The Impact of Service Quality and Customer Trust on Customer Loyalty Mediated by Customer Satisfaction in GOJEK Transportation Services

Melinda Kurniawati[1], Muinah Fadhilah[2], Nonik Kusuma Ningrum[3]

Abstract:

This research aims to analyze the influence of service quality and customer trust on customer loyalty, with customer satisfaction as an intervening variable in GOJEK transportation services. A quantitative approach is used in this study with a descriptive method. The research sample consisted of 122 respondents selected using accidental purposive sampling technique. Data was collected through a questionnaire distributed via Google Forms, which was analyzed using statistical methods with IBM SPSS v.29 software. The research results indicate that service quality and customer trust have a positive and significant impact on customer loyalty, both directly and through customer satisfaction as an intervening variable. Customer satisfaction has also been shown to mediate the relationship between service quality and customer loyalty. However, customer satisfaction has not been able to mediate the relationship between customer trust and customer loyalty. This research provides important implications for transportation service companies in enhancing customer loyalty through improved service quality and building customer trust.

Keywords: *Service Quality; Customer Trust; Customer Satisfaction; Customer Loyalty; Online Transportation; GOJEK.*

1. Introduction

Technological advancements enhance transportation, making it more accessible. The neighbourhood needs innovative transportation services. Innovation encompasses the creation of new products and the imaginative use of existing services. Transportation companies can minimize travel duration and fulfil human needs. Advancements in rapid transportation technology have led to the emergence of many transportation services in Indonesia, including

[1,2,3]*Universitas Sarjanawiyata Tamansiswa, Indonesia.* melindak419@gmail.com[1], muinahfadhilah@ustjogja.co.id[2], nonik.kusumaningrum@ustjogja.ac.id[3]

Gojek. Currently, Gojek is developing various services to accommodate the community's daily activities and meet their requirements, such as parcel delivery, meal delivery, and transportation.

The primary online transportation service companies currently functioning in Indonesia are Gojek and Grab. The rivalry between the two is very close to delivering optimal client service. The following graph illustrates the order volume statistics for the Gojek app during the year 2022:
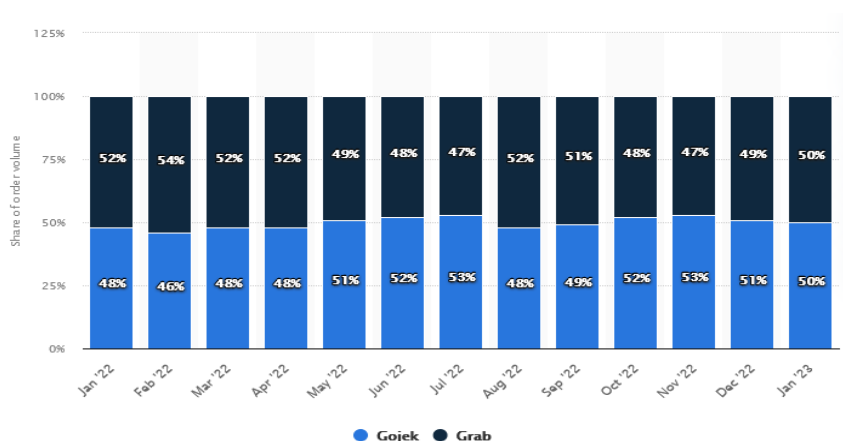

Figure 1. Amount of Orders
Source: Statista, 2024

In Figure 1 above, Gojek and Grab faced significant rivalry from January 2022 to January 2023, as the statistics indicate a minimal disparity in the proportion of orders between the two. From September to October, Gojek saw a 3% gain; however, it failed to sustain this growth and suffered a fall from November 2022 to January 2023. This suggests that buyers lack loyalty towards Gojek. According to databoks.katadata.co.id, alternative transportation services such as Maxim (6.93%), InDriver (1.47%), and others (0.23%) exhibit a significant disparity compared to the typical user percentages of Gojek and Grab, which range from 46% to 54% (Mutia, 2022).

This study examines how Gojek can sustain its profitability and capture market share, which are intrinsically linked to customer loyalty and happiness. To attain this objective, Gojek may improve the service quality of both the application and its drivers. Moreover, client trust is crucial for delivering service and satisfaction, ensuring that Gojek is seen as a secure and dependable online transportation application, thereby promoting customer loyalty.

Customer loyalty refers to consumers' profound dedication to repeatedly buying or subscribing to certain items or services (Mahanani & Alam, 2022).

Customer loyalty is defined as the commitment of consumers to engage in recurrent transactions consistently, as articulated by Setiawan & Puspitadewi (2022). The organization anticipates customer loyalty as a willingness to repeatedly use its services in the future (Kotler & Keller, 2016).

The client loyalty is vital for a firm since customer retention is essential for sustaining financial success and safeguarding the company's viability (Sakinda et al., 2020). Customer loyalty is a commitment to endorse and repurchase products or services from the same brand or company, evidenced by the inclination to repurchase despite market circumstances that may prompt customers to consider alternative brands or companies.

This investigation aimed to conduct a more thorough examination of the correlation between other variables that affect customer loyalty. Furthermore, it is a guide for transportation companies to prioritize the maintenance of their operations in Indonesia.

2. Theoretical Background

Service Quality has a positive and significant effect on Customer Loyalty: Certainly, to encourage customers to continuously use the service, the company must understand the desires and needs of its customers, such as by providing high-quality service to all its customers, which will foster their loyalty to the company. Assistance Quality encompasses everything that satisfies the aspirations or demands of clients (Anasrullah et al., 2022; Sirojudin et al., 2023). When these client demands are satisfied, customers will exhibit loyalty. The quality of service fosters robust customer ties with the organization. Over time, such ties enable organizations to comprehend consumer expectations and demands, optimizing the customer experience (Ardiansyah & Wibowo, 2020).

