



The Influence of Customer Experience, Customer Satisfaction & Customer Loyalty Towards Brand Power (Study on Go-Ride Service by Gojek in Bandar Lampung)

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ABSTRACT

Amid intensifying competition within the ride-hailing sector, characterized by increased tightness and difficulty, maintaining a long-term competitive edge becomes crucial for a company's survival. Numerous scholars and industry professionals advocate that achieving competitive advantage as a firm entails prioritizing customer-centric strategies aimed at surpassing competitors through superior and expedited fulfillment of client wants. This study examines the impact of customer experience, customer satisfaction, and loyalty on the brand power of the Go-Ride service provided by Gojek. The study questionnaire was administered to a sample population consisting of 177 clients of Gojek, from whose data was collected. This inquiry pertains to using questionnaires as a means of data gathering, specifically focusing on those procedures that have undergone rigorous testing to establish their validity and reliability. The study's findings indicate that customer experience shapes customer satisfaction. Moreover, customer satisfaction has a favorable impact on brand power. Additionally, customer satisfaction influences customer loyalty, affecting brand power. However, the statistical findings did not provide evidence to support the notion that customer experience has a beneficial impact on brand power and customer loyalty

INTRODUCTION

The transportation industry is currently experiencing significant growth in its development. Annually, there is a noticeable rise in the quantity of automobiles, including passenger cars, buses, commercial vehicles, and motorcycles. Among the four modes of transportation, motorbikes exhibit the most substantial year-on-year growth in terms of numerical expansion. The correlation between the rising number of automobiles and the escalating traffic congestion in Indonesia, particularly in urban centers, is evident. To facilitate the increased mobility of the community, it is imperative to have an efficient transportation system that can effectively mitigate or alleviate traffic congestion. Urban transportation issues commonly encompass a range of challenges, such as traffic congestion, parking constraints, deficiencies in public transportation, environmental pollution, and problems with traffic management (Munawar, 2007).

According to data from the Central Agency of Statistics, there was a notable rise in the quantity of motorbikes between 2018 and 2020. Specifically, the number of motorcycles increased by 8,365,087 units, representing a growth rate of 7.61% (Central Agency of Statistics, 2022). The following table presents a comprehensive depiction of the progression in the quantity of automobiles over three years, specifically from 2018 to 2020.

Table 1. The Number of Vehicles for the Period 2018 to 2021

Type	2018	2019	2020	2021
Passenger car	14.830.698	15.592.419	15.797.746	16.413.348
Bus	222.872	231.569	233.261	237.566
Freight car	4.797.254	5.021.888	5.083.405	5.299.361
Motorcycle	106.657.952	112.771.136	115.023.039	120.042.298
Total	126.508.776	133.617.012	136.137.451	141.992.572

Source : Central Agency of Statistics, (2023)

Several companies answering the needs of society by providing online Numerous organizations are addressing societal demands by offering online transportation solutions. Wahyusetyawati (2017) asserts that transportation is a frequently employed medium for conveying products or individuals between distinct locations. The emergence of application-based technology, exemplified by online transportation services, has garnered significant acclaim due to its status as a prominent innovation in contemporary society.

Gojek and Grab are widely recognized as the two most prominent online transportation startup companies in contemporary times. The organization is classified as a startup due to its utilization of technological advancements and its commitment to addressing societal challenges through its core operations. The objective is to introduce a disruptive element into an established market or sector,

potentially leading to the emergence of a novel industry. The two organizations compete intensely, particularly in the ride and automobile services sector, as evidenced by the market share data.



Figure 1. Indonesia Ride-hailing Market Share by Product
Source : Measureable.ai, (2023)

Over the past five years, the competition in the ride-hailing and delivery service industry has been fiercely contested between two major players: Gojek and Grab. The Top Brand Award, a reputable source for brand recognition and excellence, has consistently recognized Gojek as the victor in this head-to-head brand comparison. This consistent triumph over Grab underscores Gojek's remarkable ability to resonate with consumers and establish itself as a trusted and preferred brand. Gojek's consecutive wins not only highlight its commitment to delivering exceptional services but also reflect its innovative approach and dedication to meeting the evolving needs of its customers. As the ride-hailing and delivery market continues to evolve, it will be fascinating to see how these two giants continue to vie for the top spot and how their brand strategies evolve in response to changing consumer preferences and market dynamics.

