

The Influence of Service Quality, Perceived Service Quality, Perceived Price Fairness on Customer Loyalty of Gojek Users in Bandung Through Customer Satisfaction and Brand Image a Conceptual Paper

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ARTICLE INFO

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

Received : 1, December

Revised : 10, December

Accepted: 11, January

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ABSTRACT

The growth of the ride-hailing industry in Indonesia which is estimated to reach US\$9 billion in 2025 and Indonesia which is the country ranked first in Southeast Asia with the largest market value of online ride hailing and food market makes every service provider must be able to increase and maintain existing customer loyalty, especially Gojek as a ride-hailing service provider from Indonesia. Various previous studies have explored the importance of customer loyalty for a company and how to improve it. Furthermore, the results of the exploration explain that service quality, perceived service quality, perceived price fairness have an effect on customer loyalty with customer satisfaction and brand image mediating it. Based on this, this conceptual paper is expected to be able to provide further and better understanding of things that can influence customer loyalty from the ride-hailing industry.

INTRODUCTION

The rapid development of technology has changed the behavior of individuals, demanding that they utilize technology for efficiency. Based on APJII data (2024), internet penetration in Indonesia will reach 79.5% of the total population of 278.7 million by 2023. This increase triggers companies to develop digital services. The SEA report (2023) shows five main digital services that are widely used, namely e-commerce (89% adoption), transportation and food delivery (80% and 79%), online travel (52%), and online media. Smartphone usage is dominant with the average internet usage reaching seven hours per day.

Mobile apps are becoming more popular than websites due to ease of use and added benefits, such as discounts and loyalty programs. Data shows consumers view more products and make more transactions through mobile apps than websites. The sector also contributes significantly to the Indonesian economy; e-commerce contributes US\$62 billion to GDP by 2023, while food transportation and delivery reaches US\$7 billion, projected to rise to US\$9 billion by 2025. The huge potential of this online transportation market makes this sector increasingly competitive globally and makes every service provider must be able to ensure their competitive advantage (Lovelock and Wirtz, (2015).

The size of the ride hailing market in Indonesia makes every service provider must be able to retain existing customers and keep the consumers they have obtained to remain loyal. This is because Loyalty is one of the keys that enables a company to continue and succeed (Lacap et al., 2023). Furthermore, if a company fails to maintain customer loyalty, it will be difficult for the company to survive.

Competition in the ride-hailing industry in Indonesia is so intense that many service providers have stopped and closed their operations, leaving 4 services that are increasingly fierce in competition, namely: Gojek, Grab, Maxim, and inDrive. However, the market share of ride hailing services in Indonesia still revolves around Gojek and Grab. Gojek is a local company and first opened their services in Indonesia and many people already know the service exists, but they are still unable to become market leaders. This can be seen from Gojek's market share decreasing from year to year. Based on data attached by Statista, in April 2019, Gojek was used by 70.4% of users, while Grab was used by 45.7% of users. There is a difference of 24.7% users between Gojek and Grab ride hailing in April 2019 (Statista, 2023).

Competition in the ride-hailing industry in Indonesia is very interesting to study, so (Yang, 2022) conducted another research on the market share of two ride-hailing services in Indonesia. Based on the research results found by Measureable.ai in January 2021 - July 2022, out of 19 months, Grab was able to excel for 15 months, tied in 1 month and only lost 3 times (Yang, 2022). Until Measureable.ai's latest research on Indonesia ride-hailing overlap in January 2022 - January 2023 stated that only about 8% of online transportation users in Indonesia used both platforms between January 2022 - January 2023. Furthermore, Grab was able to establish itself with 50% market share, while Gojek started to decline with 42% market share (Sheng, 2023).

Grab has shown dominance in market share since 2020, despite Gojek being the pioneer of local ride-hailing services. Gojek's declining market share warrants attention as the industry is becoming more competitive with the arrival of new services. Customer loyalty is important for companies to survive, as seen from failed companies such as Uber, which exited the Southeast Asian market due to not understanding local preferences and infrastructure challenges.