As defined by Sudana et al. (2021), service quality refers to a company's capacity to provide superior service quality compared to its rivals. The quality of customer service can maintain the appropriate clientele. Service quality is a competitive advantage that distinguishes firms from their rivals. Assessing the long-term benefits of service firms is crucial. High-quality service will attract prospective clients and maintain current ones. Research by Larasati et al. (2024) supports the assertion that service quality influences loyalty, however Lorensia & Ningrum (2023) study suggests that service quality does not significantly effect loyalty.

Customer Trust has a positive and significant effect on Customer Loyalty: A higher level of customer confidence in a product or service significantly enhances their inclination towards loyal use of that service (Sirojudin et al., 2023). Customer trust is defined as the degree of dependability assured by one party to another inside a certain trade connection. Iskandar & Nasution (2019) assert that Customer Trust is the conviction that a corporation can cultivate a lasting connection with customers with the readiness or belief of the exchange partner to participate in a long-term relationship. Larasati et al. (2024) define, Customer Trust as evaluating an individual's connection with another party involved in a particular transaction, aligned with anticipated outcomes.

Customer trust is a customer viewpoint based on experiences, the anticipation of repeat purchases, or interactions that meet anticipated standards of product performance and satisfaction (Rahmadani et al., 2022). Research by Sudirman et al. (2020) and Susanto et al. (2021) substantiates that trust greatly impacts customer loyalty.

Customer Satisfaction has a positive and significant effect on Customer Loyalty: The variable deemed important and capable of impacting other factors is Customer Satisfaction. Customer satisfaction is one of the keys to retaining consumers. Customer satisfaction includes expectations, performance, experiential comparison, confirmation, and disconfirmation. Customer satisfaction is driven by customers' overall assessment of their experiences (Nicod et al., 2020). Customer satisfaction is derived from comparing experiences while acquiring products or services from a business or vendor (Subiantoro, 2020).

Kotler & Armstrong (2018) assert that customer happiness is a primary factor linking organizations and consumers over the long run. Consequently, customer happiness is intricately linked to client loyalty, which may provide substantial benefits for both customers and the organization. Research by Mekel (2022) substantiate that customer pleasure positively and significantly influences loyalty.

Service Quality has a positive and significant effect on Customer Satisfaction: Exceptional and consistent service quality may enhance customer satisfaction and provide several advantages. Multiple prior studies demonstrate the impact of service quality on customer satisfaction, including an analysis by Taufiq (2022), which shows a high correlation between the two variables. Pranata et al. (2019) identified a strong association in their investigation. The studies by Lorensia & Ningrum (2023) demonstrated

analogous results, highlighting a substantial beneficial impact of service quality on customer satisfaction.

Customer Trust has a positive and significant effect on Customer Satisfaction: Customer trust in a product, whether it is products or services, elicits emotions such as contentment, reassurance, and pleasure or sentiments of disillusionment, discontent, and dissatisfaction over the acquired or used product or service. Consequently, customer trust emerges as a critical aspect influencing loyalty and happiness using the Gojek application. Numerous prior studies demonstrate the impact of Customer Trust on Customer Satisfaction, including an analysis by Rahmadhiansyah (2022), which identified a positive and substantial relationship between Customer Trust and Customer Satisfaction. This suggests that increased trust in a corporation correlates with elevated customer satisfaction levels. The findings corroborate the studies conducted by Lorensia & Ningrum (2023) and Suwarni et al. (2022), which similarly established that Customer Trust has a favourable and substantial impact on Customer Satisfaction.

Theoretical Framework

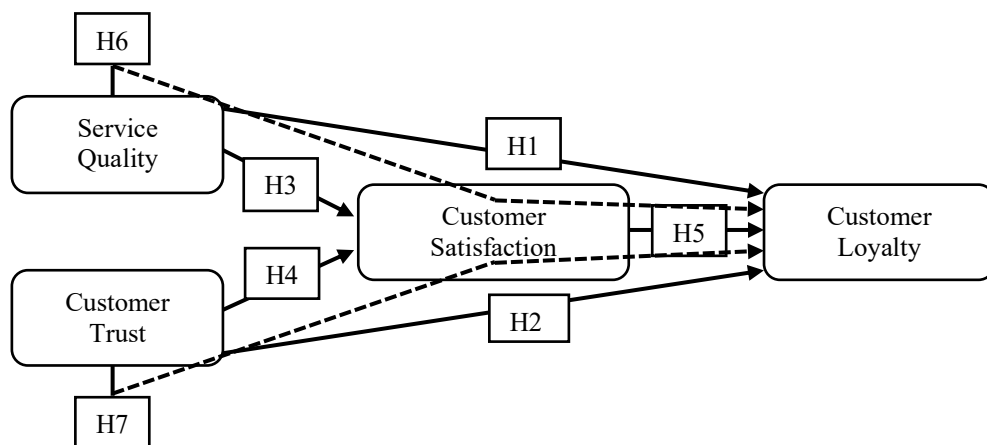Below is the conceptual framework used in this research:

Figure 2. Research Framework

3. Methodology

This study employs a quantitative methodology using a descriptive approach via statistical analysis. This study utilizes survey data or questionnaires administered to respondents or samples via questions or statements to acquire data for evaluating the hypothesis or findings. The questionnaire has a 5-point

Likert scale comprising: (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly Agree. Hair (2017) was used because of the unknown population, indicating that the sample size should be 5 to 10 times the amount of variable indicators. The overall sample size for the study is 120 respondents since the number of indicators in this research is calculated as 120 x 10 = 120. This research employs a non-probability sampling methodology with purposive sampling (Sugiyono, 2016). The purposive sampling approach entails the selection of samples according to certain criteria established by the researcher (Sugiyono, 2016).