Gojek's sustained success in the Top Brand Award's brand comparison for the past five years is a testament to the company's resilience and its unwavering commitment to excellence. This achievement is not just a recognition of Gojek's brand Power but also an acknowledgment of its ability to adapt to the ever-changing landscape of the on-demand service industry. It's a reflection of the trust and loyalty that customers place in Gojek, which has allowed the brand to maintain its leadership position. This consistency also speaks to Gojek's ability to innovate and diversify its services, expanding beyond ride-hailing to offer a wide range of on-demand services, including food delivery, payments, and more. As Gojek and Grab continue to compete for dominance in the Southeast Asian market, consumers can expect to see even more exciting developments in the services and features offered by these two brands, making it an exciting time for customers seeking convenience and reliability in the region's digital ecosystem.



Figure 2. Brand Comparison Results
Source : Top Brand Award, (2023)

The data above indicates an increasingly competitive business situation. The high demand for the online transportation service requires the company to choose the right strategy to win the market. One strategy that can be used is to create a strong brand.

During the research, the researcher identified a specific measurement for customer experience tailored to the industry under investigation. Lemke et al. (2006) conducted a study in the B2C market to assess customer experiences. They identified and categorized eight elements contributing to customer experiences: accessibility, competence, customer recognition, helpfulness, personalization, problem solutions, promise fulfillment, and value for time. The existing body of literature on customer experience has predominantly focused on the e-commerce, hospitality, telecommunication, and banking sectors domestically and internationally. Nevertheless, published research on customer experience within the online transportation market is scarce, particularly about Gojek.

To find out the influence of customer experience, customer satisfaction and customer loyalty towards brand power, the researcher is interested in conducting research on "The Influence of Customer Experience, Customer Satisfaction and Customer Loyalty Towards Brand Power at Go-Ride Service by Gojek in Bandar Lampung".

LITERATURE REVIEW

Customer Experience

Customer Experience refers to customers' whole perception during their encounter with a business or brand (Veroeff et al., 2009). The formation of customer perception is not solely influenced by the accumulation of experiences during the learning process but also by the emotions and sentiments that arise from the customer's interactions with the products and services offered by the organization. According to Berry et al. (2002), customer experience can be understood through three distinct components: functional clues, mechanical clues, and humanistic clues. Practical hints refer to the technical quality of the goods, while mechanical clues pertain to the sensory presentation of the offerings. Lastly, humanistic indications encompass the behavior and appearance of the offerings.

Customer Satisfaction

The term "satisfaction" originates from the Latin words "satis," meaning satisfactory or sufficient, and "facio," pointing to create or to accomplish. According to the Merriam-Webster Dictionary (2016), satisfaction is defined as the activity of fulfilling a requirement or longing, the act of meeting a need or desire, or the outcome that effectively addresses an issue or grievance, among other interpretations. According to Kotler (2016:153), satisfaction can be defined as an emotional state characterized by a sense of contentment or dissatisfaction that arises from comparing one's perception and the actual performance of a product. While the initial portrayal may appear straightforward, the complexity of this description occurs when it is interconnected with the behaviors exhibited by consumers.

Customer Loyalty

According to Oliver (1997), customer loyalty can be seen as a genuine dedication to consistently purchasing a specific brand of product or service in the foreseeable future, even in the face of marketing initiatives and situational influences that may otherwise prompt customers to modify their preferences. Loyalty can be categorized into cognitive, passionate, and action-oriented. When examining the behavior of customers using a mobile application for online transportation services through Oliver's three levels, it is observed that customers go through a cognitive phase when they build a preference for different applications. During the affective phase, customers may also create a positive attitude towards the application. At a mental level, consumers are anticipated to revisit the application and seek out the most desirable service option without necessarily engaging in service utilization behavior. Ultimately, the pinnacle of loyalty is reached during the execution stage, wherein clients are willing to revisit the application and actively engage with the provided service.

Brand Power

Stanton (2012) defines brand power as a conceptual construct encompassing a term, name, symbol, unique design, or a combination of strategies companies employ to distinguish their goods or services in the market. The primary objective of brand power is to generate value and fortify the company's position, particularly during challenging economic conditions. The concept of brand power resembles the idea of brand equity, as proposed by many

scholars. Susanto and Wijarkono (2004) define brand equity as a collection of brand assets and liabilities associated with a brand, including its name and symbol. These assets and liabilities have the potential to enhance or diminish the value that a product or service delivers to both the firm and the customer.

