

ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, TRUST AND PROMOTION ON GOJEK CUSTOMER LOYALTY IN PEKANBARU

Awira Harta¹, Stefani Chandra^{2*}, Dina Olivia³, Andi⁴, Luciana Fransisca⁵

^{1,2,,3,4,&5}Institut Bisnis dan Teknologi Pelita Indonesia

Email: awiraharta24@gmail.com, stefani.chandra@lecturer.pelitaindonesia.ac.id^{*}, dinaolv600@gmail.com

^{*}correspondence author

ABSTRACT

This research aims to determine and analyze the influence of service quality, trust and promotion on Gojek customer loyalty in Pekanbaru. Determination of the sample in this study used accidental sampling. Determining the sample size using the Roscoe approach, the total research sample was 120 respondents. The data collection technique consists of a questionnaire with a 1-5 Likert scale with data analysis methods using multiple linear regression with SPSS. The research results obtained show that Service Quality, Trust and Promotion have a positive and significant effect on Customer Loyalty.

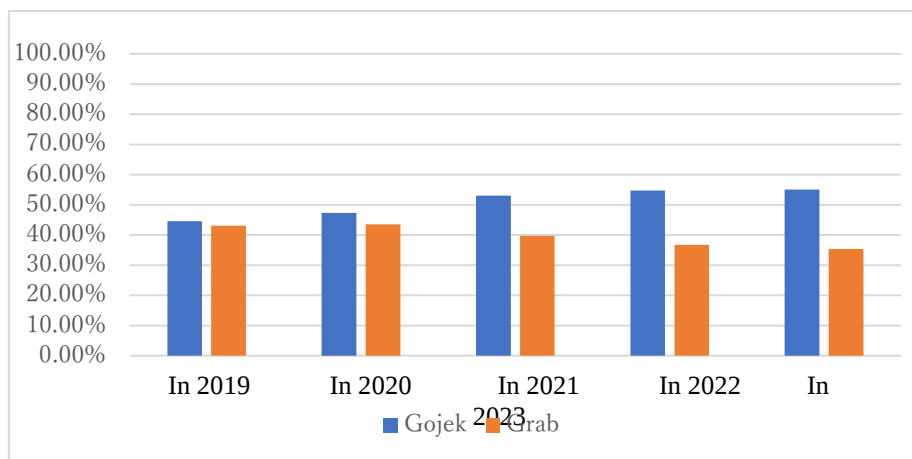
Keyword : Service Quality; Trust; Promotion; Customer Loyalty

INTRODUCTION

Background of the problem

The development of the free market era has a very large influence on competition between business actors, so that competition between business actors is getting tighter. In order to survive in conditions of tight competition, it is highly expected that every company management can be more careful in determining marketing strategies. Marketing strategy is the foundation for a company to continue operating, if management is not supported by an Agreed marketing strategy, it will be difficult for the company to survive. With a strong marketing strategy, the company will be able to win the competition it faces. The marketing strategy in question is a strategy that must lead to the creation of high loyalty from consumers to the products offered by the company.

The fundamental changes in the way people transact have the most obvious impact, especially in the business world. The Internet is one of the most significant products of information technology advancements in driving this transformation. We can interact anywhere and anytime through the Internet, which is a network equipped with communication tools. With the Internet, the way businesses conduct transactions has changed. The old process that required a lot of time and money has become faster and easier. The Internet is very important to meet the needs of society along with rapid population growth. The presence of transportation applications that can be accessed via the Internet quickly and efficiently affects society in all activities. Starting from the emergence of various transportation services, competition is getting tighter.



Source: Top Brand Award, 2023(www.topbrand-award.com)

Figure 1. Top Brand Award Data 2019 - 2023

Top Brand Award data shows that, based on data from online transportation service users in 2019 Gojek 44.60%, and Grab 43.10%, In 2020 Gojek 47.30%, and Grab 43.50% in 2021 Gojek 53.00%, and Grab 39.70% In 2022 Gojek 54.70%, and Grab 36.70%, In 2023 Gojek 55.00%, and Grab 35.30%. This shows that Gojek online transportation service users remain superior until 2023, which is 55.00%, and Grab is 35.30%. (Top Brand Award, 2023).

Gojek began operating in Indonesia in 2009 in Jakarta by Nadiem Makarim, which operates in the transportation service sector using sophisticated technology, but has succeeded in occupying the first position from 2019 to 2023. Gojek partners with experienced and trusted motorcycle taxi drivers in Indonesia, to provide a variety of services, including transportation and delivery. Gojek's activities are based on three fundamental values: speed, promotion, and social impact.

