

The Effect of Service Quality and Brand Image on Customer Satisfaction and Loyalty of Gojek Users in Samarinda

Nardi¹, Muhammad Faiz Abid², Asmadhini Handayani Rahmah³, Hudyah Astuti Sudirman⁴

¹ Management Study Program, nn994@umkt.ac.id

² Management Study Program, 2411102431089@umkt.ac.id

³ Management Study Program, ahr811@umkt.ac.id

⁴ Management Study Program, has386@umkt.ac.id

Abstract

Purpose: This study examines the effect of service quality and brand image on customer loyalty toward Gojek in Samarinda City, using customer satisfaction as a mediating variable.

Design/methodology/approach: This quantitative study surveyed 113 Gojek users in Samarinda City. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

Findings: Service quality and brand image do not directly affect customer loyalty, although both significantly influence customer satisfaction. Customer satisfaction, in turn, strongly affects customer loyalty and mediates the relationship between the independent variables and loyalty. The model's Goodness of Fit value of 0.576 indicates strong explanatory power.

Practical implications: Gojek should prioritize technical service quality, brand image, and customer satisfaction as key strategies for retaining customers.

Originality/value: This study integrates service quality and brand image within a single satisfaction-mediated model to explain customer loyalty in the context of digital transportation services in Samarinda, informing both digital-service satisfaction and loyalty research.

Paper type: empirical

Keywords: Service Quality, Brand Image, Customer Satisfaction, Customer Loyalty, Gojek Samarinda

1. Introduction

Information and communication technology has transformed many aspects of daily life, including transportation. Gojek, a platform offering convenient transportation, food delivery, and logistics services, has changed the way the people of Samarinda travel and stay connected. With population growth and a high level of mobility, Samarinda has become a promising market for digital application companies.

Gojek relies on customer loyalty to remain competitive in the market. Parasuraman, Zeithaml, and Berry (1988) define service quality as the extent to which customers' expectations are met by their perception of the service received. Gojek measures service quality based on reliability, responsiveness, assurance, empathy, and tangibles. High-quality service makes customers satisfied and loyal. Earlier research by Zeithaml, Berry, and Parasuraman (1996) showed that service quality is positively correlated with customer satisfaction and repurchase intention.

Customer loyalty is an important indicator of business success, as loyal customers tend not to switch easily to other service providers and are even willing to recommend the service to others (Kotler & Keller, 2016). However, building customer loyalty is not an easy task, particularly in the digital era, where customers have many alternatives and easy access to information. Two key factors believed to strongly influence customer loyalty are service quality and brand image.

Amid today's tight and dynamic business competition, customer satisfaction has become a key factor determining the success and sustainability of a company, including technology-based transportation services such as Gojek in Samarinda. Customer satisfaction reflects the extent to which Gojek's products and services meet or exceed customer expectations in the region. Customers who are satisfied with ease of access, service speed, driver quality, and application features generally show a high level of loyalty, make repeat orders, and give positive recommendations to others. This condition

directly supports the growth and strengthening of Gojek's position in the local Samarinda market. Conversely, customer dissatisfaction can have negative effects, such as a decline in the number of users, damage to the company's reputation, and reduced public trust in Gojek's service. Gojek must therefore continue to maintain service quality, provide a pleasant user experience, set competitive prices, and ensure ease of access for the entire Samarinda community. Customer satisfaction is not merely a short-term goal, but part of a long-term strategy for building customer loyalty and competitive advantage in an ever-changing market.

Brand image consumers' perception of a brand based on their mental associations is also important (Keller, 2013). A good brand image builds customer trust and appeal. Customers feel more emotionally attached and inspired to use Gojek when they hold a favorable impression of it. Intangible assets such as brand image can provide a company with a competitive advantage, according to Aaker (1991). Building and maintaining a positive brand image is key to customer loyalty.

Many studies have examined the effect of service quality and brand image on loyalty independently, but none has examined their integrated effect within a service application such as Gojek in Samarinda City. Given the unique characteristics of the Samarinda market and the competitive dynamics of the online transportation industry, this study is relevant for understanding how Gojek can effectively build and maintain customer loyalty.