Hypothesis Development

H1 : Customer experience is positively influence customer satisfaction.

H2: Customer satisfaction is positively influence brand power.

H3: Customer experience is positively influence brand power.

H4: Customer satisfaction is positively impact customer loyalty.

H5: Customer experience is positively influence customer loyalty.

H6: Customer loyalty is positively influence brand power.

The framework of this research described as follows:

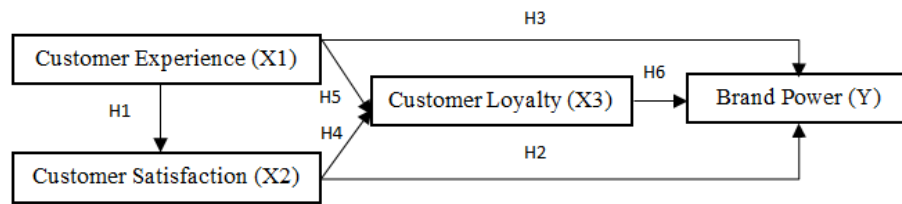


Figure 3. Framework

Source : (Nobar & Rostamzadeh, 2018)

METHODOLOGY

The research methodology employed in this study is descriptive quantitative research, as determined by the problem statement and the variables under consideration. According to Sugiyono (2018), descriptive research aims to ascertain the value of independent variables, whether it involves a single independent variable or multiple independent variables, without engaging in comparisons or establishing connections with other variables. Quantitative research is a research approach that relies on positivistic principles, utilizing tangible data in the form of numerical measurements. Statistical analysis is employed to test and evaluate this data, ultimately leading to the generation of conclusive findings about the research subject at hand. The research focuses on using Gojek as the object of study, specifically examining the clients of the Go-Ride Service provided by Gojek in Bandar Lampung who actively engage with the services.

Sources of Data

In collecting data to this research, the researcher obtains information, data, and other supporting materials by using several data sources, namely:

Primary Data

Data obtained directly from the source or object of the research. The data obtained by using questionnaire. The measurement for the questionnaire is using likert scale, the answers are scored as follows:

Table 2. Likert Scale

Choice	Score
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Source: (Joshi et al., 2015)

Secondary Data

Secondary data obtained not directly from the object or the respondents, rather than party or other media and has been processed. This data is derived from documents held by organizations such as universities, educational institutions, surveys. In addition, secondary data can also be obtained from literature such as books, print and electronic media, internet and others.

Population and Sample

The population in this research is the customers of Go-Ride service by Gojek in Bandar Lampung. Hair et al. (2010) suggest that when the sample size is very big, it becomes challenging to obtain a good model. Therefore, it is advised to maintain an adequate sample size ranging from 100 to 200 respondents. This range allows for estimating interpretation with the Structural Equation Model (SEM). Hence, the sample size will be determined based on the outcomes of the minimal sample computation. According to Hair et al. (2010), the minimal sample size for structural equation modeling (SEM) can be determined by multiplying the sum of the number of indicators and latent variables by a factor ranging from 5 to 10. Based on the provided recommendations, the quantity of samples for this investigation is calculated by multiplying the number of respondents per group, 19, by the number of groups, 8. Therefore, the number of pieces is equal to 152 respondents.

The criteria determined by the researcher for this research based on purposive sampling technique are:

- a. Customers of Gojek that ever use their Go-Ride services at least 1 time a week.
- b. Live in Bandar Lampung city.
- c. Age 16-25 years.

Data Analysis Methods

1. Partial Least Squares (PLS) is a Statistical Technique Under Component or Variant-Based Structural Equation Modeling (SEM)

The SEM-PLS approach primarily functions as a predictive model with limited reliance on assumptions. The application of Partial Least Squares (PLS) can validate theoretical frameworks, ascertain the presence of associations between latent variables, and assess the constructs established through reflective and formative indicators.

The current study employed Partial Least Squares (PLS) to examine the hypothesis of Partial Least Squares. The analysis was conducted using the SmartPLS tool, specifically version 3.2.9. Partial Least Squares (PLS), a

multivariate statistical technique, facilitates the comparison of multiple exogenous variables with numerous endogenous variables. The partial least squares (PLS) statistical method is employed to address various issues with the data, such as inadequate study samples, absent data, or multicollinearity, to resolve multiple regression difficulties (Hartono & Abdillah, 2011, p. 11).

