

The Influence of Customer Experience, Brand Image, and Price Perception on Customer Loyalty through Customer Satisfaction of Gojek Users at Universitas Sumatera Utara

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ABSTRACT

The presence of increasingly sophisticated digital technology has brought extraordinary changes and progress to human life. One digital technology that is often used is online applications. In this modern era, transportation has become an important support for daily activities, especially in urban areas. Based on a survey conducted by Inrix 2023, it was stated that the city of Medan has the highest level of congestion in large cities in Indonesia. Companies providing online transportation services are expected to increase customer loyalty and satisfaction. This research aims to determine and analyze the influence of customer experience, brand image, price perception on customer loyalty through Gojek customer satisfaction at the University of North Sumatra.

INTRODUCTION

The existence of ever-more-advanced digital technology has resulted in remarkable advancements and transformations in human existence. This technology has the potential to significantly change a number of industries, including shopping, transportation, and communication.

In today's modern era, transportation has become one of the essential elements in daily activities, especially in urban areas. The emergence of online-based transportation is one of the solutions that enhances the effectiveness and efficiency of technological advancements in the transportation sector, making it easier for people to use transportation in their daily activities. Moreover, with the various problems arising in urban areas, such as traffic congestion, inadequate services, and public transportation conditions that still fail to meet the expectations of the community, these issues further highlight the need for more efficient transportation solutions.

Tabel 1. Data on the Most Congested Cities in Indonesia as of July 2023

No	Nama Kota	Waktu Yang Dihilangkan Pengendara
1	Surabaya	35 hours /year
2	Jakarta	28 hours /year
3	Denpasar	22 hours /year
4	Malang	18 hours /year
5	Bogor	7 hours /year
6	Medan	6 hours /year

Source: : Inrix (2023)

Based on Table 1 above, it can be stated that the city of Medan has a very high level of congestion compared to other major cities in Indonesia. This condition creates a business opportunity for entrepreneurs. Entrepreneurs offer solutions to address traffic congestion by providing online transportation services that can help the public avoid traffic jams, allowing them to reach their destinations quickly and on time (Kuswanto et al., 2020).

Online transportation service applications are now widely available in Indonesia. These applications offer various services aimed at providing assistance and convenience for the mobility of their users. With the intense competition in the online transportation sector, companies in this industry must constantly pay attention to their strategies and actions in facing their competitors (Irawan et al., 2022). Below are some of the online transportation services commonly used in Indonesia in 2022-2023 :

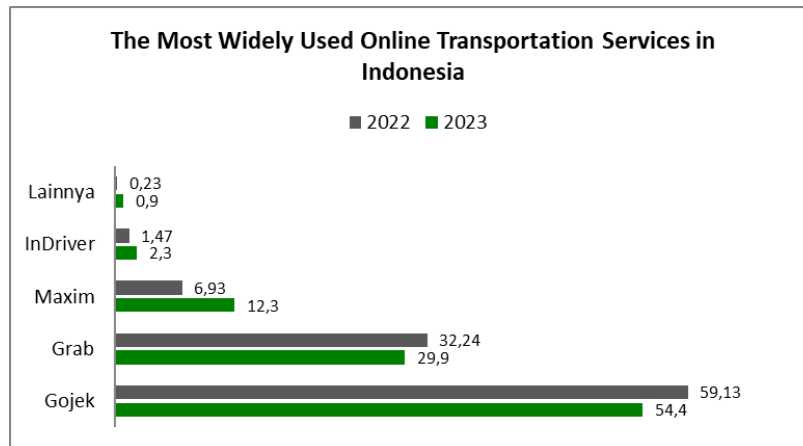


Figure 1. The Most Widely Used Online Transportation Services in Indonesia
Source : Survei GoodStats (Data diolah, 2024)

According to a survey by GoodStats in 2023, shown in Figure 1.1, Gojek emerged as the most popular online transportation service among Indonesians, followed by Grab in second place, Maxim in third, and inDrive last. However, both Gojek and Grab saw a decline in the usage of online transportation from 2022 to 2023. Initially, Gojek had 59.13% of respondents in 2022, but this dropped to 54.4% in 2023. Similarly, Grab, which had 32.24% of respondents in 2022, decreased to 29.9% in 2023. In contrast, Maxim, inDrive, and other services saw a significant increase, especially Maxim. This indicates that the strategies of Gojek and Grab were unsuccessful in maintaining customer loyalty, while Maxim and inDrive managed to retain their customer base.