The researchers conducted a preliminary survey to obtain an initial picture of Gojek customers' perceptions of service quality and brand image in Samarinda City, and to identify early indications of their loyalty level. The results of this preliminary survey are presented below:

Table 1. Preliminary Survey Results on Service Quality, Brand Image, and Customer Loyalty toward Gojek

Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Service Quality Questions					
Do Gojek drivers always use official attributes when accepting an order?	1	1	16	47	48
Is Gojek's service reliable when needed?	1	2	12	53	46
Is Gojek's service in Samarinda always available and reliable, especially during peak hours?	0	3	31	53	26
Does Gojek provide service guarantees such as fare certainty, insurance protection, and trustworthy drivers?	0	3	24	59	27
When placing an order, do Gojek drivers always show a friendly attitude?	0	2	27	55	29
<i>Average</i>	1.2	9.4	18.4	223	152.8
Brand Image Questions					
Does Gojek prioritize passenger safety until the destination is reached?	0	1	18	44	50
Are Gojek's features consistently up to date and convenient to use during transactions?	0	0	11	54	48

Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Does Gojek offer a variety of services such as transportation, food, shopping, and payment?	0	1	8	57	47
Do Gojek drivers demonstrate good conduct and punctuality?	0	5	25	59	24
<i>Average</i>	0	3.25	43.25	169.75	151
Customer Satisfaction Questions					
I am satisfied with the quality of service provided by Gojek.	1	1	20	60	31
I am satisfied with the speed and punctuality of Gojek's service relative to the app's estimate.	0	1	29	60	23
I feel safe and comfortable using Gojek's service, both in terms of the trip and the payment method.	0	0	17	62	34
Overall, I am satisfied with my experience using Gojek's service.	0	1	24	58	30
Gojek's pricing matches the quality provided, and the promotions/discounts offered increase my satisfaction.	0	2	18	59	34
<i>Average</i>	0.2	1	21.6	59.8	30.4
Customer Loyalty Questions					
I frequently use Gojek's service for my transportation needs.	4	14	44	36	15
I continue to use Gojek compared to other online transportation apps.	3	9	49	36	16
I remain loyal to Gojek even when similar apps are available.	5	10	54	28	16
I feel comfortable and safe using Gojek's service.	0	0	28	59	26
<i>Average</i>	8.25	25.5	154	114.75	53.5

Source(s): Primary data processed, 2025

The preliminary survey of 113 respondents found that the majority showed either a neutral or a strongly agree attitude toward the service quality provided by Gojek, with an average of 88.4% of responses neutral and 152.8% strongly agree across the service quality items. This indicates good acceptance of attributes such as driver availability, service guarantees, and driver friendliness. For brand image, an average of 43.25% of responses were neutral, while 169.75% were strongly agree, indicating a positive perception of Gojek's focus on passenger safety, up-to-date features, service variety, and good driver conduct. The high proportion of "strongly agree" responses points to a strong brand image for Gojek among respondents. Regarding customer satisfaction, an average of 59.8% of responses were

strongly agree, with 21.6% neutral, reflecting satisfaction with speed, punctuality, safety, comfort, and ease of payment. Respondents overall reported being satisfied with their experience using Gojek and considered the pricing appropriate relative to the quality received.

Meanwhile, regarding customer loyalty, an average of 154% of responses were neutral and 53.5% were strongly agree. Although there is some indication of repeat use of Gojek's service (an average of 36% of respondents "strongly agree" that they frequently use Gojek for transportation), the relatively high "neutral" proportion suggests there is still room to strengthen loyalty bonds. This potential for stronger loyalty needs to be understood more deeply in terms of its supporting factors, particularly why a large share of respondents tend to remain neutral on several loyalty aspects. The preliminary survey results indicate that, although there are strong indications of loyalty and appreciation for service quality and brand image, opportunities remain to improve and gain a deeper understanding of how service quality and brand image specifically contribute to customer loyalty in Samarinda City.

Prior research (Algifari & Hasbi, 2021) found that service quality and brand image partially and simultaneously affect customer satisfaction and loyalty. Based on the discussion above, the research questions addressed in this study are: does service quality have a positive and significant effect on the customer loyalty of Gojek in Samarinda City? Does brand image have a positive and significant effect on the customer loyalty of Gojek in Samarinda City? Do service quality and brand image simultaneously have a positive and significant effect on the customer loyalty of Gojek in Samarinda City? The objectives of this study are to evaluate the effect of service quality on customer loyalty, to assess the impact of brand image on customer loyalty, and to examine the joint effect of service quality and brand image on the customer loyalty of Gojek in Samarinda City.

2. Literature Review and Hypotheses Development

Service Quality

In the service sector, service quality is maintained by adhering to established standards. From the customer's perspective, service quality represents value the extent to which a product or service is able to fulfil the expected purpose that customers are willing to pay for.