2. Outer Model

The outer model is frequently denoted as an external connection or measurement model. The assessment of the measurement model was conducted through the examination of convergent validity, discriminant validity, and composite reliability.

- Convergent validity is employed to assess the strength of the correlation between latent variables and indicator variables inside a reflective measurement model. The assessment of this evaluation is conducted by examining the association between the value of the item (component score) and the score of the construct. Convergent validity is satisfied when the outer loading value reaches or exceeds 0.708. Another approach for evaluating convergent validity entails using the average variance extracted (AVE) metric. The attainment of convergent validity is shown when the average variance extracted (AVE) exceeds a threshold of 0.5. A value of AVE greater than 0.5 signifies that, on average, the construct explains more than 50% of the variance seen in the indicator.
- Discriminant validity can be assessed by evaluating the cross-loading values of the indicator variables for each latent variable. Discriminant validity is a concept that signifies the distinctiveness of a construct, indicating that it captures phenomena not accounted for by other constructs within the model. The evaluation of discriminant validity involves analyzing the extent to which the indicator variables load exclusively on their respective latent variables. To establish the superiority of a particular construct, the cross-loading value of that construct must surpass that of all other constructs.
- Composite reliability is a statistical measure employed to assess the degree of internal consistency within a set of variables or items. Composite reliability in the field of measurement and psychometrics encompasses two distinct types of size indicators. These indicators are derived from composite reliability and Cronbach's alpha values. A construct is considered dependable when it exhibits a combined reliability rating and a Cronbach's alpha value that exceeds 0.7.

3. Inner Model

The following are the inner model measurement parameters in PLS:

- **R-Square (R²)**

R² is a value that is only owned by the dependent (endogenous) variable. R² is a value that shows how big variable X (Exogenous) affects Y (Endogen). According to Hair et al., (2021, p. 123) there are several categories in the value of R² starting from value 0.25, 0.50, and 0.75 with sequential categories namely weak, moderate, and substantial.

- **Path Coefficient (Path Coefficient)**

Path coefficient is a value that shows the direction of the variable relationship whether the hypotheses in the study have a positive or negative direction. According to Hair et al., (2021, p. 117-118) coefficient the path is in the value range - 1 to 1. If the value is 0 to 1 it is a directly proportional (positive) relationship. Otherwise the value is in the range 0 to 1 - considered as inversely (negative). Relationships with direct proportional values greater than 0.1 are also considered important. On the contrary. as an inversely proportional value, anything below -0.1 is considered significant.

- **T-Statistics**

T-Statistics is used to show the significance level of Hypothesis test. T-statistic > t-table > t-statistical significance (t-table significance 5% = 1.96). T-test significance level => 5%, indicating t-score => 1.96 (Hair et al., 2021, p. 96).

RESULT

Respondent Characteristics

Gender

Description of respondent characteristics by gender presented in the following table:

Table 3. Respondent Characteristic Frequency Based on Gender

Gender	Frequency	Precentage
Man	56	31.7%
Woman	121	68.3%
Total	177	100.00%

Source: Primary Data, 2023

Based on table above it can be seen that the majority of Go-Ride service users in Bandar Lampung are women. This is because the characteristics of women tend to travel more alone or use public transportation more than private vehicles.

Age

Description of respondent characteristics by age, all respondents aged 17-25 years dominate Go-Ride service users in Bandar Lampung. At this age, people are experiencing the most active and productive period for outdoor mobility. Usually used to travel to the office, place of education or other events.

Outer Model Evaluation

The external model establishes how each indicator is interconnected with other variables. The relationship between the latent variable and the indicator is sometimes referred to as the outer relation or measurement model, which delineates the attributes of the construct and its observable variable. The external model serves as a measuring model, establishing a connection between the indicator and its latent variables. This connection is crucial for evaluating the validity and reliability of the model.