The purpose of this study is to examine how customer satisfaction with Gojek at the University of Sumatera Utara is impacted by customer experience, as well as how customer loyalty to Gojek is affected by customer experience. Additionally, the study intends to evaluate how customer experience affects customer loyalty through customer satisfaction. Additionally, it looks at how Gojek's brand image affects consumer happiness and loyalty, as well as how satisfaction affects customer loyalty. Additionally, the study intends to examine how price perception affects consumer loyalty and satisfaction with Gojek, as well as how price perception may indirectly impact customer loyalty through satisfaction. Ultimately, the study intends to investigate how customer satisfaction influences customer loyalty to Gojek at the University of Sumatera Utara.

LITERATURE REVIEW

Customer Loyalty

Creating customer satisfaction can have a number of advantages, such as promoting a positive working relationship between the business and its clients, establishing repeat business, building client loyalty, and producing positive word-of-mouth referrals for the business (Tjiptono, 2015). Despite the possibility of consumers switching to other products due to marketing campaigns and situational considerations, Kotler and Keller (2016) define loyalty as a strong commitment to repurchase or subscribe to a preferred product or service in the future.

Customer Experience

Customer experience is the outcome of a confluence of intellectual and emotional views during direct or indirect encounters within a firm, claim Zare & Mahmoudi (2020). Customer experiences have the power to add personal value, spark interest in goods, services, or businesses, and ultimately impact the company's success (Rahmawati et al., 2018). Customer experience is the positive or negative experience that customers feel when using and experiencing a product or service (Wiyata et al., 2020). Research by Conrad (2020), Damanik et al. (2023), and H. Mulyono & Helmi (2018) indicates that customer experience has a positive influence on customer loyalty and customer satisfaction. This statement is supported by studies conducted by Hamdani & Mahfudhon (2023), Damanik et al. (2023), and Azhari et al. (2015). This demonstrates that a better customer experience can increase customer loyalty to a greater extent. The researcher puts out the following theories in light of the aforementioned argument: Hypothesis 1 : Customer Experience has a favorable and significant effect on Customer Loyalty to Gojek at the University of Sumatera Utara. Hypothesis 2: At the University of Sumatera Utara, customer satisfaction with Gojek is positively and significantly impacted by customer experience. Hypothesis 3: At the University of Sumatera Utara, customer satisfaction with Gojek has a positive and large impact on customer loyalty.

Brand Image

Shimp (2003) defines brand image as the kind of association that comes to mind when customers think about a specific brand. Customers' perception of a company's goods is reflected in its brand image. The image of a brand is related to the behavior and beliefs involved in choosing that brand. Customer perception is the result of consumers' thoughts and evaluations based on sensory experiences from physical and social objects, depending on the stimuli in their environment. Research by Nastiti (2023), According to Hikaru et al. (2021), H. Mulyono & Helmi (2018), and Damanik et al. (2023), consumer loyalty is positively impacted by brand image. Research by Harianto (2019) and Ridho (2020) indicates that the brand image variable has a significant effect on customer satisfaction. Studies by Putri, Nursyah (2020), Popp & Woratschek (2017), and Santos & Schlesinger (2021) show that brand image positively influences customer loyalty through customer satisfaction. Based on the arguments above, the researcher proposes the following hypotheses : **Hypothesis 4: At the University of Sumatera Utara, customer loyalty to Gojek is positively and significantly impacted by brand image. Hypothesis 5: At the University of Sumatera Utara, customer satisfaction with Gojek is positively and significantly impacted by brand image. Hypothesis 6 : Brand Image has a favorable and significant effect on Customer Loyalty through Customer Satisfaction with Gojek at the University of Sumatera Utara.***Price Perception*

The way that people or groups understand and assess a product or service's pricing is known as price perception. It encompasses the way in which customers view the worth of a good or service in comparison to the asking price (Lichtenstein, Ridgway & Netemeyer, 1993). Individuals may differ in their level of price awareness (Sinha & Batra, 1999), as well as within product categories and