There are five indicators of service quality according to Tjiptono and Chandra (2019):

- a. Reliability
- b. Responsiveness
- c. Assurance
- d. Empathy
- e. Tangibles

Brand Image

Brand image is consumers' perception or impression of a brand, shaped by their associations, beliefs, and experiences with that brand. A positive and strong brand image can drive customer loyalty, influence purchase decisions, and enhance overall brand value.

According to Perdana, Rinaldo, and Yulistia (2021), brand image is considered highly important for companies because it helps them position themselves in the market and retain customers. This occurs because consumers tend to associate products with a good brand as being of high quality. Consumer attachment to a brand grows stronger when supported by consistent experience or interaction, thereby forming a positive brand image. According to Kotler and Keller (2016), brand image indicators include:

- a. Strength of Brand Association: the extent to which information about the brand is retained in consumers' memory and continues to form part of the brand image.
- b. Uniqueness of Brand Association: a brand's ability to distinguish itself through distinct product features or perceptions.
- c. Favorability of Brand Association: the extent to which the brand's attributes and benefits are able to meet consumers' needs and wants.

Customer Satisfaction

Satisfaction is an emotional reaction, either pleasure or disappointment, to the performance of a product or service relative to expectations (Armeyanti, 2019). Customer satisfaction arises from an

evaluation of whether a product or service meets requirements or wants; it occurs when customer expectations are fulfilled. Furthermore, customer satisfaction also reflects the behavior or attitude that emerges in consumers after a purchase, which may be either satisfaction or dissatisfaction. Customer satisfaction is thus closely related to how well buyers' expectations of a service have been met based on what they actually experience (Lena, Mursito, & Hartono, 2021).

Customer Loyalty

Customer loyalty is a customer's commitment to repurchase a product or service, regardless of situational factors and marketing efforts that might otherwise encourage brand switching (Oliver, 1999). Repeat purchases and psychological factors such as trust and satisfaction together form loyalty.

Factors influencing customer loyalty:

- a. Customer Satisfaction
Satisfied customers tend to hold a positive perception of the brand and are willing to make repeat purchases (Kotler & Keller, 2016).
- b. Service Quality
Consistent service quality can shape a positive perception that strengthens loyalty (Parasuraman, Zeithaml, & Berry, 1988).
- c. Brand Image
A strong brand image strengthens customers' emotional connection with the company, which ultimately increases loyalty (Keller, 2013).

The Effect of Service Quality on Customer Satisfaction

Service quality and customer satisfaction are both important in marketing. Numerous studies show that service quality strongly influences customer satisfaction. Companies must understand the relationship between the two in order to retain customers and increase market share amid intense commercial competition.

Employee service quality contributes significantly to increased customer satisfaction. A company's long-term revenue growth depends heavily on its capacity to serve customers optimally, through a systematic and structured approach, while upholding business ethics (Irmal, 2019).

The Effect of Service Quality on Customer Loyalty

According to Dewi (2012), service quality is very closely related to customer loyalty. Superior service drives satisfaction, which in turn builds loyalty toward the service company. Once customers become loyal, the company can increase its sales and achieve the expected profits. A strong relationship exists between service quality and customer loyalty, particularly when customers feel highly satisfied. For business owners such as internet café operators, therefore, building loyalty requires more than simply satisfying customers—it requires going beyond mere satisfaction to genuinely maintain and strengthen the customer relationship.

The Effect of Brand Image on Customer Satisfaction

According to Yana (2015), customer satisfaction refers to the degree of satisfaction or disappointment consumers feel toward a product. Consumers feel satisfied when they hold a positive perception of the product. In other words, satisfaction arises when consumers judge that the product reflects the three main elements of a strong brand image: the image of the manufacturer, the image of the product itself, and the image of the product's users.

The Effect of Brand Image on Customer Loyalty

Customer happiness and loyalty depend on brand image and quality. According to research, customer loyalty takes time to build and requires effective customer-management strategies for a company to remain competitive (Sapitri et al., 2020). Consumer attitudes toward a brand strongly

influence their brand choices. A good reputation builds customer trust and encourages repeat purchases. This favorable outlook leads to product loyalty (Yana, 2015).

3. Research Method

This is a quantitative study. The research technique employs a survey approach to collect data from the research sample using a questionnaire. The survey involved Gojek users in Samarinda City. This paper describes the research design, including the type, topic, object, time, location, instruments, sampling method, data collection, and data analysis.

