., Putri, SCT, Asmarani, D., Damayanti, V., & Thalitha, RF (2022). Analysis of factors that influence customer loyalty of online transportation services (Go-Jek): service quality, price and consumer satisfaction. *Journal of Applied Management Science*, 3(6), 646–656.
- Pasaribu, M., & Widjaja, A. (2022). Artificial Intelligence: A Strategic Management Perspective. Gramedia Popular Literature.
- Ramadhan, MAF (2019). The Influence of Brand Image, Trust, and Commitment on Customer Loyalty of the Gojek Online Transportation Application in Malang City. *Journal of Management Science (JIMMU)*, 4(2), 153–169.
- Ramadhani, M., & Nurhadi, N. (2022). The Influence of Brand Image, Consumer Satisfaction and Trust on Customer Loyalty of Aqua Brand Mineral Water. *FORBISWIRA FORUM BUSINESS AND ENTREPRENEURSHIP*, 11(2), 200–214.
- Sa'adah, L. (2020). Service quality, price, brand image and their influence on consumer satisfaction. LPPM KH University. A. Wahab Hasbullah.
- Sayekti, F., Purnama, YI, Wijayanti, LE, Yogyakarta, UT, Yogyakarta, UT, Yogyakarta, UT, & Customer, K. (2021). The influence of service quality on service user satisfaction in government agencies. The 2nd Widyagama National Conference on Economics and Business (WNCEB 2021), Wnceb, 162–173.
- Siswati, E., Iradawati, SN, & Imamah, N. (2024). Customer Relationship Management and its Implementation in Small Companies.
- Tria, ED, & Syah, TA (2021). Analysis of the Influence of Brand Image and Brand Trust on Purchase Interest in Rita Pasaraya Cilacap Customers. *Citizen: Indonesian Multidisciplinary Scientific Journal*, 1(2), 84–94.
- TRISETYA WATI, W. (2019). The Influence of Service Quality, Consumer Satisfaction and Promotion on Customer Loyalty of The Media Hotel & Towers Jakarta. Indonesian College of Economics (STEI) Jakarta.
- Utami, FT, & Zanah, M. (2021). YouTube as a source of information for students during the Covid-19 pandemic. *Journal of Synesthesia*, 11(1), 78–84.
- Widodo, AS (2019). The Role of the Internet in Increasing the Number of Freelancers in Indonesia. *Listening: Journal of Communication*, 3(2), 191–202.
- Yeridha, R. A. P., Kuleh, J., & sampleiling, A. (2019). The influence of perceived customer value and

brand image on customer loyalty of the Go-Jek online motorcycle taxi service in Samarinda. *Journal of Management*, 11(1), 94–99.

Zusrony, E. (2021). *Consumer Behavior in the Modern Era*. Prima Agus Teknik Foundation Publishers, 1–159.