time periods (Lichtenstein, Bloch & Black, 1988). According to studies by Hikaru et al. (2021), Alemi et al. (2018), and Anggraini & Budiarti (2020), price perception increases consumer loyalty. According to research by Adam et al. (2020), As'ad (2020), and Nguyen-Phuoc et al. (2020), pricing perception significantly improves customer happiness. According to studies by Lestari et al. (2021), Hikaru et al. (2021), Santos & Schlesinger (2021), and Anggraini & Budiarti (2020), pricing perception has a favorable impact on customer satisfaction, which in turn affects customer loyalty. The researcher puts out the following theories in light of the aforementioned arguments: Hypothesis 7: At the University of Sumatera Utara, price perception significantly and favorably influences customer loyalty to Gojek. Hypothesis 8 : Price Perception has a positive and significant effect on Customer Satisfaction with Gojek at the University of Sumatera Utara. Hypothesis 9: According to University of Sumatera Utara customer satisfaction with Gojek, price perception significantly and favorably affects customer loyalty.

Customer Satisfaction

Customer satisfaction serves as both a goal and a means for businesses focused on their customers. To compete, survive, and grow in an increasingly competitive market, companies need tailored strategies. As noted by Kotler and Keller (2018), customer satisfaction is defined as "an individual's evaluation of a product's perceived performance relative to their expectations." If the product falls short of expectations, the customer becomes dissatisfied. If it meets expectations, the customer is satisfied. If it exceeds expectations, the customer feels delighted. Thus, satisfaction reflects an individual's judgment of how a product's performance aligns with their expectations. The customer is thrilled if it goes above and beyond their expectations. Customer loyalty is not significantly impacted by customer satisfaction, according to research by Hikaru et al. (2021) and Putri et al. (2018). The researcher puts out the following hypothesis in light of the previously mentioned arguments: **Hypothesis 10: At the University of Sumatera Utara, customer loyalty to Gojek is positively and significantly impacted by customer satisfaction.**

A conceptual framework can be created by referencing previous research and the literature review. The conceptual framework, according to Sugiyono (2016), is a depiction of the research variables and the ways in which theories relate to the variables under investigation, particularly the independent and dependent variables. The following will be a description of the conceptual links between these variables:

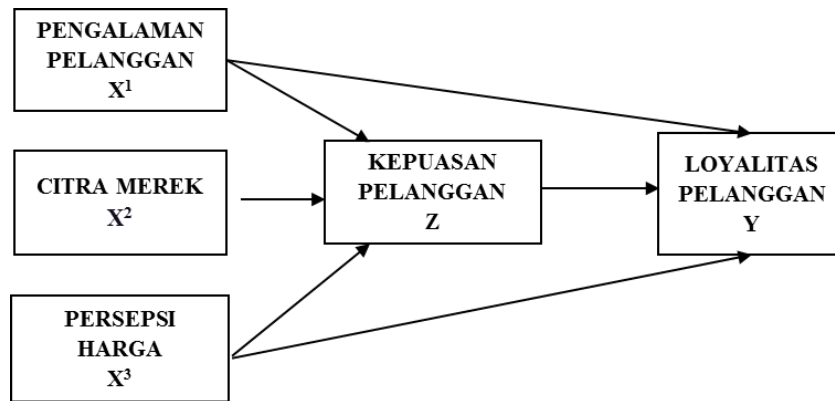


Figure 2. Conceptual Framework

METHODOLOGY

Research Population and Sample

The participants in this study are students from the University of Sumatera Utara who have used Gojek Indonesia's online transportation services. The study involves active students of the university who have utilized these services, with a total sample size of 185 respondents. The sampling method used is purposive sampling, requiring participants to have used Gojek Indonesia's online transportation services at least twice.

Data analysis

The data analysis utilized SEM-PLS Version 4.1, incorporating validity and reliability tests. The outer model was assessed using convergent validity, discriminant validity, and composite reliability. Meanwhile, the inner model was evaluated through composite reliability, Cronbach's Alpha, and bootstrapping techniques.

RESEARCH RESULT

Descriptive Analysis Results

According to Ghozali (2016), descriptive statistics are performed to understand and summarize the data utilized in research, focusing on the average value (mean). These statistics offer a clearer and more accessible interpretation of the data. The table includes the frequency of data along with their percentages, minimum and maximum values, and average values, which are derived from the responses collected from participants.