Convergent Validity

Table 4. Convergent Validity Values

Variable	Indicator	Outer Loading	Information
Customer Experience (X1)	X1.1	0.767	Valid
	X1.2	0.773	Valid
	X1.3	0.755	Valid
	X1.4	0.775	Valid
	X1.5	0.877	Valid
	X1.6	0.692	Valid
	X1.7	0.811	Valid
	X1.8	0.782	Valid
Customer Satisfaction (X2)	X2.1	0.881	Valid
	X2.2	0.886	Valid
	X2.3	0.880	Valid
Customer Loyalty (X3)	X3.1	0.825	Valid
	X3.2	0.819	Valid
	X3.3	0.870	Valid
	X3.4	0.867	Valid
Brand Power (Y)	Y1	0.823	Valid
	Y2	0.663	Valid
	Y3	0.735	Valid
	Y4	0.721	Valid

Source: Primary Data, 2023

Based on the data shown in Table above, it can be observed that all the research variable indicators exhibit outer loading values over 0.7. None of the unstable hands also demonstrate an external loading value below 0.7. Consequently, all variables are deemed feasible or legitimate.

Discriminant Validity (Cross Loading)

Table 5. Cross Loading Values

Indicator	Brand Power (Y)	Customer Experience (X1)	Customer Satisfaction (X2)	Customer Loyalty (X3)
X1.1	0.353	0.767	0.492	0.385
X1.2	0.428	0.773	0.510	0.403
X1.3	0.346	0.755	0.445	0.342
X1.4	0.487	0.775	0.507	0.451
X1.5	0.530	0.877	0.634	0.556
X1.6	0.430	0.692	0.482	0.486
X1.7	0.407	0.811	0.524	0.429
X1.8	0.472	0.782	0.623	0.580
X2.1	0.606	0.579	0.881	0.695
X2.2	0.700	0.558	0.886	0.751
X2.3	0.623	0.673	0.880	0.662
X3.1	0.592	0.389	0.621	0.825
X3.2	0.659	0.570	0.655	0.819

X3.3	0.659	0.542	0.713	0.870
X3.4	0.731	0.494	0.701	0.867
Y1	0.823	0.538	0.674	0.735
Y2	0.663	0.343	0.416	0.357
Y3	0.735	0.447	0.576	0.547
Y4	0.721	0.285	0.435	0.590

Source: Primary Data, 2023

Based on the findings shown in Table above it is evident that the cross-loading values of each latent variable exhibit the highest loading value in comparison to the loading values of other latent variables. Therefore, all latent variables inside the research instrument exhibit discriminant validity.

Composite Reliability

Table 6. Composite Reliability and Cronbach's Alpha Values

Variable	Composite Reliability	Cronbach's Alpha	Information
Brand Power (Y)	0.826	0.726	Reliable
Customer Experience (X1)	0.926	0.908	Reliable
Customer loyalty (X3)	0.909	0.867	Reliable
Customer Satisfaction (X2)	0.913	0.858	Realible

Source: Primary Data, 2023

The analysis of the data presented in table 4.4 reveals that the composite reliability values for each variable in this study are above the threshold of 0.7, indicating a high level of internal consistency. Additionally, Cronbach's alpha coefficients exceed the minimum acceptable value of 0.6, further affirming the reliability of the measurements. The findings suggest that each variable has demonstrated sufficient validity in achieving composite reliability. Therefore, it can be inferred that all variables exhibit a level of reliability that exceeds the minimum threshold necessary.

Inner Model Evaluation

Table 7. R Square Measurement

Variable	R Square
Brand Power (Y)	0.647
Customer Loyalty (X3)	0.639
Customer Satisfaction (X2)	0.467

Source: Primary Data, 2023

According to the findings in Table above the R square coefficient for the variable in question is determined to be 0.647, corresponding to a percentage of 64.7%. The obtained value suggests that the Brand Power variable can account for 64.7% of the variance in the brand power variable. The remaining 35.3% is attributable to other variables not considered in the present study. The coefficient of determination (R^2) for the Customer Loyalty variable is 0.639, indicating that the independent variables in the model can explain approximately 63.9% of the variance in Customer Loyalty. As mentioned earlier, the number suggests that the Customer Loyalty variable may be accounted for by 63.9% of its influence. The remaining 36.1% is attributable to other variables not considered in the present study.