The decline in market share that has occurred in Gojek from year to year is something that cannot be underestimated, seeing that the ride-hailing industry in Indonesia is starting to return to intense competition because Maxim and inDrive have also entered the Indonesian market. Furthermore, Gojek should not close their eyes to this decline in market share because Indonesians do not only have one ride-hailing application and intense competition makes consumer behavior in Indonesia more rational (Maulana et al., 2023). Data shows that companies that fail to maintain consumer loyalty have difficulty competing, while those that succeed in creating loyalty are able to maintain profit stability. Therefore, maintaining innovation and relevance to local market needs is crucial in maintaining a position in this dynamic industry.

Background of the Study

The decline in market share that occurs in Gojek from year to year should not be underestimated, because market share is an indicator of company profitability which is calculated by dividing the company's total sales by total industry sales (Hayes, 2024). Therefore, the decline in market share experienced by Gojek explains that there are consumers who are not loyal and they do not repurchase (fullenrich, 2024). Based on the results of the brand index issued by (topbrand, 2022), Gojek has a higher brand index than Grab from 2020-2024. This explains that Gojek is actually in the top of mind category which is better known than Grab. Top of mind is the level of recognition where the brand first appears in the customer's mind when they think of a particular product category (Khairunnisa et al., 2022).

Gojek has problems with their customer loyalty. This can be seen from Gojek's market share which is related to repurchase and is decreasing, but on the other hand Gojek is top of mind in the online transportation service category. Therefore, Gojek must be able to increase and maintain their customer loyalty because customer loyalty can directly help the organization's performance to be better (Al-Maamari & Abdulrab, 2018) and customer loyalty is the most important factor in the achievement of an organization (Yap et al., 2012).

Further research is needed to identify the main factors that cause a decrease in Gojek customer loyalty, such as service quality, customer retention strategies, and user experience. In addition, it is important to understand the role of innovation and service adjustment to local preferences that may affect the level of customer satisfaction.

LITERATURE REVIEW

Service Quality

Service quality is the result of consumers' assessment of the services they receive by comparing these services to their own expectations (Dam & Dam, 2021).

Service quality is described as having a relationship, but not equivalent to the level of customer satisfaction (Cronin & Taylor, 1992). Service quality is also defined as an effort to satisfy customer needs and wants and balance customer expectations (Naini et al., 2022). In previous research, it was stated that service quality affects customer satisfaction and loyalty, as well as a company's brand image (Dam & Dam, 2021).

Perceived Service Quality

There are two types of service quality, namely objective quality such as direct and technical product quality, and the second, is service quality that is aligned with consumers' overall perceptions, which is then called perceived service quality (Ahmed et al., 2023). Perceived service quality is also defined as consumers' assessment of a business regarding differences or advantages over other competitors (Malik, 2012). The research that has been carried out shows that perceived service quality affects consumer satisfaction and loyalty (Ahmed et al., 2023).

Perceived Price Fairness

Price is one of the external factors used by consumers to determine the quality of a product or service, so the fairness of a price perceived by consumers can be defined as a comparative evaluation by consumers between the price set by the seller and the price of a competitor or an equivalent group (Ahmed et al., 2023). Price fairness is considered good if the price set is more beneficial to disadvantaged groups than to rich or large groups (Gielissen et al., 2008).

Brand Image

Brand image has a function to distinguish a business from other competitors as well as a powerful marketing tool (Dam & Dam, 2021). Brand image assessments by customers are formed from what they get (Ma'azzah, 2023). Brand image itself is influenced by service quality and has a relationship with customer satisfaction and loyalty (Dam & Dam, 2021).

Customer Satisfaction

Customer satisfaction can be assessed by comparing emotions before and after purchasing goods or using services (Ahmed et al., 2023). Customer satisfaction can be defined as the response of consumers if their needs are met and how a service or item can meet demand and exceed consumer expectations (Ma'azzah, 2023). Customer satisfaction is the main outcome in marketing practice (Malik, 2012).