Table 2. Mean Range Score

<i>Interval Mean</i>	Category
1,00 - 1,79	Very Poor
1,80 - 2,59	Not good
2,60 - 3,39	Fairly good
3,40 - 4,19	Good
4,20 - 5,00	Very good

Source: Ghozali (2016)

Based on the responses from the participants, this section illustrates how the answers are distributed in relation to the questions posed in the

questionnaire. Below, you can observe the distribution of respondents' answers concerning the variables Customer Experience (X1), Brand Image (X2), Price Perception (X3), Customer Satisfaction (Z), and Customer Loyalty (Y). The frequency of the respondents' answers is presented in the table below:

Table 3. Descriptive Analysis

No	Variabel	Mean	Category
1	Customer Experience	4,18	Good
2	Brand Image	4,20	Very good
3	Price Perception	4,03	Good
4	Customer Satisfaction	4,01	Good
5	Customer Loyalty	4,20	Very good

The overall average score for the Customer Experience variable is 4.18, falling within the "Good" category. The average score for the Brand Image variable is 4.20, also as "Very good" category. For the Price Perception variable, the overall average is 4.03, which is in the "Good" category. The Customer satisfaction variable has an average score of 4.01, again in the "Good" category. Finally, the average score for the Customer Loyalty variable is 4.20, placing it in the "Very good" category as well.

Hypothesis Test Results

Path models are graphical representations that visually illustrate the hypotheses and relationships among the variables being studied in SEM (Hair et al., 2021). The testing of all hypotheses employs the Partial Least Square (PLS) method, analyzing both direct and indirect effects, as presented in the table :

Table 4 Hypothesis Test

Hipotesis	Original Sample (O)	T statistics (O/STDEV)	P values	Kategori Hipotesis
Customer Experience -> Customer Satisfaction	0,290	4,233	0,000	Accepted
Brand Image -> Customer Satisfaction	0,297	5,292	0,000	Accepted
Price Perception -> Customer Satisfaction	0,356	4,609	0,000	Accepted
Customer Experience -> Customer Loyalty	0,219	3,565	0,000	Accepted
Brand Image -> Customer Loyalty	0,245	4,455	0,000	Accepted
Price Perception -> Customer Loyalty	0,246	3,847	0,000	Accepted
Customer Satisfaction -> Customer Loyalty	0,248	3,165	0,002	Accepted
Customer Experience -> Customer Satisfaction ->	0,072	2,510	0,012	Accepted

Customer Loyalty				
Brand Image -> Customer Satisfaction -> Customer Loyalty	0,074	2,813	0,005	Accepted
Price Perception -> Customer Satisfaction -> Customer Loyalty	0,088	2,446	0,014	Accepted

Source: Output SmartPLS

DISCUSSION

Testing The Effect of Customer Experience on Customer Loyalty

The first hypothesis is supported by the research findings, which reveal that customer experience has a direct and significant impact on customer loyalty. This is evidenced by a coefficient value of 0.219, t-statistics (3.565) exceeding the t-table value (1.65), and a significance level of 0.000, which is below 0.05. These results indicate that an improved customer experience positively influences customer loyalty to the Gojek application. In other words, as the quality of customer experience increases, loyalty to Gojek's driver services also significantly grows, and the opposite holds true when customer experience declines.

Customer experience plays a crucial role in creating lasting impressions for consumers. Positive experiences leave customers feeling satisfied and often lead them to share these experiences with others. According to Hijjah and Ardiansari (2015), customer experience involves emotional engagement in every activity, resulting in a unique and memorable interaction that fosters a strong desire to continue using the product or service.

These findings align with research by Conrad (2020), Damanik et al. (2023), and H. Mulyono and Helmi (2018), which highlight the positive influence of customer experience on loyalty. However, they contradict studies by Hamdani and Mahfudhon (2023) and Hikaru et al. (2021), which argue that customer experience does not significantly affect customer loyalty.

Testing The Effect of Customer Experience on Customer Satisfaction

The second hypothesis's findings are acknowledged. With a coefficient of 0.290, t-statistics (4.233) > t-table (1.65), and a significance level of (0.000) < 0.05, the research findings show that customer experience directly affects customer satisfaction. client satisfaction with the Gojek app is thus positively and significantly impacted by the client experience. This implies that customer satisfaction with Gojek driver services will rise in tandem with improvements in the customer experience, and vice versa.

According to research by Conrad (2020), Damanik et al. (2023), Van Lierop & El-Geneidy (2019), and H. Mulyono & Helmi (2018), customer experience positively affects customer satisfaction, which supports the conclusions of this study. The results of this study, however, run counter to those of Hamdani & Mahfudhon (2023), who contend that customer happiness is not substantially impacted by customer experience.