The research has also conducted a pre-survey to 30 respondents of Gojek application users in Pekanbaru City. Here are the pre-survey results obtained by the research:

Table 1. Results of the Pre-Research Survey

No	Statement	Response		Amount Respondents
		Yes	No	
1	Do you often use the Gojek application?	24	6	30
2	Will you switch to another online transportation application?	15	15	30

Source: Data, Processed 2023

Based on the results of the pre-survey from 30 respondents in each statement there were responses from statement number 1 as many as 24 people often use the Gojek application even though there are 6 people who do not often use the Gojek application, statement number 2 as many as 15 people will switch to other online transportation applications even though 15 other people will not switch to other online transportation applications, this proves that there is competition from other applications such as cheaper price promos so that customers switch to other applications. With the competition from other applications above, it is important for Gojek to implement the right strategy so that customers feel satisfied and become loyal to the company. The phenomenon or problem from the survey which is only 50% due to the lack of quality of service, trust, and promotion on Gojek in Pekanbaru so that consumers are less loyal to use the Gojek application and switch to other applications, the solution or agreement is that Gojek provides additional platforms to make it easier to convey consumer desires and complaints and conduct training for customer service, Conduct socialization of insurance provided by GOJEK, Conduct regular training and evaluation for GOJEK drivers, GOJEK makes promotions on days and months that commemorate big days.

Table 2. Results of Pre-Survey of Consumer Loyalty to Gojek

No	Statement	Information	Person	Percent
1.	When you use transportation, do you always use Gojek services?	Yes	48	96%
		No	2	4%
2.	Do you use Gojek services repeatedly?	Yes	45	90%
		No	5	10%
3.	Would you recommend your loved ones to use Gojek services?	Yes	46	92%
		No	4	8%

Source: Processed Data, 2023

Based on the data above, it is known from the three statements above that Of the 50 respondents, 96% always use Gojek services in using transportation, where 4% do not use Gojek services. The survey results also show that 90% are always loyal to using Gojek services repeatedly, but 10% have not become loyal users of Gojek services. Other data 92% will recommend to their closest friends to use Gojek services and 8% do not recommend to their closest people. This shows that Gojek services are already very well known in Indonesia, then from user data it can be seen that Gojek has not been a priority for consumers. With the complaints from consumers above, it is important for Gojek services to implement the right strategy so that consumers feel prioritized and become loyal to the company.

With consumer trust in buying products with brand experience and reviewed Promotions can cause consumers to buy the product.

LITERATURE REVIEW

Customer Loyalty

According to Kotler and Keller (2016:138), loyalty is explained as a commitment held to buy or reuse a preferred product or service in the future even though there are situational influences and marketing actions or efforts to switch.

Customer Quality

According to Kotler and Keller (2016:138) defines service quality as a form of consumer assessment of the level of service received with the level of service expected. If the service received or felt is in accordance with what is expected, then the quality of service is perceived as good and satisfying.

Trust

According to Kotler and Keller (2016:138) trust is the willingness of a company to rely on business partners. Trust depends on a number of interpersonal and interorganizational factors, such as company competence, integrity, honesty and kindness.

Promotion

According to Kotler & Armstrong in Ridwansyah (2017: 52), "Promotion is a tool or activity used by companies to communicate customer value."

Hypothesis

Relationship between Service Quality and Customer Loyalty

According to (Abdullah and Tantri, 2019) Service Quality is the overall characteristics and characteristics of a good or service that affect its ability to satisfy stated or implied needs. Service quality can also include aspects such as speed of service, security, and interaction between customers and service providers. The better the quality of service provided by the company, the higher the customer loyalty.

Based on research from The Last Supper, (2019), (Afzalur Rochim., 2020) And (Dewa Gede Adi Adnyana & Ni Wayan Sri Suprapti., 2018) Which shows that Service Quality has a positive effect on Customer Loyalty. But contrary to research (Fadela Bara & Tjahjani Prawitowati., 2020) which shows that Service Quality has no positive effect on Customer Loyalty.

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

Relationship Between Trust and Customer Loyalty

According to Rita Zahara. (2020). Trust is the perception of trustworthiness towards a company's reliability determined by systematic confirmation of expectations towards the company's offerings. Trust plays an important role in various aspects of life, such as personal relationships, business, politics, and society. The higher the customer's trust in a product or service, the higher the level of customer loyalty to a brand.

Based on research from (Imelda Aprileny et al., 2022), (Iwan Hartono et al., 2023) And (Indah Putriyatni & M. Khoiri, 2023) which shows that Trust has a positive effect on Customer Loyalty.

H₂: Trust has a positive effect on customer loyalty.

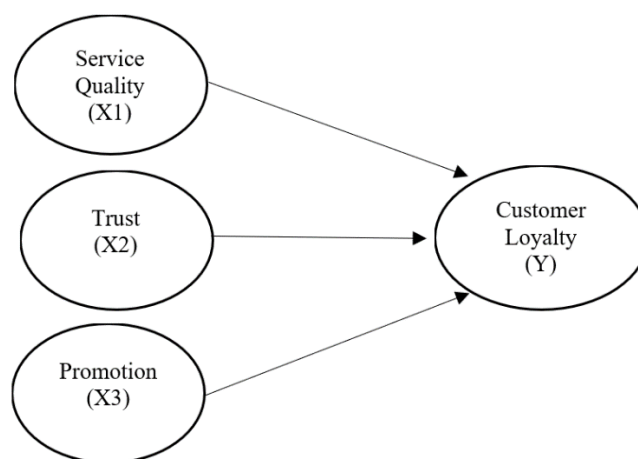
Relationship of Promotion to Customer Loyalty

According to (Kotler and Keller, 2016:33) promotions used to measure the level of consumer loyalty at PT. Gojek Pekanbaru, including sales promotions, there are still problems in the programs carried out by the company to encourage consumers to buy products that have been provided. Therefore, the company must further improve programs related to sales promotions to encourage product purchases. Furthermore, in changing public opinion towards the products owned by the company, the company is required to build a good image in the community about its products.