Customer Loyalty

If a product or service meets or even exceeds consumers' expectations, then they will become loyal to the product (Ahmed et al., 2023). Consumer loyalty is defined as a consumer's commitment to make repeat purchases (Dam & Dam, 2021) even if the purchase is made at a higher price and has a voice to provide advice to the producer company (Naini et al., 2022).

METHODOLOGY

Based on the purpose of this study, it is planned to be a descriptive analysis with a quantitative approach. The strategy behind the study is to use a survey with minimum involvement and using casual design. The study's setting is noncontrived with the individual units as well as cross-sectional timelines. This approach to the study aims to analyse the relationship between variables, both in term of influence as well as mediating effect (Sekaran & Bougie, 2019).

The method to analyse the data is Structural Equation Model, better known as SEM. The analysis that combines path analysis, structural model and factor analysis is a structural equation model. The analysis model of SEM for this study is Partial Least Square analysis, a technique for predicting composition in a model. PLS was created to overcome multiple regression problems with problematic data, such as small sample sizes, data that is not normally distributed multivariate, the presence of missing values, and multicollinearity between exogenous variables. The effect of X on Y is predicted using PLS, which will also explain its theoretical relationship. In the case of a combined model between path specifications connecting variables and variables that are not directly measured or latent variables, SmartPLS software tends to be used. The advantage of using PLS is that it can model various dependent variables (bound variables) and independent variables (free variables) which are a complex model, and its findings remain reliable even though there is data containing non-normal distributions or mi (Abdillah & Hartono, 2015).

RESEARCH RESULT AND DISCUSSION

As modern times progress, more and more individuals are turning to online transactions because they are considered to make the process of purchasing goods easier. This convenience is supported by companies that offer mobile-based platforms, which allow marketers to reach, interact, and serve customers anytime and anywhere (Wang et al., 2015). The development of mobile platform technology encourages consumers to switch from using desktop platforms to mobile platforms that can be accessed via their smartphones (Omar et al., 2021). This shift requires businesses to be able to maintain their consumers by improving the quality of services available in order to provide satisfaction and build customer loyalty to their products by utilizing competitive advantages (Lu et al., 2009). Therefore, this study combines two frameworks from Ahmed et al. (2023) and (Dam & Dam (2021) to gain further understanding of efforts to increase customer loyalty in Gojek.

In a study conducted by Dam & Dam (2021), variables such as service quality, brand image, customer satisfaction, and customer loyalty were the main focus. The results showed that service quality has a positive influence on brand image, customer satisfaction, and customer loyalty. In addition, it was found that brand image also contributes positively to customer satisfaction and their loyalty. Customer satisfaction was also shown to have a positive relationship with customer loyalty.

Meanwhile, Ahmed et al. (2023) revealed that perceived service quality and perceived price fairness have a direct and significant impact on consumer satisfaction in a service. Similar results were explained by Hidayat et al. (2019),

which states that perceived price fairness has a direct positive impact on consumer loyalty in the context of restaurant services in Indonesia. However, when assessing the direct effect on customer loyalty, perceived service quality does not have a significant direct effect. In contrast, indirectly, perceived service quality and perceived price fairness have a significant influence on consumer loyalty through the mediation of customer satisfaction. Therefore, the ride hailing industry needs to continue developing their services to meet customer needs in order to create an effective relationship between perceived service quality and customer loyalty.

Based on the explanation of previous research which is a reference for the formation of the variables to be used in this study, the independent variables are service quality, perceived service quality and perceived price fairness. The intervening variables used are customer satisfaction and brand image which will mediate the customer loyalty variable. Then the combination of the two frameworks is as follows.

To increase consumer satisfaction and loyalty to products marketed by a business, the business needs to understand the dimensions of service quality, so that service quality has a significant effect on customer satisfaction (Rashid & Rokade, 2019).