Testing The Effect of Customer Experience on Customer Loyalty through Customer Satisfaction

The third hypothesis' findings are acknowledged. With a coefficient of 0.072, t-statistics (2.510) > t-table (1.65), and significance (0.012) < 0.05, the research findings demonstrate that customer pleasure positively and significantly influences customer loyalty. As a result, it has been demonstrated that customer satisfaction has a major impact on customer loyalty. This indicates that through the customer's experience, customer pleasure serves as a mediator, indirectly affecting customer loyalty.

Research by Hamdani & Mahfudhon (2023), Damanik et al. (2023), and Azhari et al. (2015) supports the findings of this study. This suggests that the likelihood of boosting client loyalty increases with the level of customer happiness brought about by an improved customer experience. The results of Hamdani & Mahfudhon (2023), however, which imply that customer satisfaction cannot mediate the relationship between customer experience and customer loyalty, are rejected by this study.

Testing The Effect of Brand Image on Customer Loyalty

The results of the fourth hypothesis test are accepted. The findings indicate that brand image has a direct positive effect on customer loyalty, with a coefficient of 0.245 and a t-statistic value of 4.455, which is greater than the t-table value of 1.65, and is significant (p-value = 0.000), which is less than 0.05. Therefore, brand image has a positive and significant impact on customer loyalty to the Gojek app. This means that as the brand image improves, customer loyalty to using Gojek's services also increases significantly, and conversely, a decrease in brand image can lead to a decline in customer loyalty.

Research by Nastiti (2023), Hikaru et al. (2021), H. Mulyono & Helmi (2018), and Damanik et al. (2023) supports the findings of this study by demonstrating that brand image has a beneficial impact on consumer loyalty. Nonetheless, the research conducted by De Leaniz and Del Bosque Rodríguez (2020) indicates that consumer loyalty is not much impacted by brand image. Another study by Widiyanto (2018) supports this finding and highlights the significance of factors other than brand image in determining customer loyalty.

Testing The Influence of Brand Image on Customer Satisfaction

The results of the fifth hypothesis are accepted. The research findings show that brand image has a direct and significant impact on customer satisfaction, with a coefficient of 0.297, an t-Statistics value of (5.292) > t-table (1.65), and a significance level of (0.000) < 0.05. Thus, brand image positively and significantly influences customer satisfaction with the Gojek application. This means that as the user's perception of the brand image improves, customer satisfaction with using Gojek driver services will also increase significantly, and vice versa.

The brand image variable has a considerable impact on customer satisfaction, according to studies by Harianto (2019) and Ridho (2020), which corroborate the author's research findings.

Testing The influence of brand image on customer loyalty through customer satisfaction

The findings of this investigation support the sixth hypothesis. With a coefficient of 0.074, t-Statistics (2.813) > t-table (1.65), and a significance level (0.005) < 0.05, the results demonstrate that brand image has a positive and substantial impact on customer loyalty through customer satisfaction. Consequently, it has been demonstrated that brand image has a major impact on customer happiness and loyalty. This indicates that customer pleasure acts as a mediator, enabling the indirect positive influence of brand image on customer loyalty. Put another way, increased consumer loyalty to the Gojek service results from higher customer happiness brought on by a stronger brand image.

The findings of this study are corroborated by studies by Popp & Woratschek (2017), Santos & Schlesinger (2021), and Putri and Nursyah (2020), which show that brand image has a favorable impact on customer satisfaction and, consequently, customer loyalty. This suggests that the likelihood of boosting consumer loyalty increases with the level of satisfaction brought about by brand image. The results of Nastiti (2023), however, which imply that customer happiness cannot mediate the relationship between brand image and customer loyalty, are refuted by this study.

Testing The Influence of Price Perception on Customer Loyalty

The seventh hypothesis' findings were approved. With a coefficient of 0.246, a t-statistics value of 3.847 (higher than the t-table value of 1.65), and a significance level of 0.000 (less than 0.05), the results demonstrate that price perception directly affects customer loyalty. As a result, consumer loyalty to the Gojek app is positively and significantly impacted by pricing perception. This implies that consumer loyalty to Gojek's services will rise sharply if users' perceptions of price also rise, and vice versa.

The results of this study are supported by research conducted by Hikaru et al. (2021), Alemi et al. (2018), and Anggraini & Budiarti (2020), which found that price perception has a positive effect on customer loyalty. However, the study by Suryawardani & Wulandari (2020) showed that price perception does not have a significant partial effect on customer loyalty. These findings are also supported by other research, such as the study by Widiyanto (2018).