This study employs a questionnaire as the data collection technique, using a Likert scale for statement formulation, which will be disseminated online. Data were gathered using Google Forms, employing an accidental purposive sampling strategy. The rationale for using purposive sampling lies on its defined criteria, specifically:
1. Respondents located in the Special Region of Yogyakarta
2. Respondents who have used Gojek transportation services more than twice

The data collected from the questionnaire was analyzed using IBM SPSS v.29 to derive statistical research outcomes.

The questionnaire had 122 respondents. The categorization of the respondents' attributes includes age, gender, education, occupation, and monthly income or allowance. This is seen in the following table:

Table 1. Respondent's Characteristics

Category	Frequency (F)	Percentage (%)
Age		
>41 yo	2	1,6
17-20 yo	18	14,8
21-25 yo	66	54,1
26-30 yo	24	19.7
31-35 yo	8	6,6
36-40 yo	4	3,2
Gender		
Male	37	30,3
Female	85	69,7
Education		
Student	39	32,0
Bachelor Degree	2	1,6
Master Degree	39	32,0
Senior High/Vacational School	42	34,4

Category	Frequency (F)	Percentage (%)
Occupation		
Daily Laborer	1	0,8
Doctor	1	0,8
Honorary Staff	1	0,8
Housewife	3	2,5
Employee	42	34,4
Student/University Student	49	40,2
Civil Servant	8	6,6
Entreprenuer	16	13,1
Self-Employee	1	0,8
Income		
< Rp 1.000.000	35	28,7
> Rp 4.000.000	20	16,4
Rp 1.100.000-2.000.000	23	18,9
Rp 2.100.000-3.000.000	30	24,6
Rp 3.100.000-4.000.000	14	11,5

Source: Primary Data, 2024, processed

According to table 1, the age distribution of responses indicates that the predominant group is aged 21 to 25, comprising 54.1% (66 individuals). The gender distribution of responders is mostly female, with 69.7% (85 individuals). The distribution of respondents by education level is predominantly among those with high school/vocational education, which constitutes 34.4% (42 people). The distribution of respondents by occupation is mainly comprised of students, representing 40.2% (49 people). Finally, the income distribution of respondents is mostly comprised of those earning less than Rp. 1,000,000, or 28.7% (35 individuals).

4. Empirical Findings/Result

Validity Test

Validity testing, as defined by Sugiyono (2018), refers to the extent of consistency between the data included in the research object and the outcomes that the study may report. Consequently, legitimate data is defined as data that aligns with the information supplied by the researcher and the real occurrences inside the study subject. This study performed a validity test to see if the questionnaire-based measurement instrument effectively fulfils its intended purpose.

Tabel 2. Validity Test Result

Indicators	r count	r table	Information
Service Quality Variable			
SQ 1	0,615	0,177	Valid
SQ 2	0,618	0,177	Valid
SQ 3	0,592	0,177	Valid
SQ 4	0,646	0,177	Valid
SQ 5	0,518	0,177	Valid
SQ 6	0,633	0,177	Valid
SQ 8	0,703	0,177	Valid
SQ 9	0,614	0,177	Valid
SQ 10	0,680	0,177	Valid
SQ 11	0,655	0,177	Valid
Customer Trust Variable			
CT 1	0,746	0,177	Valid
CT 2	0,714	0,177	Valid
CT 3	0,680	0,177	Valid
CT 4	0,718	0,177	Valid
Customer Satisfaction Variable			
CS 1	0,718	0,177	Valid
CS 2	0,706	0,177	Valid
CS 3	0,724	0,177	Valid
CS 4	0,588	0,177	Valid
CS 5	0,747	0,177	Valid
CS 6	0,718	0,177	Valid
Customer Loyalty Variable			
CL 1	0,726	0,177	Valid
CL 2	0,784	0,177	Valid
CL 3	0,676	0,177	Valid
CL 4	0,712	0,177	Valid

Source: Primary Data, 2024, processed

The results of the validity test in table 2, the variables of service quality, customer trust, customer happiness, and customer loyalty exhibit a computed r-count > r table of 0.177. All statement items from the service quality variables, customer trust, customer satisfaction, and customer loyalty are considered valid.

Reliability Test

Tabel 3. Reliability Test Result

Variable	Cronbach's Alpha	N of Items	Information
Service Quality	0,847	11	Reliable
Customer Trust	0,680	4	Reliable
Customer Satisfaction	0,771	6	Reliable
Customer Loyalty	0,698	4	Reliable

Source: Primary Data, 2024, processed

Reliability is a metric for assessing a questionnaire that indicates a variable or construct (Ghozali, 2018). The dependability coefficient > 0.60, suggesting it is typically deemed dependable (reliable). Table 3 demonstrates that each variable has a Cronbach's alpha value > 0.60, indicating that Service Quality, Customer Trust, Customer Satisfaction, and Customer Loyalty provide trustworthy (reliable) data.