Based on research from (Nabilah Alya Insani & Putu Nina Madiawati., 2020) And (Salman Farisi & Qahfi Romula Siregar., 2020) which shows that Promotion has a positive effect on Customer Loyalty. However, this is in contrast to Rita Zahara's research. (2020). which shows that Promotion does not have a positive effect on Customer Loyalty.

H₃: Promotion has a positive effect on customer loyalty.

Framework



Source: Processed Data, 2024
Figure 2. Framework of Thought

RESEARCH METHODS

Place and Time of Research

In this study, the object of research is all customers who use Gojek services in Pekanbaru. With a research period starting from September 2023 to December 2023.

Population and Sample

Analysis of the Influence of Service Quality, Trust and Promotion on Gojek Customer Loyalty in Pekanbaru (Awira Harta, Stefani Chandra, Dina Olivia, Andi, and Luciana Fransisca)

Population

According to Sugiyono (2018), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions are drawn. The population of this study is all customers who use Gojek services in Pekanbaru where the number cannot be known with certainty.

Sample

According to Sugiyono (2017) Sample is a part of the selected population and represents the population being studied. If the researcher conducts research on a large population, while the researcher wants to research the population and the researcher has limited funds, manpower and time, then the researcher uses the sampling technique, so that generalization to the population being studied. This means that the sample taken can represent or be representative of the population. To determine the number of samples, a formula is used based on Roscoe's suggestions on sample size for research as follows (Sugiyono, 2013:91): (1) A suitable sample size in research is between 30 and 500, (2) If the sample is divided into categories (for example: male-female, civil servants-private and others) then the number of sample members in each category is at least 30, (3) If the research will conduct analysis with multivariate (correlation or multiple regression for example), then the number of sample members is at least 10 times the number of variables studied. For example, if there are 5 research variables (independent + dependent), then the number of sample members = $10 \times 5 = 50$, (4) For simple experimental research, which uses experimental groups and control groups, the number of sample members for each is between 10 and 20.

Operational Research Variables

The operational variables can be seen in the following table:

Table 3. Operational Variables

Variables	Indicator	Statement	Source	Scale
Service Quality (X1)	Reliability (<i>Reliability</i>)	Is Gojek's service as expected?	(Kotler & Keller, 2016: 284)	Interval
		Are the employees caring and friendly towards visitors?		
	Responsiveness (<i>Responsiveness</i>)	Gojek's service delivery provides information clearly and accurately.		
		Gojek service employees are ready to help customers with their needs.		
	Guarantee (<i>Assurance</i>)	Gojek's service security guarantee is in line with expectations.		
		Gojek service providers provide support and cooperation to service users.		
	Empathy (<i>Empathy</i>)	Gojek service employees say thank you at the end of the service.		
		Gojek service employees pay attention to customers.		
	In the form of (<i>Tangibles</i>)	Gojek employees always maintain a clean and tidy appearance. Gojek services complete vehicle attributes according to the standards of the Republic of Indonesia police.		
Trust (X2)	Ability	I am sure that Gojek Services is a superior and competent service in fulfilling consumer trust.	(Murwatiningsih and Apriliani, 2013)	Interval

Variables	Indicator	Statement	Source	Scale
Promotion (X3)	Integrity	I feel that Gojek's service performance is very good compared to other services.	(Indrasari, 2019:92) Interval	
		I feel that Gojek's services have a good reputation.		
		Gojek services provide fast delivery quality according to my expectations.		
	Benevolence	I am sure that Gojek services always provide the best for its consumers.		
		I feel that Gojek services have the attention to provide the best service for its customers.		
	Advertising	Gojek services actively advertise through social media and print media.		
		The advertisement shown describes a service with a new method that has never existed before.		
	Sales Promotion	Gojek services utilize social media to promote the products they sell.		
		Gojek service promotions with attractive prices are clearly displayed in each application.		
	Public Relations	Gojek services provide excellent service to consumers.		
		Employees who serve consumers can answer consumer questions patiently and friendly.		
Customer Loyalty (Y)	Direct Marketing	Gojek service employees not only serve consumers who will be delivered, but also market Gopay products to consumers.	(Fardani, 2015) Interval	
		When consumers order Gojek services, employees also offer products that are on promotion.		
	Repeat Purchase	I will use the Gojek application again as long as I need online transportation.		
		I will continue to use Gojek services even though there are offers from other transportation services.		
	Accustomed to using a particular brand (Retention)	I have no desire to move to another online transportation service.		
		I will not be influenced by other online transportation competitors.		
	Recommend Products to others (Referrals)	I would recommend to others to use Gojek I will tell others about the service I received when using Gojek services.		