4. Result and Discussion

The results of the data analysis on the effect of service quality and brand image on customer satisfaction and loyalty toward Gojek in Samarinda are presented below:

Tabel 2. Outer Model Loading Factors (Convergent Validity)

	Brand Image	Customer Loyalty	Customer Stisfaction	Service Quality
BI 1	0.801			
BI 2	0.784			
BI 3	0.777			
BI 4	0.716			
CL 1		0.820		
CL 2		0.893		
CL 3		0.873		
CL 4		0.762		
CS 1			0.799	
CS 2			0.827	
CS 3			0.804	
CS 4			0.885	
CS5			0.779	
SQ1				0.765
SQ2				0.714
SQ3				0.712
SQ4				0.769
SQ5				0.668

Source(s): SmartPLS 4 output, 2025

Convergent Validity

Based on the convergent validity test results shown in the figure, each construct in the study Brand Image, Customer Loyalty, Customer Satisfaction, and Service Quality has indicators with loading factor values generally above 0.7. These high loading factor values indicate that the indicators are valid in measuring their respective constructs. For example, all Brand Image indicators (BI1–BI4) range from 0.716 to 0.801, Customer Loyalty indicators (CL1–CL4) range from 0.762 to 0.893, and Customer Satisfaction indicators (CS1–CS5) range from 0.779 to 0.885. For Service Quality, four indicators (SQ1–SQ4) are above 0.7, while one indicator (SQ5) is slightly below 0.7 at 0.668, which remains acceptable in some cases. Overall, these results indicate that the research instrument satisfies the convergent validity requirement and can be used for further analysis.

Discriminant Validity

Table 3. Discriminant Validity Test Results

	Brand Image	Customer Loyalty	Customer Stisfaction	Service Quality
Brand Image	0.770			
Customer Loyalty	0.508	0.839		

Customer Satisfaction	0.739	0.689	0.820	
Service Quality	0.789	0.499	0.710	0.727

Source(s): SmartPLS 4 output, 2025

Based on the discriminant validity test results, each construct—Brand Image, Customer Loyalty, Customer Satisfaction, and Service Quality—has indicators with loading factor values mostly above 0.7, showing that the indicators are valid in representing the constructs measured. For example, the Brand Image indicators (BI1–BI4) range from 0.716 to 0.801, Customer Loyalty indicators (CL1–CL4) range from 0.762 to 0.893, and Customer Satisfaction indicators (CS1–CS5) range from 0.779 to 0.885, while four Service Quality indicators (SQ1–SQ4) are above 0.7 and SQ5 is slightly below at 0.668, which is still acceptable in some cases. Overall, these results indicate that the research instrument meets the discriminant validity criteria and is suitable for further analysis.

Reliability Test

Tabel 4. Reliability Test Results

	Cronbach's Alpha	Composite Reliability (rho_c)
Brand Image	0.771	0.854
Customer Loyalty	0.861	0.904
Customer Satisfaction	0.877	0.911
Service Quality	0.776	0.848

Source(s): SmartPLS 4 output, 2025

Reliability testing for the constructs of Brand Image, Customer Loyalty, Customer Satisfaction, and Service Quality was carried out using two main indicators: Cronbach's Alpha and Composite Reliability. Cronbach's Alpha measures internal consistency on a scale from 0 to 1, with values above 0.70 considered sufficiently reliable. Composite Reliability measures construct reliability within a structural model such as SEM, with values above 0.70 indicating good and consistent reliability.

The reliability test results show that all constructs have Cronbach's Alpha and Composite Reliability values above 0.70, meaning the measurement instruments for all four variables are reliable and consistent. The data can therefore be trusted and are suitable for further analysis, confirming that the measurement quality of the variables related to consumer behavior and perception has been met.