T Measurable Test

Upon completion of the validity and reliability assessments, which confirmed the data's integrity, hypothesis testing may proceed as follows:

Table 4. t Test I Results

Model	Unstandardized Coefficients		Standardized Coefficients	t-count	Sig.	t-table
	B	Std. Error	Beta			
1 (Constant)	-0,311	1,099		-0,283	0,778	
Service Quality	0,128	0,049	0,292	2,600	0,011	1,657
Customer Trust	0,327	0,102	0,299	3,215	0,002	1,657
Customer Satisfaction	0,223	0,072	0,297	3,091	0,002	1,657

a   Dependent Variable : Customer Loyalty

Source: Primary Data, 2024, processed

According to the facts shown in Table 4, it may be deduced in the form of Equation 1, as follows:

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

$$Y = -0,311 + 0,128SQ + 0,327CT + 0,223CS$$

The above computations provide the following conclusions:

1. The regression coefficient for Service Quality is 0.128, indicating that a 1% improvement in Service Quality results in a 0.128 increase in Customer Loyalty. Moreover, the significance of service quality is 0.011 < 0.05 hence, H0 was rejected. The first hypothesis, asserting that Service Quality positively and significantly influences Customer Loyalty, is affirmed. Furthermore, the t-count > the t-table, namely 3.091 > 1.657, validating the decision-making for the first hypothesis.
2. The regression coefficient for Customer Trust is 0.327, indicating that a 1% increase in Customer Trust results in a 0.327 rise in Customer Loyalty. Moreover, the significance of Customer Trust is 0.002 < 0.05, resulting in the rejection of H0. The second hypothesis, asserting that Customer Trust positively and significantly influences Customer Loyalty, is accepted. Furthermore, the computed t-count > t-table, precisely 2.600 > 1.657, satisfying the second hypothesis's decision-making criterion.
3. The regression coefficient for Customer Satisfaction is 0.223, indicating that a 1% increase in Customer Satisfaction corresponds to a 0.223 rise in Customer Loyalty. Moreover, the significance of Customer Satisfaction is 0.002 < 0.05; hence, H0 is rejected. The third hypothesis, asserting that Customer Satisfaction positively and significantly influences Customer Loyalty, is accepted. Furthermore, the t-count > the t-table, namely 3.215 > 1.657, validating the decision-making for the third hypothesis.

Table 5. t Test II Results

Model	Unstandardized Coefficients		Standardized Coefficients	t-count	Sig.	t-table
	B	Std. Error	Beta			
1 (Constant)	2,337	1,379		1,694	0,093	
Service Quality	0,398	0,051	0,684	7,849	0,000	1,657
Customer Trust	0,268	0,127	0,184	2,116	0,036	1,657
a Dependent Variable : Customer Satisfaction						

Source: Primary Data, 2024, processed

According to the facts shown in Table 5, it may be deduced in the form of Equation 1, as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$
$$Y = 2,337 + 0,398SQ + 0,268CT$$

The above computations provide the following conclusions:

1. The regression coefficient for Service Quality is 0.398, indicating that a 1% improvement in Service Quality results in a 0.398 increase in Customer Satisfaction. Moreover, the significance of service quality is 0.00 < 0.05 hence, H0 was rejected. The first hypothesis, asserting that Service Quality positively and significantly influences Customer Satisfaction, is affirmed. Furthermore, the t-count > the t-table, namely 7.849 > 1.657, validating the decision-making for the first hypothesis.
2. The regression coefficient for Customer Trust is 0.268, indicating that a 1% increase in Customer Trust results in a 0.268 rise in Customer Satisfaction. Moreover, the significance of Customer Trust is 0.036 < 0.05, resulting in the rejection of H0. The second hypothesis, asserting that Customer Trust positively and significantly influences Customer Satisfaction, is accepted. Furthermore, the computed t-count > t-table, precisely 2.116 > 1.657, satisfying the second hypothesis's decision-making criterion.

Goodness of Fit Test (F Test)

Tabel 6. F Test I Result

Model	Sum of Squares	df	Mean Square	F-Count	Sig.	F-Table
1 Regression	404,852	3	134,951	84,728	0,000	3,07
Residual	187,944	118	1,593			
Total	592,795	121				

Source: Primary Data, 2024, processed

The F-test results for equation 1 in Table 6 indicate a probability value (F-statistic) 0.000 < 0.05. Furthermore, the researcher stated that F-count > F-table, namely 84.728 > 3.07, leading to the rejection of H0. It may be inferred that the factors of Service Quality, Customer Trust, and Customer Satisfaction, as intervening variables, significantly influence Customer Loyalty.

Tabel 7. F Test II Result

Model	Sum of Squares	df	Mean Square	F-Count	Sig.	F-Table
1 Regression	742,403	2	371,201	144,484	0,000	3,07
Residual	305,728	119	2,569			
Total	1048,131	121				

Source: Primary Data, 2024, processed

The F-test results for equation 2 in Table 7 indicate a probability value (F-statistic) $0.000 < 0.05$. Furthermore, the researcher stated that F-count > F-table, namely $144.484 > 3.07$, leading to the rejection of H0. It may be inferred that the factors of Service Quality and Customer Trust significantly influence Customer Satisfaction.

Coefficient of Determination (R Square)

The coefficient of determination (R^2) measures the extent to which independent variables provide information on the dependent variable. The results of the coefficient of determination test may be seen in the following table:

Table 8. R Square Test I Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,826	0,683	0,675	1,262

a. Predictors: (Constant), Service Quality, Customer Trust, Customer Satisfaction
b. Dependent Variable: Customer Loyalty

Source: Primary Data, 2024, processed

Based on Table 8, the coefficient of determination for equation 1 indicates a R^2 value of 0.683. Customer Loyalty, influenced by Service Quality and Customer Trust, with Customer Satisfaction as a mediating variable, accounts for 68.3%, while the remaining 31.7% is attributed to external factors not examined in this research.