Source: Processed data 2023

Data Analysis Techniques

Descriptive Analysis

Respondent Characteristics Analysis, to determine the effect of service quality, trust, and customer satisfaction on customer loyalty, respondents were asked to provide an assessment of the dimensions of service quality, trust, and satisfaction on customer loyalty where respondents will be divided based on gender, age, occupation, intensity of Gojek use in a month. Respondent Response Analysis, in this analysis the score interpretation criteria are determined starting with determining the class interval of each gradient or alternative answer called category (Sugiyono, 2016).

Questionnaire Test

Before researchers conduct further analysis of the data that has been collected, researchers must first test the research instrument so that the data obtained has a high level of accuracy and consistency. Therefore, researchers must test the validity and reliability of the research instrument.

Validity Test

Validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the statements in the questionnaire are able to express something that will be measured by the questionnaire. To determine the consistency and accuracy of data collected from the use of the questionnaire instrument, a validity test was carried out using Corrected Item-Total. An item is said to be valid if the Corrected Item-Total Correlation is greater than 0.3 (Sugiyono, 2016). To test the validity of the instrument in this study, SPSS assistance was used.

Reliability Test

Reliability test is a tool to measure the consistency of respondents' answers. If the answers given are consistent, then the research instrument (questionnaire) is said to be reliable. In this study, the questionnaire reliability test was only carried out once (one shot), using the Cronbach's Alpha feature in SPSS. If the Cronbach's Alpha value is > 0.60 , then the questionnaire is said to be reliable (Singgih Santoso, 2014).

Classical Assumption Test

Normality Test

This test tool aims to test in the regression model and the residual variables (observation values) have a normal distribution. A good regression model is a model that has a normal or near-normal data distribution.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residual of one observation to another. If the variance from the residual of one observation to another remains, then it is called homoscedasticity and if it is different, it is called heteroscedasticity. The regression model that Agrees is one that is homoscedastic or does not have heteroscedasticity.

Multicollinearity Test

Multicollinearity is a condition where there is a perfect or near perfect linear relationship between independent variables in a regression model with a correlation value of 1 or near 1. Without multicollinearity problems, the resulting regression model will be Agreeable.

Model Feasibility Test

F Test (Simultaneous)

The F test basically shows whether all independent variables included in the model have a joint influence on the dependent variable (Ghozali, 2016). In this study, simultaneous hypothesis testing is intended to measure the magnitude of the influence of product quality, brand image and customer experience simultaneously on the dependent variable, namely Customer Loyalty.

Coefficient of Determination Test (R²)

The coefficient of determination (R²) is used to explain the dependent (free) variable that can be explained by the variation of the independent (bound) variable. A small R² value means that the ability of the independent variable almost provides all the information needed to predict the dependent variable.

Multiple Linear Regression Analysis

Multiple regression analysis is a linear relationship between two or more independent variables with a dependent variable. The equation model used in this study is trust, risk perception, and service quality towards customer satisfaction which can be seen as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

Y =Customer Loyalty

X1 =Customer Quality

X2 =Trust

X3 =Promotion

e =Interfering Variables

α =Constants

β_1 =Regression coefficient of Trust variable

β_2 =Regression coefficient of Risk Perception variable

β_3 =Regression coefficient of Service Quality variable

Hypothesis Test (t-Test)

The t-test is used to determine whether the independent variables partially have a real effect or not on the dependent variable. If $t_{count} > t_{table}$ and significantly smaller than alpha, then it has a significant effect. The alpha used in this study is 0.05 (Ghozali, 2016).

RESULT AND DISCUSSION

Table 4. Respondent Characteristics

Demographics	Category	Number of Respondents	%
Gender	Woman	74	61
	Man	46	39
	Total	120	100
Age	< 20 years	26	17
	21–30 years	84	70
	31–40 years	15	12
	> 40 years	1	1
	Total	120	100
Status	Student / Student	80	66
	Private sector employee	35	29
	Not yet working	1	1
	Self-employed	4	4
	Total	120	100
Income	< Rp. 2,000,000	15	13
	> Rp 2,000,000 – Rp 5,000,000	98	82
	< Rp. 5,000,000	7	5
	Total	120	100

Demographics	Category	Number of Respondents	%
Intensity of Gojek usage	1 time	27	23
	2 – 5 times	44	37
	6 – 10 times	49	40
	Total	120	100
Application user intensity	GoRide	62	52
	GoSend	2	1
	GoFood	29	25
	Go Car	27	22
	Total	120	100