Other research also explains that service quality will increase customer satisfaction, so it is important for a business to always pay attention and analyze the quality of the services provided to further improve these services (Singh et al., 2023).

From previous research, brand image has a positive relationship with customer loyalty and satisfaction (Razzan & Sigit, 2023). However, in other studies, brand image does not significantly affect customer satisfaction, although several factors in it still have an influence on satisfaction (Rusmahafi & Wulandari, 2020).

From the explanation of service quality and its relationship to customer satisfaction, customer loyalty, and company brand image, it can be concluded that service quality is positively related to customer satisfaction, customer loyalty, and the brand image of a company (Dam & Dam, 2021).

H1: Service quality has a positive effect on customer satisfaction.

H2: Service quality has a positive effect on brand image.

H3: Service quality has a positive effect on customer loyalty.

Consumer satisfaction is closely related to the quality of service perceived by the consumer directly, so that, if a business wants to increase consumer satisfaction, the company will be better off influencing consumer perceptions rather than changing their expectations of the services provided (Malik, 2012).

Although different from the perceived quality of service, the fairness of a price set by the company also affects and is significantly related to customer satisfaction, but does not significantly affect customer loyalty (Octaviani et al., 2021). Even so, other studies show that the reasonableness of a price has an effect on consumer loyalty (Ahmed et al., 2023).

Therefore, it can be concluded that service quality and price fairness perceived by consumers have a positive influence on customer satisfaction and loyalty (Ahmed et al., 2023).

H4: Perceived service quality has a positive effect on customer satisfaction.

H5: Perceived service quality has a positive effect on customer loyalty.

H6: Perceived price fairness has a positive effect on customer satisfaction.

H7: Perceived price fairness has a positive effect on customer loyalty.

Several studies have slightly different results from each other on the topic of the following research variables. According to Rusmahafi & Wulandari's research (2020), brand image does not have a significant effect on customer satisfaction. However, in other studies, brand image has a significant influence on customer satisfaction (Putri & Briliana, 2023).

For its influence on consumer loyalty, brand image has a significant influence (Ma'azzah, 2023). These results are also in line with research conducted by Permadhi et al. (2024) which states that brand image has a significant influence on consumer loyalty.

Therefore, it can be concluded that the proposition in this study is that brand image has a positive and significant influence on customer satisfaction and loyalty.

H8: Brand image has a positive effect on customer satisfaction.

H9: Brand image has a positive effect on customer loyalty.

Customer satisfaction has a positive and significant effect on customer loyalty (Aprianto & Sukoco, 2024) which can also be a variable that mediates the relationship between perceived service quality and price fairness to customer loyalty (Octaviani et al., 2021).

These results are also in line with research conducted by Ahmed et al., (2023) where customer satisfaction mediates the relationship between service quality and price fairness perceived by consumers on consumer loyalty.

Therefore, it can be concluded that the proposition in this study is that customer satisfaction has a positive influence on customer loyalty and can be a variable that mediates service quality and consumer perceived price fairness.

H10: Customer satisfaction has a positive effect on customer loyalty.

H11: Customer satisfaction will have a positive effect in mediating the relationship between perceived service quality and customer loyalty.

H12: Customer satisfaction will have a positive effect in mediating the relationship between price fairness and customer loyalty.