Table 9. R Square Test II Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,842	0,708	0,703	1,603

a. Predictors: (Constant), Service Quality and Customer Trust
b. Dependent Variable: Customer Satisfaction

Source: Primary Data, 2024, processed

Based on Table 9, the coefficient of determination for equation 2 indicates an R^2 value of 0.683. The variable Customer Satisfaction, elucidated by Service Quality and Customer Trust, constitutes 70.8%, and the remaining 29.3% is attributed to external factors not examined in this research.
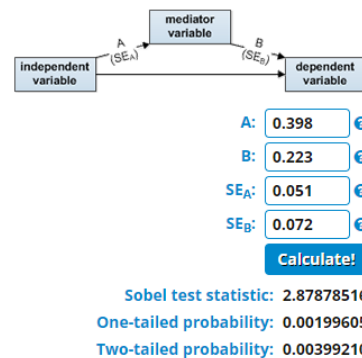
Sobel Test

Figure 3. Sobel Test I Result
Source: Primary Data, 2024, processed

The Sobel Test 1, shown in Figure 3, evaluates the impact of Service Quality on Customer Loyalty, mediated via Customer Satisfaction. A Sobel test statistic of 2.87878516 was derived from the Sobel mentioned above calculation, with a 5% error rate. The result indicates that 2.87878516 > 1.98, affirming that Customer Satisfaction may mediate the link between Service Quality and Customer Loyalty. Consequently, the Sobel test suggests that the sixth hypothesis is accepted.
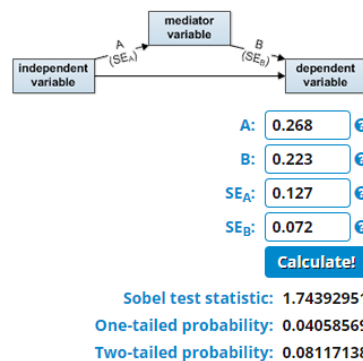

Figure 4. Sobel Test II Result
Source: Primary Data, 2024, processed

The Sobel Test 2, shown in Figure 4, assesses the relationship between Customer Trust and Customer Loyalty, with Customer Satisfaction as an intervening variable. A Sobel test statistic of 1.74392951 was derived from the Sobel mentioned above calculation, with a 5% error rate. The result indicates that 1.74392951 < 1.98, suggesting that Customer Satisfaction does not successfully moderate the relationship between Customer Trust and Customer Loyalty. Consequently, the Sobel test indicates the rejection of the seventh hypothesis.

5. Discussion

The Influence of Service Quality on Customer Loyalty
The data analysis findings for the first hypothesis demonstrate a positive and substantial relationship between Service Quality and Customer Loyalty. Respondents' feedback on the quality of Gojek's service reveals that customers are satisfied with Gojek's operating hours, which are accessible at any time and from any location, facilitating consumers' selection of Gojek for transportation and other services. This has established a standard for the most preferred service of the Gojek application. Nonetheless, some consumers express dissatisfaction over the absence of empathy shown by Gojek drivers towards clients, and it is anticipated that Gojek will enhance its service by instructing its drivers to prioritize empathetic interactions.

The aforementioned illustrates that the findings of this study correspond with prior research suggesting that Service Quality exerts a positive and significant influence on Customer Loyalty, following the investigation by Ramadhani et al. (2022) entitled "The Influence of Service Quality, Price, and Trust on Consumer Satisfaction of GO-JEK in Surabaya," which demonstrates that Service Quality positively and significantly impacts Customer Loyalty. The study by Kristian et al. (2018) corroborates that Service Quality substantially affects Customer Loyalty. Jahmani et al. (2020) further substantiate that the variable Service Quality has a positive and substantial influence on Customer Loyalty.

The Effect of Customer Trust on Customer Loyalty
The data analysis findings for the second hypothesis demonstrate a positive and substantial correlation between Customer Trust and Customer Loyalty. The response from respondents about Gojek's Customer Trust reveals that Gojek is a forerunner of online transportation apps in Indonesia, enhancing its memorability and reliability among customers. Moreover, Gojek's commendable track record enhances client confidence and predisposes them to adhere to advice or ideas from the Gojek app. Customers express dissatisfaction with Gojek's demeanour, seeing it as insufficiently responsive and sensitive to concerns or disturbances encountered when using the Gojek app. Consequently, it is anticipated that Gojek would prioritize the grievances or issues consumers face.

The aforementioned aligns with the study of Putri et al. (2023), indicating that Customer Trust positively and significantly influences Customer Loyalty. This further demonstrates that the findings of this study are consistent with other research, which suggests that the Customer Trust variable has a positive and substantial impact on Customer Loyalty. According to the research by Lu et al.

(2019), entitled "Developing Customer Product Loyalty through Mobile Advertising: Affective and Cognitive Perspectives," consumer Trust has a positive and substantial impact on Loyalty. Furthermore, the findings of this research are corroborated by Omogregie et al. (2019), demonstrating that Customer Trust, Customer Satisfaction, and Service Quality strongly impact Customer Loyalty. Sharma (2019) further substantiates that Customer Trust positively and significantly influences Customer Loyalty.