Testing The Influence of Price Perception on Customer Satisfaction

The results of the eighth hypothesis are accepted. The study shows that price perception has a direct effect on customer satisfaction with a coefficient of 0.365, with a t-Statistics value of (4.609) > t-table (1.65) and a significance level of (0.000) < 0.05. Therefore, price perception has a positive and significant effect on customer satisfaction with the Gojek application. This means that as users' perception of the price improves, their satisfaction with Gojek driver services will also increase significantly, and conversely, when price perception decreases, customer satisfaction will also decrease significantly.

The results of the study are supported by research conducted by Nguyen-Phuoc et al. (2020), Adam et al. (2020), and As'ad (2020), which state that price perception has a significant positive effect on customer satisfaction. However,

the study conducted by Anggraini & Budiarti (2020) shows that price perception does not have a significant partial effect on customer satisfaction. Therefore, price perception has a positive effect on customer satisfaction.

Testing The Effect of Price Perception on Customer Loyalty through Customer Satisfaction

The ninth hypothesis' findings are acknowledged. With a coefficient of 0.088, an t-Statistics value of (2.446) > t-table (1.65), and a significance level of (0.014) < 0.05, the study demonstrates that pricing perception has a positive and significant impact on customer loyalty through customer satisfaction. Consequently, it has been demonstrated that pricing perception has a major impact on customer happiness and loyalty. This indicates that the indirect relationship between price perception and customer loyalty is made possible by the mediating role of customer happiness.

Lestari et al. (2021), Hikaru et al. (2021), Santos & Schlesinger (2021), and Anggraini & Budiarti (2020) have all undertaken studies that support the author's study. According to their research, customer happiness acts as a mediator between price perception and client loyalty. This suggests that a lower level of customer satisfaction brought on by a greater price perception may result in a decline in customer loyalty. The results of Suryawardani & Wulandari (2020), however, which imply that pricing perception's impact on customer loyalty cannot be mitigated by customer satisfaction, are refuted by the current study.

Testing The Influence of Customer Satisfaction on Customer Loyalty

The tenth hypothesis' findings are acknowledged. With an t-Statistics value of (3.165) > t-table (1.65), a significance level of (0.002) < 0.05, and a coefficient of 0.248, the study demonstrates a direct and substantial relationship between customer happiness and customer loyalty. Thus, in the Gojek app, client loyalty is positively and significantly impacted by customer pleasure. Accordingly, customers' loyalty to utilize Gojek driver services will rise dramatically when customer satisfaction rises, and vice versa, as customer satisfaction falls, customer loyalty would likewise fall sharply.

According to a number of research (Nastiti, 2023; Conrad, 2020; H. Mulyono & Helmi, 2018; and Damanik et al., 2023), customer satisfaction with the services received might result in devoted customers, supporting the notion that customer satisfaction is a significant factor of customer loyalty. However, this study opposes the findings of (Putri et al., 2018; Hikaru et al., 2021), which imply that customer happiness does not have a substantial effect on customer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of this research, the following conclusions can be outlined:

1. At the University of Sumatera Utara, consumer satisfaction with Gojek is positively and significantly impacted by the client experience.
2. Customer satisfaction with Gojek at the University of Sumatera Utara is positively and significantly impacted by brand image.

3. At the University of Sumatera Utara, Gojek customers' satisfaction is positively and significantly impacted by price perception.
4. At the University of Sumatera Utara, client loyalty to Gojek is positively and significantly impacted by the customer experience.
5. Gojek customers' loyalty at the University of Sumatera Utara is positively and significantly impacted by brand image.
6. At the University of Sumatera Utara, price perception significantly and favorably influences patron loyalty to Gojek.
7. At the University of Sumatera Utara, consumer satisfaction with Gojek has a favorable and noteworthy impact on customer loyalty.
8. At the University of Sumatera Utara, consumer satisfaction with Gojek has a favorable and significant impact on brand image and customer loyalty.
9. According to University of Sumatera Utara customers' happiness with Gojek, price perception significantly and favorably affects customer loyalty.
10. At the University of Sumatera Utara, client loyalty to Gojek is positively and significantly impacted by customer satisfaction.

ADVANCED RESEARCH

For future researchers, to further develop this study, it is recommended to improve this research by adding other factors that were not tested in this study, such as e-CRM, Brand Trust, and service quality

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