Source: Processed research data, 2023

Based on Table Respondent Characteristics Based on Gender can be seen that the respondents in this study were female, as many as 74 respondents (61%), and male, as many as 46 respondents (39%). This shows that women have more needs than men. Based on the Respondent Characteristics Table Based on Age, it can be seen that the age of consumers who are most are aged 21-30 years, which is 84 people. This shows that the majority of respondents are generally at an active and productive age, namely between the ages of 21-30 years, who already have a mindset so that customer loyalty at Gojek Pekanbaru. Based on the Respondent Characteristics Table Based on Status, it can be seen that the consumer status that is most often in student status is 80 people. This shows that the majority of respondents who often use the Gojek app are students. Based on the Respondent Characteristics Table Based on Consumer Income, it can be seen that the income of consumers who are most in income > Rp. 2,000,000 – Rp. 5,000,000 namely 98 people (82%). This shows that the majority of respondents generally have a monthly income of > Rp. 2,000,000 – Rp. 5,000,000. Based on the Respondent Characteristics Table Based on the Intensity of Gojek Usage, it can be seen that the consumers who order the most Gojek are in 6 – 10 Times namely 49 people (40%). This shows that the majority of respondents generally order the Gojek App on 6 – 10 Times. Based on the Respondent Characteristics Table Based on the Apps that are often used in the Gojek consumer application, it can be seen that the consumers who most often order GoRide are 62 people (52%). This shows that the majority of respondents generally often use it on GoRide.

Validity & Reliability Test Results

Validity Test Results

Table 5. Validity Test Results

Statement Items	Corrected Item-Total	r-table	Valid
Quality of Service			
X1.1	0.457	0.1793	Valid
X1.2	0.702	0.1793	Valid
X1.3	0.781	0.1793	Valid
X1.4	0.728	0.1793	Valid
X1.5	0.054	0.1793	Valid
X1.6	0.750	0.1793	Valid
X1.7	0.793	0.1793	Valid
X1.8	0.791	0.1793	Valid
X1.9	0.719	0.1793	Valid
X1.10	0.841	0.1793	Valid

Statement Items	Corrected Item-Total	r-table	Valid
Trust			
X2.1	0.625	0.1793	Valid
X2.2	0.564	0.1793	Valid
X2.3	0.606	0.1793	Valid
X2.4	0.649	0.1793	Valid
X2.5	0.692	0.1793	Valid
X2.6	0.637	0.1793	Valid
Promotion			
X3.1	0.713	0.1793	Valid
X3.2	0.328	0.1793	Valid
X3.3	0.727	0.1793	Valid
X3.4	0.759	0.1793	Valid
X3.5	0.701	0.1793	Valid
X3.6	0.815	0.1793	Valid
X3.7	0.541	0.1793	Valid
X3.8	0.805	0.1793	Valid
Customer Loyalty			
Y1.1	0.789	0.1793	Valid
Y1.2	0.569	0.1793	Valid
Y1.3	0.783	0.1793	Valid
Y1.4	0.675	0.1793	Valid
Y1.5	0.652	0.1793	Valid
Y1.6	0.488	0.1793	Valid

Source: Researcher Processed Data, 2023

From Table The Validity Test Results above show that all questions are valid, because the corrected item total correlation value for all statements is greater than or equal to the r table value of 0.1793.

Reliability Test

Table 6. Reliability Test Results			
Variables	Alpha Value Cronbach	Crisis Value (r Table)	Information
Quality of Service	0.897	0.60	Reliable
Trust	0.932	0.60	Reliable
Promotion	0.916	0.60	Reliable
Customer Loyalty	0.898	0.60	Reliable

Source: Researcher Processed Data, 2023

Based on the information in the table above, the results of the Reliability Test above, each variable has a Cronbach's Alpha value of more than 0.60 so that it can be stated that all variables are reliable and can be used in this study.

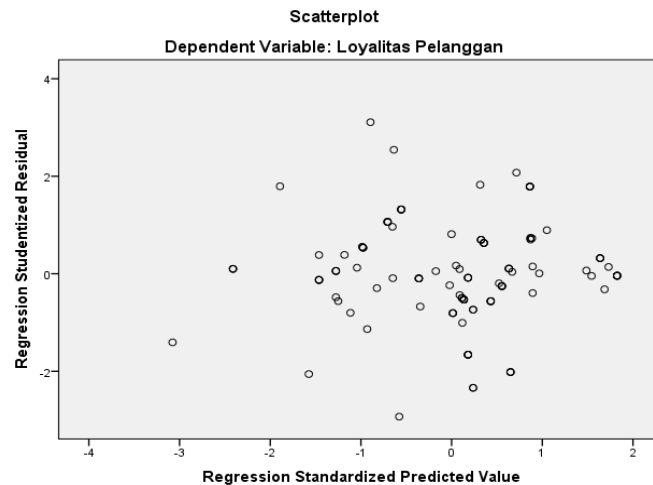
Classical Assumption Test

Table 7. Normality Test Results

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.31482497
Most Extreme Differences	Absolute	.112
	Positive	.108
	Negative	-.112
Kolmogorov-Smirnov Z		1.232
Asymp. Sig. (2-tailed)		.096

Source: Researcher Processed Data, 2023

Based on the table above, it shows that the significance value of $0.096 > 0.05$ (0.096 is greater than 0.05), then H_0 is accepted. This means that the data has a normal distribution.