Hypothesis Testing

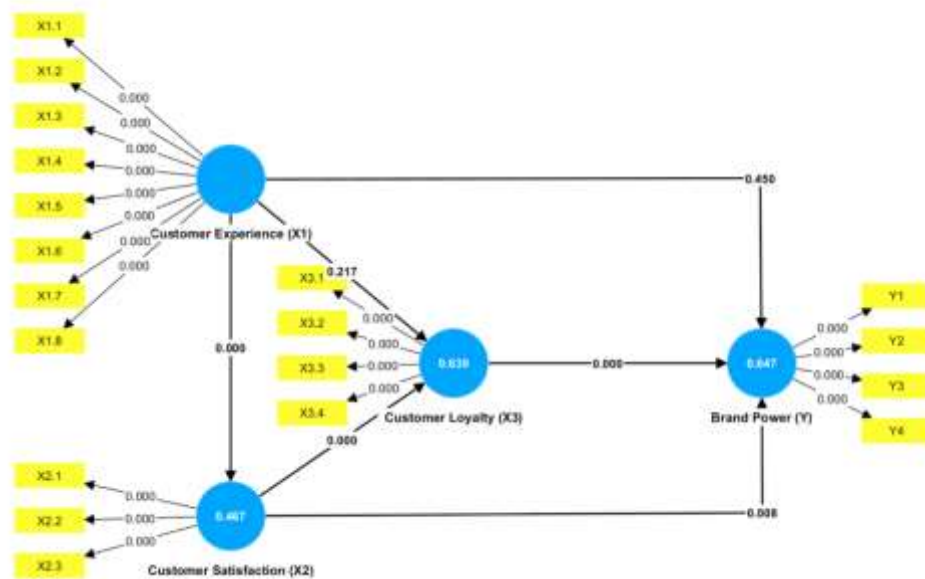


Figure 4. Research Model Result

The findings obtained from the conducted data processing can be utilized to address the hypothesis posited in this research. Hypothesis testing involves the examination of t-statistic values and p-values. The hypothesis testing in this study was conducted using the SmartPLS 4.0 program. The values mentioned earlier are observable in the outcomes of the bootstrapping analysis. Bootstrapping is a statistical technique used to assess the significance of coefficients, such as outer weights, outer loadings, and path coefficients, in a non-parametric manner. It involves calculating a standard error for the coefficients under consideration.

Table 8. Hypothesis Testing Result

Hypothesis	Influence	Result	Information
H1	Customer Experience (X1) - Customer Satisfaction (X2)	Coefficient Value = 0.683 T-Statistic = 11.277 P Value = 0,000	Accepted
H2	Customer Satisfaction (X2) - Brand Power (Y)	Coefficient Value = 0.251 T-Statistic = 2.675 P Value = 0.008	Accepted
H3	Customer Experience (X1) -Brand Power (Y)	Coefficient Value = 0.067 T-Statistic = 0.757 P Value = 0.450	Rejected
H4	Customer Satisfaction (X2) - Customer Loyalty (X3)	Coefficient Value = 0.735 T-Statistic = 10.628 P Value = 0,000	Accepted
H5	Customer Experience (X1) - Customer Loyalty (X3)	Coefficient Value = 0.090 T-Statistic = 1.238 P Value = 0,217	Rejected
H6	Customer Loyalty (X3) - Brand power (Y)	Coefficient Value = 0.544 T-Statistic = 6.732 P Value= 0.000	Accepted

Source: Primary Data, 2023

DISCUSSION

1. The Influence of Customer Experience (X1) on Customer Satisfaction (X2)

The survey participants demonstrated positive attitudes towards many dimensions of Customer Experience indicators. A considerable proportion of respondents strongly agreed with hands, such as Accessibility (X1.1) at 64.41%, Competence (X1.2) at 49.15%, and Personalization (X1.5) at 46.89%. The results above highlight the favorable encounter of individuals utilizing the Go-Ride service provided by Gojek in Bandar Lampung, confirming the significant influence of Customer Experience in cultivating elevated levels of Customer Satisfaction.

The empirical findings have substantiated the influence of Customer Experience on Customer Satisfaction with the Go-Ride service provided by Gojek in Bandar Lampung. The evaluation of Customer Experience encompasses several key aspects, including Accessibility, Competence, Customer Recognition, Helpfulness, Personalization, Problem-solving, Promise fulfillment, and Value for time. The participants acknowledged having positive experiences with the Go-Ride service and preferred to continue utilizing the brand. These attributes demonstrate that clients exhibit a favorable response and an escalation in their utilization of the Go-Ride service. Enhancing the quality of the Go-Ride service will lead to an elevated level of client satisfaction, hence bolstering the business's reputation. In general, the accrual of favorable or affirmative encounters with a product or brand will influence consumer satisfaction.