The Influence of Customer Satisfaction on Customer Loyalty
The data analysis findings for the third hypothesis demonstrate a positive and substantial relationship between Customer Satisfaction and Customer Loyalty. The response from respondents about Gojek's Customer Satisfaction suggests that users are inclined to promote the Gojek app to others. Furthermore, some respondents said that Gojek is the premier application for delivering service and customer happiness. This aligns with the findings of Muhtarom et al. (2022), indicating that Customer Satisfaction positively and significantly influences Customer Loyalty. Khotimah et al. (2021) further corroborate that Customer Satisfaction positively and significantly influences Customer Loyalty.

The Effect of Service Quality on Customer Satisfaction
The data analysis findings for the fourth hypothesis demonstrate a positive and substantial relationship between Service Quality and Customer Satisfaction. The response from respondents about the Quality of Gojek's Service reveals that Gojek delivers an exceptionally satisfactory service experience for clients using the Gojek application or services. The aforementioned aligns with the study of Fanany & Oetomo (2018), which demonstrates that Service Quality has a positive and substantial influence on Customer Satisfaction. The research by (Putra & Dewi, 2019) shows that Service Quality positively and significantly influences Customer Satisfaction.

The Effect of Customer Trust on Customer Satisfaction
The data analysis findings for the fifth hypothesis demonstrate a positive and substantial correlation between Customer Trust and Customer Satisfaction. The respondents' input on Customer Trust in Gojek suggests that, similar to prior replies highlighting Gojek's commendable performance, it cultivates customer confidence. It encourages recommendations and repeated usage of the Gojek application. Clients continue to perceive a lack of attention when concerns or problems occur. This aligns with the findings of Masiaga et al. (2022), which demonstrate that Customer Trust positively and significantly influences Customer Satisfaction. Rahmadhiansyah (2022) research suggests that Customer Trust positively and significantly affects Customer Satisfaction.

The impact of Service Quality on Customer Loyalty, mediated through Customer Satisfaction

The data analysis findings for the sixth hypothesis demonstrate that Customer Satisfaction mediates the link between Service Quality and Customer Loyalty. The Sobel test revealed a Sobel statistic value beyond 1.98, namely 2.87878516, indicating that the Customer Satisfaction variable effectively mediates the link between Service Quality and Customer Loyalty. This may be elucidated by the notion that high service quality engenders consumer satisfaction, prompting repeated use of the Gojek app and subsequent recommendations to others. This demonstrates that the findings of this study correspond with researchers who assert that Service Quality positively and significantly influences Customer Loyalty via Customer Satisfaction, as shown by Khotimah et al. (2021). This conclusion is further supported by the study done by Omogregie et al. (2019), which demonstrates that Service Quality has a positively and significantly impact on Customer Loyalty via Customer Satisfaction.

The impact of Customer Trust on Customer Loyalty, mediated through Customer Satisfaction

The data analysis findings for the seventh hypothesis demonstrate that Customer Satisfaction mediates the link between Customer Trust and Customer Loyalty. The Sobel test revealed a Sobel statistic value of 1.74392951 < 1.98, indicating that the Customer Satisfaction variable does not mediate the link between Customer Trust and Customer Loyalty. This shows that the findings of this study contradict those of scholars who assert that Customer Trust positively and substantially affects Customer Loyalty via Customer Satisfaction (Khotimah et al., 2021).

6. Conclusions

The study findings and data analysis indicate that Service Quality positively and significantly influences Customer Loyalty. Customer trust has a positive and substantial influence on customer loyalty. Customer Satisfaction, as a mediating variable, has a positive and considerable influence on Customer Loyalty. Service quality has a positive and substantial impact on customer satisfaction. Customer trust positively and significantly influences customer satisfaction. Customer satisfaction mediates the link between service quality and customer loyalty. Customer Satisfaction does not mediate the link between Customer Trust and Customer Loyalty.

In light of the conclusions above, the researcher proposes that the Gojek application prioritize consumer grievances, challenges, and

issues while encouraging drivers to exhibit greater empathy towards customers, fostering consumer loyalty and enhancing Gojek's service quality. Future studies should include more characteristics beyond those now identified as influencing Customer Loyalty and broaden the population or sample to provide more credible, trustworthy findings and serve as standards.

References:

Anasrullah, M., Sri W. H, M. A., & Nurhana, F. (2022). Pengaruh Persepsi dan Kualitas Pelayanan terhadap Kepuasan Pasca Pembelian Pengguna Aplikasi Online Shop. *Jurnal Ilmiah Ecobuss*, *10*(1), 7–15. https://doi.org/10.51747/ecobuss.v10i1.859

Ardiansyah, R. A., & Wibowo, T. S. (2020). Pengaruh Promosi, Kualitas Produk Dan Citra Merek Terhadap Kepuasan Konsumen Produk Susu Indomilk Di Kecamatan Wonokromo Surabaya. *Journal of Sustainability Bussiness Research (JSBR)*, *1*(1), 338–346. https://doi.org/10.36456/jsbr.v1i1.3002

Fanany, F., & Oetomo, H. W. (2015). Pengaruh Brand Image Dan Service Quality Terhadap Loyalitas Melalui Kepuasan Pelanggan. *Jurnal Ilmu & Riset Manajemen*, *4*(1), 1–21.

Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.