Source: Researcher Processed Data, 2023

Figure 3. Heteroscedasticity Test Results

Based on the image above, it shows that the pattern of points on the scatter plot graph is spread randomly and does not form a clear pattern and is spread both above and below the zero point (0) on the Y axis. This means that in the regression model of this study, there is no heteroscedasticity, so the regression model is suitable for use in predicting Customer Loyalty.

Table 8. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Quality of Service	.256	3.907
Trust	.425	2.354
Promotion	.304	3.294

Source: Researcher Processed Data, 2023

Based on table 4.12, it can be seen that the VIF value of each variable is below 10 and the tolerance value of each variable is greater than 0.1 so that there is no relationship or correlation between one independent variable and another independent variable. From the table above, it can be stated that the research data does not experience multicollinearity so that the existing regression model is suitable for use in predicting purchasing decisions.

Model Feasibility Test

Table 9. F Test Results

No	Variables	F Count	F Table	Information
1	Customer Loyalty	140,589	2.68	Rejected

Source: *Researcher Processed Data, 2023*

Based on the table above, it is known that the F value for the influence of X1, X2, X3, X4, simultaneously on Y is the calculated F value of 140.589 > F table 2.68 with a significance value of 0.000 where the value is <0.05, it can be concluded that simultaneously all independent variables together have an effect on Customer Loyalty.

Table 10. Results of Determination Coefficient Test

No	Variables	R Square	Adjusted R Square
1	Customer Loyalty	0.784	0.779

Source: *Researcher Processed Data, 2023*

Based on the table above, the Determination Coefficient Results are influenced by the adjusted R Square coefficient value of 0.779 or 77.9%. So the conclusion is that the magnitude of the influence of Service Quality, Trust, Promotion has an effect on Customer Loyalty of 0.221 (22.1%).

Multiple Linear Regression Analysis

Multiple regression analysis is a linear relationship between two or more independent variables with a dependent variable. The equation model used in this study is service quality, trust and promotion towards customer loyalty.

Table 11. Path Analysis Test Results

Unstandardized Coefficients						
No	Variables	B	Std. Error	T	Sig	Conclusion
1	(Constant)	0.079	0.199	0.398	0.691	
2	Quality of Service	0.562	0.093	6.018	0.000	Positive and Significant
3	Trust	0.203	0.070	2,899	0.004	Positive and Significant
4	Promotion	0.222	0.070	3.166	0.002	Positive and Significant

Source: *Researcher Processed Data, 2023*

From the regression equation above, the conclusions that can be explained are as follows: (1) The constant value (a) of b 0.079 with a positive sign states that if the variables of Service Quality, Trust, Promotion are considered constant, the value will increase by 0.079, (2) The value of the Service Quality variable of 0.562 with a positive sign states that if the level of Service Quality increases by one unit with the assumption that other independent variables are constant, then the stock price will increase by 0.562, (3) The value of the Trust variable of 0.203 with a positive sign states that if the level of Trust increases by one unit with the assumption that other independent variables are constant, then the stock price will increase by 0.203, (4) The value of the Promotion variable of 0.222 with a positive sign states that if the Promotion level increases by one unit with the assumption that other independent variables are constant, then the stock price will increase by 0.222.

Hypothesis Test (t-Test)

Table 12. Hypothesis T Test Results

No	Variables	T Count	Sig.	α	Conclusion	Results
1	Service Quality → Customer Loyalty	6.018	0.000	0.05	Accepted	Positive & Significant
2	Trust → Customer Loyalty	2,899	0.004	0.05	Accepted	Positive & Significant
3	Promotion → Customer Loyalty	3.166	0.002	0.05	Accepted	Positive & Significant

Source: *Researcher Processed Data, 2023*

Discussion

The Influence of Service Quality on Customer Loyalty

Based on the data, the lowest score is statement 5, with a score of 3.13 in the good category. This means that respondents feel that Gojek's service security guarantee is still not in accordance with expectations. So we can provide input / suggestions to Gojek to improve customer safety, for example with Gojek drivers or drivers being more careful when driving, In addition, it can be from the side of security guarantees from criminal acts against

passengers. For example, Gojek must appeal to and emphasize to all its drivers to always prioritize passenger safety and security, thereby reducing "naughty" drivers. It can also be done by adding features to the application, for example by allowing passengers to record audio or video during the trip, etc. And for the highest score is statement 1 with a score of 4.59 in the good category, meaning that the service is in accordance with expectations, so we recommend that it be maintained.

The results of this study are in line with research conducted by (Rini Sugiarsih Duki Saputri, 2019) The results show that Service Quality has a positive effect on Customer Loyalty. And research from (Afzalur Rochim., 2020) The results of the study show that Service Quality has a positive effect on Customer Loyalty. However, this is not in line with research. (Fadela Bara & Tjahjani Prawitowati., 2020) which shows that Service Quality has a negative effect on Customer Loyalty.