2. The Influence of Customer Satisfaction (X2) on Brand Power (Y)

Upon analyzing the data, it becomes evident that a positive association exists between the respondents' satisfaction levels and their judgments of Brand Power. Respondents who exhibit a high level of agreement with Customer Satisfaction indicators, namely the Conformity of Expectations (X2.3) at a percentage of 43.50%, are inclined to hold a more positive perception of Brand Power. As mentioned earlier, the findings emphasize the significance of Customer Satisfaction in influencing the overall perception of a brand, demonstrating its crucial role in augmenting Brand Power. Customer Satisfaction influences the Brand Power of the Go-Ride service provided by Gojek. Satisfaction was positively impacted by factors such as the experience of pleasure, making the right choice, and the alignment of outcomes with one's expectations. The attainment of high satisfaction levels with the Go-Ride service is expected to influence brand recognition, associations, and strength positively. This research was supported by Moreira et al. (2017).

3. The Influence of Customer Experience (X1) on Brand Power (Y)

Although respondents expressed good attitudes towards other measures of Customer Experience, such as Promise Fulfilment (X1.7) at 46.33% and Accessibility (X1.1) at 64.41%, it is important to note that these features do not result in a significant improvement in Brand Power. The findings of this study diverge from the earlier research conducted by Nobar and Rostamzadeh (2018) on "The Impact of Customer Satisfaction, Customer Experience, and Customer Loyalty on Brand Power: Empirical Evidence from the Hotel Industry." The findings of this study demonstrate that customer experience exerts a substantial impact on brand power. This discovery implies that additional aspects or dimensions may not have been investigated, which could have a greater impact on customers' view of the brand. Further investigation is required to investigate the intricate relationship between Customer Experience and Brand Power.

4. The Influence of Customer Satisfaction (X2) on Customer Loyalty (X3)

The examination of the data demonstrates a robust positive link between Customer Satisfaction and the inclination to maintain loyalty and endorse the Go-Ride service. The survey participants who exhibit a high level of agreement with the Customer Satisfaction indicators, specifically the Conformity of Expectations (X2.3), account for 43.50% of the total respondents. There is a higher probability of demonstrating robust customer loyalty. The results of this study highlight the significant importance of Customer Satisfaction in fostering enduring loyalty among Gojek's consumers in Bandar Lampung.

The continual satisfaction experienced by customers when using the Go-Ride service leads to increased customer loyalty. This loyalty is driven by pleasure, the perception of making the right choice, and the alignment of customer expectations with the service provided. Consequently, these factors contribute to the development of long-term brand loyalty. The maintenance of consistent quality in the Go-Ride service will lead to the development of consistent attitudes and behaviors. Increased consumer satisfaction with a product is likely to foster, establish, and sustain client loyalty. According to Nobar and Rostamzadeh (2018), the satisfaction levels associated with the value provided by a brand may be effectively measured by customer trust and loyalty, which serve as robust

indicators. According to Kataria and Saini (2019), it was found that customer satisfaction plays a crucial role in establishing enduring relationships and fostering brand loyalty over an extended period.

5. The Influence of Customer Experience (X1) on Customer Loyalty (X3)

Although respondents reported good attitudes towards numerous Customer Experience indicators, such as Accessibility (X1.1) at a rate of 64.41% and Competence (X1.2) at a rate of 49.15%, it does not seem that these characteristics have a substantial impact on Customer Loyalty. The findings of this study diverge from the prior research conducted by Nobar and Rostamzadeh (2018) on "The Impact of Customer Satisfaction, Customer Experience, and Customer Loyalty on Brand Power: Empirical Evidence from the Hotel Industry." The findings of this study demonstrate that customer experience exerts a substantial impact on consumer loyalty. This discovery encourages future investigation into potential supplementary elements or dimensions that may have a greater impact on cultivating Customer Loyalty within the Go-Ride service setting.

6. The Influence of Customer Loyalty (X3) on Brand Power (Y)

Upon analyzing the data, a robust positive association between Customer Loyalty and Brand Power is observed. Respondents who exhibit a high level of agreement with Customer Loyalty indicators, specifically the Intention to Repurchase (X3.4) at a rate of 33.33% and Recommendation (X3.1) also at 33.33%, have a significant role in shaping a more positive opinion of Brand Power. The results of this study highlight the crucial importance of Customer Loyalty in improving the overall perception of the company, underlining its value in bolstering company Power.