Iskandar, D., & Nasution, M. I. B. (2019). Analisis Pengaruh Kepercayaan, Keamanan dan Kualitas Pelayanan Terhadap Keputusan Pembelian pada Online Shop Lazada (Studi Kasus Pada Mahasiswa/i FEB UMSU). *Proseding Seminar Nasional Kewirausahaan*, *1*(1), 128–137. https://doi.org/https://doi.org/10.30596/snk.v1i1.3590

Jahmani, A., Bourini, I., & Jawabreh, O. A. (2020). The relationship between service quality, client satisfaction, perceived value and client loyalty: A case study of fly emirates. *Cuadernos de Turismo*, *45*, 219–238. https://doi.org/10.6018/turismo.426101

Khotimah, K., Nur, I. S. M., Akbar, M. A., & Badriah. (2021). Customer Satisfaction Sebagai Variable Yang Memediasi Service Performance Terhadap Customer Loyalty Pada Bimbingan Belajar Crystal Learning Center Di Kota Jayapura. *Journal of Economics Review (JOER)*, *1*(1), 11–22. https://doi.org/10.55098/joer.1.1.11-22

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing Global Edition* (17th ed.). Pearson Education.

Kotler, P., & Keller, K. L. (2016). *A Framework for Marketing Management (Sixth Edition-Global Edition)* (6th ed.). Pearson Prentice Hall. https://opaclib.inaba.ac.id/index.php?p=show_detail&id=2534&keywords=

Kristian, R. D., Sugiharto, D. S., Studi, P., Pemasaran, M., Ekonomi, F., Petra, U. K., & Siwalankerto, J. (2018). Pengaruh Service Quality Terhadap

Loyalitas Pelanggan Indihome Fiber Dengan Customer Satisfaction Sebagai Variabel Intervening. *Strategi Pemasaran*, *5*, 1–7.

Larasati, R., Supinardi, B., & Fadhilah, M. (2024). Analisis Kualitas Pelayanan dan Pengaruhnya terhadap Loyalitas Pelanggan: Studi Kasus pada PT Pos Indonesia (Persero) Kantor Pos Sleman. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, *6*(2), 585–594. https://doi.org/10.47467/alkharaj.v6i2.3642

Lorensia, S., & Ningrum, N. K. (2023). Pengaruh Kualitas Pelayanan dan Kepercayaan terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan sebagai Variabel Intervening pada Gojek di Yogyakarta. *Ekonomis: Journal of Economics and Business*, *7*(2), 816–825. https://doi.org/10.33087/ekonomis.v7i2.934

Lu, C. C., Wu, I. L., & Hsiao, W. H. (2019). Developing customer product loyalty through mobile advertising: Affective and cognitive perspectives. *International Journal of Information Management*, *47*(May 2018), 101–111. https://doi.org/10.1016/j.ijinfomgt.2018.12.020

Mahanani, E., & Alam, I. K. (2022). Pengaruh Kualitas Produk, Kualitas Pelayanan dan Harga terhadap Loyalitas Pelanggan D'besto Cabang Darmaga Caringin Bogor, Jawa Barat. *Jurnal Akuntansi Dan Manajemen*, *19*(01), 11–21. https://doi.org/10.36406/jam.v19i01.550

Masiaga, N. R., Worang, F. G., & Mandagie, Y. (2022). Pengaruh Keamanan Dan Kepercayaan Terhadap Kepuasaan Pelanggan Yang Berbelanja Secara Online Di Lazada.Com. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, *10*(2), 900–910. https://doi.org/10.35794/emba.v10i2.40476

Mekel, V. R., Moniharapon, S., & Tampenawas, J. L. . (2022). Pengaruh Kualitas Pelayanan dan Kepuasan Konsumen Terhadap Loyalitas Konsumen Pada Perusahaan Transportasi Gojek Manado. *Jurnal EMBA*, *10*(1), 1285–1294.

Muhtarom, A., Syairozi, M. I., & Yonita, H. L. (2022). Analisis Persepsi Harga, Lokasi, Fasilitas, dan Kualitas Pelayanan terhadap Loyalitas Pelanggan Dimediasi Keputusan Pembelian (Studi Kasus pada Umkm Skck (Stasiun Kuliner Canditunggal Kalitengah) Metode Structural Equation Modelling (SEM) - Partial Least. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, *10*(S1), 391–402. https://doi.org/10.37676/ekombis.v10is1.2018

Mutia, A. (2022). *Survei: Publik Jabodetabek Paling Sering Pakai Gojek, Bagaimana Grab, Maxim, dan InDriver?* Databoks. https://databoks.katadata.co.id/-/statistik/29efc5cad45a40e/survei-publik-jabodetabek-paling-sering-pakai-gojek-bagaimana-grab-maxim-dan-indriver

Nicod, L., Llosa, S., & Bowen, D. (2020). Customer proactive training vs customer reactive training in retail store settings: Effects on script

proficiency, customer satisfaction, and sales volume. *Journal of Retailing and Consumer Services*, *55*, 0–54. https://doi.org/10.1016/j.jretconser.2020.102069

Omogregie, O. K., Addae, J. A., Coffie, S., Ampong, G. O. A., & Ofori, K. S. (2019). Factors influencing consumer loyalty: evidence from the Ghanaian retail banking industry. *International Journal of Bank Marketing*, *February*, 798–820. https://doi.org/10.1108/IJBM-04-2018-0099

Pranata, M. N., Hartiati, A., & Sadyasmara, C. A. B. (2019). Analisis Kepuasan Konsumen terhadap Kualitas Produk dan Pelayanan di Voltvet Eatery and Coffee menggunakan Metode Customer Satisfaction Index (CSI). *Jurnal Rekayasa Dan Manajemen Agroindustri*, *7*(4), 594. https://doi.org/10.24843/jrma.2019.v07.i04.p11

Putra, I. G. N. K. S., & Dewi, L. K. C. (2019). Pengaruh Brand Image Dan E-Service Quality Terhadap Customer Satisfaction Serta Loyalitas Pengguna Aplikasi Gojek Di Tabanan. *Journal of Applied Management Studies*, *1*(1), 39–48. https://doi.org/10.51713/jamms.v1i1.5