Hypothesis Testing

Table 3. Hypothesis Test Results

	Path Koefisien	T statistics (O/STDEV)	P values
Brand Image -> Customer Stisfaction	0.474	4.556	0.000

	Path Koefisien	T statistics (O/STDEV)	P values
Customer Stisfaction -> Customer Loyalty	0.675	6.350	0.000
Service Quality -> Customer Loyalty	0.021	0.173	0.431
Service Quality -> Customer Stisfaction	0.336	3.020	0.001
Service Quality -> Customer Stisfaction -> Customer Loyalty	0.227	2.445	0.007
Brand Image -> Customer Stisfaction -> Customer Loyalty	0.320	3.904	0.000

Source(s): SmartPLS 4 output, 2025

a. Path: Brand Image → Customer Satisfaction

A p-value of $0.000 < 0.05$ was obtained; the hypothesis is accepted. This indicates that brand image affects customer satisfaction.

b. Path: Customer Satisfaction → Customer Loyalty

A p-value of $0.000 < 0.05$ was obtained; the hypothesis is accepted. This means that customer satisfaction affects customer loyalty.

c. Path: Service Quality → Customer Loyalty

A p-value of $0.431 > 0.05$ was obtained; the hypothesis is rejected. This means that service quality does not affect customer loyalty.

d. Path: Service Quality → Customer Satisfaction

A p-value of $0.001 < 0.05$ was obtained; the hypothesis is accepted. This means that service quality affects customer satisfaction.

e. Path: Service Quality → Customer Satisfaction → Customer Loyalty

A p-value of $0.007 < 0.05$ was obtained; the hypothesis is accepted. This indicates that service quality affects customer loyalty through customer satisfaction.

f. Path: Brand Image → Customer Satisfaction → Customer Loyalty

A p-value of $0.000 < 0.05$ was obtained; the hypothesis is accepted. This means that brand image affects customer loyalty through customer satisfaction.

Goodness of Fit

Table 4. Goodness of Fit Test Results

	AVE	R-square
Brand Image	0.593	
Customer Loyalty	0.703	0.475
Customer Stisfaction	0.672	0.589

Service Quality	0.528	
Average	0.624	0.532

Source(s): SmartPLS 4 output, 2025

$$\text{GoF} = \sqrt{(\text{Average AVE} \times \text{Average R-square})}$$

$$\text{GoF} = \sqrt{(0.624 \times 0.532)}$$

$$\text{GoF} = \sqrt{0.331968}$$

$$\text{GoF} = 0.576$$

The table shows that the average AVE is 0.624 and the average R-square is 0.532. The square root of the product of the average AVE and average R-square produces a Goodness of Fit (GoF) score of 0.576. This figure indicates that the outer and inner models in this study perform reasonably well, supporting a substantial GoF that can be used to generate the study's findings.

R-Square Test

Table 5. R-Square Test Results

	R-square	R-square adjusted
Customer Loyalty	0.475	0.466
Customer Stisfaction	0.589	0.581

Source(s): SmartPLS 4 output, 2025

Customer loyalty has an adjusted R-square of 0.466, meaning the model's independent variables explain 46.6% of the variance in customer loyalty; the loyalty regression model is therefore modest in strength. Customer satisfaction has an adjusted R-square of 0.581, meaning the model's independent variables explain 58.1% of the variance in customer satisfaction. The satisfaction regression model is likewise modest but provides better predictive power than the loyalty model.

F-Square Test

Table 6. F-Square Test Results

	Brand Image	Customer Loyalty	Customer Stisfaction	Service Quality
Brand Image			0.207	
Customer Loyalty				
Customer Stisfaction		0.431		
Service Quality		0.000	0.104	

Source(s): SmartPLS 4 output, 2025

a. Customer Loyalty on Customer Satisfaction (F-square = 0.431)

An f^2 of 0.431 indicates a large effect, meaning the Customer Loyalty variable contributes very significantly to explaining the variance in Customer Satisfaction. In other words, customer loyalty has a substantial impact on the level of customer satisfaction within this research model.

b. Customer Loyalty on Service Quality (F-square = 0.104)

An f^2 of 0.104 falls into the small/weak effect category, meaning the influence of Customer Loyalty on service quality is relatively low. This suggests that customer loyalty has only a minor effect on the variance in service quality, so other factors are likely more influential in determining service quality.

c. Customer Satisfaction on Service Quality (F-square = 0.000)

An f^2 of 0.000 indicates no, or a very weak and non-significant, effect of Customer Satisfaction on Service Quality. This suggests that customer satisfaction does not contribute to explaining the variance in service quality within this model.

The F-square value is used to determine the strength of the relationship between variables within the structural model. In this study, Customer Loyalty shows a large effect on Customer Satisfaction, but its effect on Service Quality is relatively low, and Customer Satisfaction has no significant effect on Service Quality. These findings are important as a basis for strategy formulation for example, prioritizing improvements in customer loyalty to drive satisfaction, while efforts to improve service quality should focus on other, more influential factors.