Moreover, the impact of customer loyalty on the brand power of Gojek was demonstrated. The customers have expressed their acknowledgment of the recommendation and provided positive comments. Furthermore, they have indicated their intention to exhibit loyalty by repurchasing the product or service. Consequently, stimulating a robust psychological sense of commitment and affiliation, or a preference, towards this particular brand results in heightened attraction and fortified emotional connection with the service. Therefore, higher client loyalty will boost the brand power of Gojek. This finding aligns with the research conducted by Xie and Heung (2012), which posited that a robust sense of customer loyalty has the potential to foster favorable attitudes and behaviors towards a particular brand.

CONCLUSION AND RECOMMENDATION

1. Based on this research the quality of customer experience plays a pivotal role in shaping customer satisfaction. Users of the Go-Ride service by Gojek in Bandar Lampung often find themselves strongly agreeing with various indicators of Customer Experience, such as Accessibility, Competence, and Personalization. These aspects contribute significantly to their overall satisfaction, highlighting the importance of a seamless and customer-centric experience.
2. The link between Customer Satisfaction and Brand Power is undeniable. As customers' satisfaction levels increase, so does their perception of the brand's power. Positive experiences and satisfaction with the service contribute to a favorable view of the brand. This underscores the importance of consistently meeting customer expectations and delivering exceptional service to enhance Brand Power.
3. Interestingly, this research reveals that while Customer Experience indicators receive positive feedback, they do not necessarily translate into a substantial enhancement of Brand Power. This intriguing finding suggests that the relationship between Customer Experience and Brand Power may be more nuanced than expected. Further exploration is needed to uncover the factors that truly influence brand perception among customers.
4. Customer Satisfaction emerges as a key driver of long-term customer loyalty. Satisfied customers are more likely to remain loyal to the Go-Ride service. Their intent to be loyal and willingness to recommend the service to others reflects the enduring bond they share with the brand. This underscores the importance of consistently exceeding customer expectations to foster loyalty.
5. Contrary to our expectations, our research does not support a statistically significant influence of Customer Experience on Customer Loyalty in this specific context. Despite the positive sentiments expressed by users regarding various aspects of the customer experience, such as accessibility, competence, and personalization, these factors do not translate into a strong influence on customer loyalty. This intriguing result prompts us to delve deeper into the intricacies of customer behavior and loyalty within the ride-sharing industry.
6. Lastly, this research reveals compelling evidence supporting the sixth hypothesis that Customer Loyalty plays a pivotal role in shaping Brand Power. Customers who exhibit strong loyalty toward the Go-Ride service are instrumental in bolstering the brand's power. Their loyalty is reflected in their intent to repurchase, recommend the service to others, and their overall positive comments. These loyal customers become advocates, amplifying the brand's reach and impact within the market.

Suggestion

1. **Continuous Enhancement of Customer Experience:** To maintain and improve the quality of the Go-Ride service, it is advisable for Gojek to invest in ongoing staff training. This training could encompass various aspects, including effective customer communication and problem-solving skills. Such as prompt and courteous interactions with customers, can further elevate the overall customer experience.
2. **Leveraging Social Media Engagement:** In today's digital age, social media serves as a powerful communication channel. Gojek should consider enhancing its social media presence to connect more effectively with its predominantly younger customer base. Engaging with customers through platforms widely used by the youth demographic can foster stronger relationships and provide opportunities for real-time interaction and feedback.
3. **Targeted Promotions and Loyalty Programs:** Given the prevalence of younger customers among Gojek users, the company should explore strategies to retain their interest and loyalty. Additionally, Gojek can introduce surprise rewards for frequent users, particularly for those holding Gojek loyalty. Such surprises can generate excitement and incentivize customers to return to the service.
4. **Enhancing Ride Comfort and Ambiance:** Attention to detail plays a crucial role in improving customer comfort. Gojek can consider factors beyond the ride itself, such as the in-vehicle ambiance. Moreover, maintaining the cleanliness of vehicles can contribute to a positive impression.
5. **Sustainability and Community Engagement:** In line with the global trend towards sustainability, Gojek could explore eco-friendly initiatives. Introducing electric vehicles or promoting shared rides to reduce carbon emissions aligns with environmental consciousness. Additionally, community engagement programs or partnerships can strengthen Gojek's brand image.

FURTHER STUDY

This research still has limitations, so it is necessary to carry out further research related to the topic *The Influence of Customer Experience, Customer Satisfaction & Customer Loyalty Towards Brand Power (Study on Go-Ride Service by Gojek)* in order to perfect the research and increase insight for readers.

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