Putri, S. P., Udayana, I., & Welsa, H. (2023). Analisis Perceived Usefulness dan Information Security terhadap Loyaltitas melalui Trust sebagai variabel Mediasi. *Akuntabel : Jurnal Akuntansi Dan Keuangan*, *20*(1), 40–47. https://garuda.kemdikbud.go.id/documents/detail/3406082

Rahmadani, A., Nasution, Z., & Nasution, M. F. (2022). Pengaruh Pelayanan Dan Kepercayaan Terhadap Kepuasan Konsumen Dengan Loyalitas Sebagai Variabel Intervening. *Jurnal EK&BI*, *5*(1), 2620–7443. https://doi.org/10.37600/ekbi.v5i1.468

Rahmadhiansyah, R. A. (2022). Pengaruh Kualitas Pelayanan, Harga, dan Kepercayaan terhadap Kepuasan Konsumen GO-JEK di Kota Surabaya. *R.Rahmadhiansyah*, *11*(10), 2–17.

Ramadhani, Z., Tawe, A., & Musa, I. (2022). Analisis Kualitas Pelayanan (Service Quality) terhadap Loyalitas Konsumen Pada Rumah Makan Sop Konro Karebosi di Makassar. *Jurnal Pendidikan Dan Konseling (JPDK)*, *4*(4), 6609–6620. https://doi.org/https://doi.org/10.31004/jpdk.v4i4.6371

Sakinda, P. S., Welsa, H., & Fadhilah, M. (2020). Pengaruh Servicescapedan Kualitas Komunikasi terhadap Loyalitas nasabah melalui Kepuasan nasabah sebagai variabel intervening (studi pada nasabah Bank Tabungan Pensiunan Nasional Kantor Cabang Yogyakarta). *Bisman (Bisnis Dan Manajemen): The Journal of Business and Management*, *3*(2), 125–136. https://doi.org/https://doi.org/10.37112/bisman.v3i2.792

Setiawan, M. A. W., & Puspitadewi, N. W. S. (2022). Hubungan antara Kualitas Pelayanan dengan Loyalitas Pelanggan pada Nasabah PT. "X" Cabang Pamolokan Sumenep. *Character Jurnal Penelitian Psikologi*, *9*(4), 96–107. https://doi.org/https://doi.org/10.26740/cjpp.v9i4.46983

Sharma, S. K., & Sharma, M. (2019). Examining the role of trust and quality

dimensions in the actual usage of mobile banking services: An empirical investigation. *International Journal of Information Management*, *44*(September 2018), 65–75. https://doi.org/10.1016/j.ijinfomgt.2018.09.013

Sirojudin, M. T., Welsa, H., & Ningrum, N. K. (2023). Pengaruh Kualitas Layanan Dan Nilai Yang Dirasakan Peserta Terhadap Kepuasan Peserta Dengan Kepercayaan Sebagai Variabel Mediasi Pada PT Taspen (Persero) Kantor Cabang Yogyakarta. *Jurnal Riset Ekonomi Dan Akuntansi*, *1*(3), 277–297. https://doi.org/https://doi.org/10.54066/jrea-itb.v1i3.692

Subiantoro, B. S. S. (2020). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Pemoderasi (Studi Kasus Pada Konsumen Gojek Di Kota Banjarmasin). *At-Tadbir : Jurnal Ilmiah Manajemen*, *4*(1), 27–39. https://doi.org/10.31602/atd.v4i1.2435

Sudana, I. K., Anggreni, N. L. P. Y., & Indrawan, I. P. E. (2021). Pengaruh Kualitas Pelayanan dan Harga Terhadap Keputusan Pembelian pada Kober Mie Setan (Study Kasus Kober Mie Setan Peguyangan). *Jurnal Pendidikan Widyadari*, *22*(2), 555–561. https://doi.org/10.5281/zenodo.5574445

Sudirman, A., Halim, F., & Pinem, R. J. (2020). Kepercayaan Sebagai Pemediasi Dampak Citra Merek dan Harga Terhadap Kepuasan Konsumen Gojek. *Jurnal Pemasaran Kompetitif*, *3*(3), 66. https://doi.org/10.32493/jpkpk.v3i3.4822

Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. PT Alfabeta.

Sugiyono, D. (2018). *Metode penelitian kuantitatif, Kualitatif dan R & D*.

Susanto, D., Fadhilah, M., & Udayana, I. B. N. (2021). Pengaruh Persepsi Keamanan, Kualitas Informasi Dan Kepercayaan Terhadap Keputusan Pembelian Online (Study Kasus Pada Konsumen Shopee Di Yogyakarta). *Jurnal Ilmu Manajemen*, *18*(2), 89–97. https://doi.org/10.21831/jim.v18i2.43925

Suwarni, E., Lukitaningsih, A., & Fadhilah, M. (2022). Analisis Loyalitas Pelanggan Ditinjau dari Nilai Pelanggan, Lokasi dan Persepsi Harga dengan Kepuasan Pelanggan sebagai Variabel Intervening pada Pelanggan Indomaret di Yogyakarta. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, *5*(2), 664–683. https://doi.org/10.47467/alkharaj.v5i2.1259

Taufiq, M. (2022). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Dan Kepercayan Pasien Rawat Inap Di Rumah Sakit Umum Daerah Andi Makkasar Parepare. *Journal of Muslim Community Health (JMCH)*, *3*(1), 83–92.