The Influence of Trust on Customer Loyalty

Based on the data, the lowest score is statement 2, with a score of 3.25 in the Agree category. This means that respondents feel that Gojek's service performance is less Agree than other services. So we can give input/suggestions to Gojek to improve the performance of Gojek services, for example with Gojek being more active and very agile. And for the highest score is statement 3 with a score of 4.01 in the Strongly Agree category, meaning that Gojek services have a reputation that Agrees.

The Influence of Promotion on Customer Loyalty

Based on the data, the lowest score is statement 2, with a score of 3.54 in the Strongly Agree category. This means that the Gojek advertisement displayed describes a service with a new method that has never existed before. And for the highest score is statement 6 with a score of 3.90 in the Strongly Agree category, meaning that the Gojek service that serves consumers can answer consumer questions patiently and friendly.

CLOSING

Based on the formulation of the problem, literature review and research results, the conclusions of the study are described as follows: (1) Service Quality has a positive and significant effect on Gojek customer loyalty in Pekanbaru. This means that if the service quality at the company is better, then customer loyalty will also increase, (2) Trust has a positive and significant effect on Gojek customer loyalty in Pekanbaru. This means that if trust in the company is better, then customer loyalty will also increase, (3) Promotion has a positive and significant effect on Gojek customer loyalty in Pekanbaru. This means that if promotion at the company is better, then customer loyalty will also increase.

Based on the conclusions obtained in this study, the following suggestions are proposed as a complement to the research results that can be given as follows: (1) For the Company, in the Quality of Service, it is expected that Gojek will increase the sense of security of customers, for example Gojek is careful when driving and maintains services that are in accordance with expectations, in trust, it is expected to improve the performance of Gojek services, for example with Gojek being more active and very agile and maintaining a good reputation And Promotion, it is expected that the company must further improve programs related to sales promotions to encourage product purchases. Furthermore, in changing public opinion towards the products owned by the company, the company is required to build a good image in the community about its products, (2) For Academics, it is expected that this research can be useful for students who conduct similar research or conduct further research on the same topic. The researcher hopes that this topic and the discussion that has been presented can arouse curiosity to conduct further research, by conducting interviews or distributing wider questionnaires in order to obtain maximum results.

REFERENCES

- Abdullah, T., & Tantri, F. (2019). *Manajemen Pemasaran* (1st ed.). Depok: PT.Rajagrafindo Persada.
- Arianti, N. (2017). Alisis Faktor Kualitas Pelayanan Perbankan Pada Pt. Bank Tabungan Pensiunan Nasional Medan. *arianti, nel*, 7(1), 37–72.
- Armstrong, G., & Kotler, P. (2017). *Principles Of Marketing*. 17th red. New York.
- Deni Yanuar, & Munzir. (2019). Mempertahankan Pelanggan Di Tengah Persaingan Bank Syariah Di Aceh (Studi Analisis Costumer Retention Pt. Lkms Mahirah Muamalah Syariah Dalam Mempertahankan Loyalitas Nasabah Di Kota Banda Aceh). *Journal Acta Diurna*, 15(2), 64. <https://doi.org/10.20884/1.actadiurna.2019.15.2.2133>
- Denny Erica, & Harun Al Rasyid. (2018). Pengaruh Kualitas Layanan Dan Pemanfaatan Teknologi Informasi Terhadap Kepuasan Dan Loyalitas Pelanggan Jasa Transportasi Online Di Jakarta. *Perspektif*, XVI(2), 168–176.
- Dewa Gede Adi Adnyana, & Ni Wayan Sri Suprpti. (2018). Pengaruh Kualitas Pelayanan Dan Persepsi Harga Terhadap Kepuasan Dan Loyalitas Pelanggan Gojek Di Kota Denpasar. *Jurnal Manajemen Unud*, 7(11), 6041–6069.
- Dwi Prasetyo, Sulis Mariyanti, & Safitri. (2019). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Jasa Transportasi Online. *Jurnal Ekonomi*, 24(2), 213.