Service Quality

Service quality is a fundamental element in shaping customer perception and experience, particularly in digital application-based service industries such as Gojek. In this study, service quality was assessed based on five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles (Tjiptono & Chandra, 2019). The analysis shows that service quality has no significant direct effect on customer loyalty ($p = 0.431 > 0.05$), but has a significant effect on customer satisfaction (path coefficient = 0.336; $p = 0.001$).

This finding indicates that even when customers perceive good service, this does not automatically guarantee they will become loyal unless the service first builds a sense of satisfaction. This is reinforced by the significant indirect effect of service quality on loyalty through customer satisfaction ($p = 0.007$), meaning satisfaction acts as an important mediator. This finding extends the understanding of the SERVQUAL model and is consistent with Parasuraman et al. (1988), and is supported by Algifari and Hasbi (2021), who found that service quality contributes significantly to loyalty through customer satisfaction.

Brand Image

Brand image describes how consumers perceive a brand as a whole, encompassing emotional, cognitive, and value-related aspects (Keller, 2013). In this study, brand image has a significant direct effect on customer satisfaction (path coefficient = 0.474; $p = 0.000$), as well as a significant indirect effect on customer loyalty through satisfaction ($p = 0.000$). This indicates that positive perceptions of Gojek for instance, regarding brand reputation, feature innovation, and safety value play an important role in creating satisfaction, which in turn strengthens loyalty.

This finding reinforces the theory of Aaker (1991), who states that a strong brand image can serve as an intangible asset that builds customers' emotional attachment. In the context of Gojek in Samarinda, trust and comfort with the brand form the basis for a long-term relationship between customers and the service provider.

Customer Satisfaction

Customer satisfaction proved to be a key variable in this study. The analysis shows that customer satisfaction has a significant and strong effect on customer loyalty (path coefficient = 0.675; $p = 0.000$), with an F-square value of 0.431, classified as strong. This finding demonstrates that when customers are satisfied with their service experience and brand perception, they tend to continue using the application, show less intention to switch to competitors, and are willing to recommend it to others.

This finding aligns with Kotler and Keller (2016), who state that satisfaction is a key prerequisite for building loyalty within relationship marketing. In the context of digital services such as Gojek, customer satisfaction is the primary determinant of continued usage.

Customer Loyalty

Every service provider seeks customer loyalty. This study found that customer satisfaction mediates the effect of service quality and brand image on loyalty. The model's independent variables explain 46.6% of the variance in customer loyalty a modest but representative figure, based on an R-square of 0.475 and an adjusted R-square of 0.466. The model's Goodness of Fit (GoF) score of 0.576 indicates that the model can adequately explain consumer loyalty in Samarinda City. This shows that integrating service quality and brand image through satisfaction enhances customer loyalty in the digital transportation application sector.

5. Conclusion

The findings indicate that service quality and brand image play a critical role in shaping customer loyalty toward Gojek in Samarinda, though neither factor exerts a direct effect on its own both work primarily through customer satisfaction as an intervening variable. Service quality significantly influences customer satisfaction, yet its effect on loyalty is not direct, suggesting that a positive service experience alone is insufficient to build loyalty without accompanying emotional and functional satisfaction. Brand image, meanwhile, contributes by shaping positive perceptions and trust, which in turn drive satisfaction and strengthen loyalty.

Taken together, these results suggest that Gojek's customer loyalty in Samarinda is driven more by strong brand perception and service satisfaction than by technical quality alone. This carries practical implications: Gojek's management should place greater emphasis on sustaining brand image, maintaining effective communication, and continuously improving application features that enhance the overall user experience. Consistent, empathetic, and responsive service also remains essential to sustaining customer satisfaction. Future research would benefit from extending this model with additional variables such as trust, customer engagement, or price perception, as well as comparative analysis with competing platforms to build a more comprehensive understanding of what drives customer loyalty in the digital service era.

Acknowledgement

Based on these findings, Gojek's management in Samarinda should prioritize strengthening brand image and maintaining customer satisfaction as the primary foundation for building loyalty. This strategy can be achieved through effective communication, developing application features that meet local community needs, and consistently delivering empathetic and responsive service. Gojek should also periodically assess customer perceptions and strengthen emotional connections through loyalty programs or reward schemes. For future research, the analytical model could be expanded to include additional variables such as trust, customer engagement, or price perception, along with comparisons to competitor platforms to gain a broader understanding of the factors shaping customer loyalty in the digital service era.

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