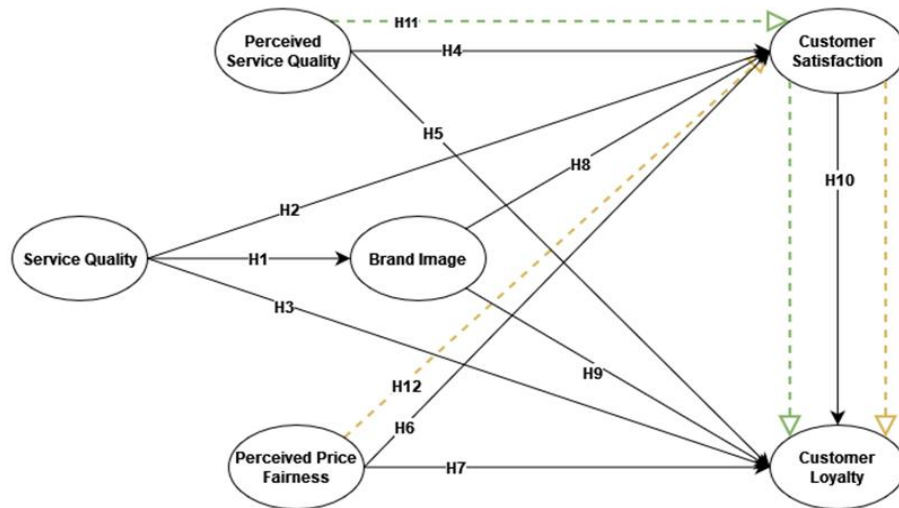


Figure 1. Conceptual Framework

This research framework is built on the basis of phenomena, background, which examines the effect of mobile service quality on customer loyalty in Gojek users in Bandung City. This research modifies previous studies by developing a framework based on two previous papers, namely Dam & Dam's research (2021), variables such as service quality, brand image, customer satisfaction, and customer loyalty are the main focus. Modifications in this study include the addition of two variables from the research of Ahmed et al. (2023), namely perceived service quality and perceived price fairness, which affect customer satisfaction and loyalty. This addition was made because in Dam & Dam's (2021) research, it has not been discussed how consumers want to get value equivalent to the costs incurred when buying a product, as well as how their experience from the beginning of the order until the product is received.

Currently, the variables of perceived service quality and perceived price fairness are interesting topics to research because consumers pay attention to whether the value they get is worth the price paid. Perceived price fairness illustrates that consumers tend not to mind the price offered if they feel the benefits obtained are comparable to the costs incurred (Konuk, 2019). Therefore, this study modifies the Dam & Dam (2021) study by incorporating the findings of Ahmed et al. (2023) to further explore perceived service quality and perceived price fairness in the context of the ride hailing industry, especially Gojek in Bandung City.

CONCLUSION AND RECOMMENDATION

Given that the ride-hailing industry in Indonesia is the number two industry that contributes to digital economic transactions in Indonesia and is the first ranked country in Southeast Asia with the largest market value of online ride-hailing and food market. Therefore, it is very important to examine how to make consumers loyal in the increasingly fierce ride-hailing market and only leave a few service providers, especially Gojek as a ride-hailing service provider from Indonesia.

Therefore, the conceptual model has connected service quality, perceived service quality, perceived price fairness as determinants of customer loyalty with customer satisfaction and brand image mediating it. The ultimate goal of this conceptual paper is to make a positive contribution to the ride-hailing industry in Indonesia, especially Gojek which is a ride-hailing service provider originating from Indonesia.

ADVANCE RESEARCH

Indonesia's ride-hailing industry, led by Gojek, plays a pivotal role in the country's digital economy, ranking second in its contribution to digital transactions and dominating Southeast Asia's online ride-hailing and food delivery market. In this competitive landscape, fostering customer loyalty is critical for long-term sustainability. This research investigates the interconnected roles of service quality, perceived price fairness, and perceived service quality as foundational determinants of customer loyalty. Customer satisfaction and brand image act as mediating variables, bridging the gap between these determinants and loyalty outcomes. High service quality and fair pricing are essential to enhancing perceived value, while a strong brand image amplifies emotional connections with consumers, reinforcing loyalty. By understanding these dynamics, Gojek can implement targeted strategies, such as personalized service enhancements, transparent pricing models, and brand positioning that emphasizes trust and innovation. These insights not only aim to fortify Gojek's market leadership but also provide a strategic framework for advancing consumer-centric practices in Indonesia's ride-hailing industry.

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