- <https://doi.org/10.24912/je.v24i2.574>
- Eldo Steven Markus Simanjuntak, & I Gusti Ketut Sri Ardani. (2018). Peran Brand Image Mediasi Pengaruh Promosi dan Harga Terhadap Loyalitas Konsumen Uber Taksi di Denpasar. *E Jurnal Manajemen Unud*, 7(2), 874–904.
- Fadela Bara, & Tjahjani Prawitowati. (2020). Pengaruh kualitas layanan, kepuasan pelanggan dan keterikatan pelanggan terhadap loyalitas pelanggan grab di Surabaya. *Journal of Business and Banking*, 10(1), 33. <https://doi.org/10.14414/jbb.v10i1.1760>
- Fahlepi Roma Doni, Karisma Akbar, Budi Sudrajat, & Afit Muhammad Lukman. (2023). Aplikasi Edukasi Mengetahui Alat Transportasi Untuk Anak Dengan Tiga Bahasa Berbasis Android. *Jurnal Sains dan Manajemen*, 11(2), 1–6.
- Fardani, L. (2015): Analisis efisiensi pemasaran dan strategi pemasaran jahe gajah (Zingiber officinale Rosc.) di Kabupaten Jember, Skripsi, Fakultas Pertanian, Universitas Jember.
- Ghozali, Imam. 2016. Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23 (Edisi 8). Cetakan ke VIII. Semarang : Badan Penerbit Universitas Diponegoro.
- Imelda Aprileny, Afzalur Rochim, & Jayanti Apri Emarawati. (2022). Pengaruh Kualitas Pelayanan, Harga Dan Kepercayaan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan (Studi Pada Pelanggan Grab Bike SMA Islam Al-Azhar 4). *Jurnal STEI Ekonomi*, 31(02), 60–76. <https://doi.org/10.36406/jemi.v31i02.545>
- Indah Putriyatni, & M. Khoiri. (2023). *Economics and Digital Business Review Pengaruh Pengalaman , Kepuasan , Dan Kepercayaan Pelanggan Terhadap Loyalitas Pelanggan Gojek Di Kota Batam*. 4(2), 178–185.
- Indrasari, M. (2019). Pemasaran dan Kepuasan Pelanggan. Surabaya: Unitomo Press.
- Iwan Hartono, St Maryam H, & Mukhtar T Syarkawi. (2023). Analisis Faktor yang Mempengaruhi Tingkat Kepercayaan dan Kepuasan Pengguna Transportasi Berbasis Daring Kota Makassar. *Jurnal Flyover*, 03(01), 36–44.
- Kotler, Phillip dan Kevin Lane Keller.(2016). Manajemen Pemasaran edisi 12 Jilid 1 & 2.Jakarta: PT. Indeks.
- Lusiah, Djatmiko Noviantoro, & Adhitya Akbar. (2019). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Jasa Transportasi Online. *Jurnal Ekonomi*, 24(2), 213. <https://doi.org/10.24912/je.v24i2.574>
- Murwatiningsih. dan E.P.Apriliani. 2013. Pengaruh Risiko Dan Harga Terhadap Keputusan Pembelian Melalui Kepercayaan Konsumen. *Jurnal Dinamika Manajemen*, Vol 4(2):Hal. 184-191.
- Mamduh, H. (2015). Konsep Dasar dan Perkembangan Teori Manajemen. *Manajemen*, 1(1), 7. <http://repository.ut.ac.id/4533/1/EKMA4116-M1.pdf>
- Nabilah Alya Insani, & Putu Nina Madiawati. (2020). Pengaruh Kualitas Pelayanan, Harga Dan Promosi Terhadap Loyalitas Pelanggan GoFood Di Kota Bandung. *Jimea: Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi)*, 4(3), 112–122. <http://journal.stiemb.ac.id/index.php/mea/article/view/300>
- Punang Biru Vicramaditya. (2021). Pengaruh E-Service Quality, Kualitas Informasi dan Perceived Value terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan Grabbike. *Journal of Business and Banking*, 10(2), 325. <https://doi.org/10.14414/jbb.v10i2.2379>
- Rita Zahara. (2020). Pengaruh kualitas layanan terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening. *Jurnal Manajemen Strategi dan Aplikasi Bisnis*, 3(1), 31–38. <https://doi.org/10.36407/jmsab.v3i1.121>
- Rochim, A (2020). Pengaruh Kualitas Pelayanan, Harga Dan Kepercayaan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan. Studi pada Pelanggan Grab Bike SMA Islam. *Jurnal STEI Ekonomi*, 1–18. <http://repository.stei.ac.id/2343/>
- Salman Farisi, & Qahfi Romula Siregar. (2020). Pengaruh Harga Dan Promosi Terhadap Loyalitas Pelanggan Pengguna Jasa Transportasi Online di Kota Medan. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 3(1), 148–159. <https://doi.org/10.30596/maneggio.v3i1.4941>
- Saputri, R (2019). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Loyalitas Pelanggan Grab Semarang. *CoverAge: Journal of Strategic Communication*, 10(1), 46–53.
- Sarli Rahman, Rika, Pamuji Hari Santoso, & Onny Setyawan. (2022). Analisis Pengaruh Persepsi Harga, Kualitas Pelayanan dan Kepercayaan Terhadap Loyalitas Pelanggan Pada Transportasi Online (Studi Kasus Pada Pengguna Gojek di Pekanbaru). *Jurnal BANSI - Jurnal Bisnis Manajemen Akutansi*, 2(1), 1–9. <https://doi.org/10.58794/bns.v2i1.73>
- Sugiyono. (2018). Metode Penelitian Kuantitatif (1st ed.). Bandung: CV.Alfabeta.
- Top Brand Award. (n.d.). *Komparasi Brand Index*. https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=6&id_subkategori=636
- Victorya Rut Mekel, Silcyljeova Moniharapon, & Jeffry L.A Tampenawas. (2022). Pengaruh Kualitas Pelayanan dan Kepuasan Konsumen Pada Perusahaan Transportasi Gojek Manado. *Jurnal EMBA*, 10(1), 1285–1294. <https://doi.org/10.12928/channel.v8i1.15119>