

Service Quality And Brand Image On Customer Loyalty At Grab-Bike Companies In Bandung City

Kualitas Layanan Dan Brand Image Terhadap Loyalitas Pelanggan Pada Perusahaan Grab-Bike Di Kota Bandung

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ABSTRACT

Due to the growth of several service-related firms, particularly online transportation, businesses in this sector are now competing for the public's favor by providing high-quality services and building strong brands. Grab is one of the online transportation firms that focuses service quality and has one of the largest user bases in Indonesia, which shows that the company's brand image is strong. Based on this, this study seeks to determine how customer loyalty to Grab transportation services is influenced by service quality and brand perception. An associative quantitative approach was used for the research, and a total of 75 Grab users were included in the sample through the Google form. Multiple linear regression analysis is the method used for data analysis, and a partial test (t-test) and simultaneous test are also used (F-test). And the findings demonstrate that customer loyalty is influenced by service quality and brand perception.

Keywords : Service Quality, Brand Image, Customer Loyalty

ABSTRAK

Sejalan dengan tumbuhnya beberapa perusahaan yang bergerak di bidang jasa, khususnya transportasi online, bisnis di sektor ini kini bersaing untuk merebut hati masyarakat dengan menyediakan layanan berkualitas tinggi dan membangun merek yang kuat. Grab merupakan salah satu perusahaan transportasi online yang fokus pada kualitas layanan dan memiliki salah satu basis pengguna terbesar di Indonesia, yang menunjukkan citra merek perusahaan yang kuat. Berdasarkan hal tersebut, penelitian ini berupaya untuk mengetahui bagaimana loyalitas pelanggan terhadap layanan transportasi Grab dipengaruhi oleh kualitas layanan dan persepsi merek. Pendekatan kuantitatif asosiatif digunakan untuk penelitian ini, dan total 75 pengguna Grab dimasukkan dalam sampel melalui formulir Google. Analisis regresi linier berganda adalah metode yang digunakan untuk analisis data, dan juga digunakan uji parsial (uji-t) dan uji simultan (uji-F). Dan temuan menunjukkan bahwa loyalitas pelanggan dipengaruhi oleh kualitas layanan dan persepsi merek.

Kata Kunci : Kualitas Layanan, Citra Merek, Loyalitas Pelanggan

1. Introduction

Since Indonesia's transportation sector has not been properly organized, online transportation is currently booming. Gojek, Grab, and Uber are just a few of the huge corporations seeking to establish online application-based transportation companies (Wahyusetyawati, 2017). Online transportation is anticipated to promote high levels of community mobility and help avoid or lessen traffic (Azizah, 2018). Drivers themselves, as well as the economy and environment, will be negatively impacted by the congestion that results. Congestion will be stressful or tense for drivers (Munawar, 2007). Grab is a mobile application that may be used in numerous Southeast Asian nations to match the needs of passengers as service users with drivers of vehicles or motorcycles as transportation service providers. Numerous aspects are included in the services offered by Grab, including car services (GrabCar), motorcycle services (GrabBike), food delivery services (GrabFood), goods delivery

services (GrabExpress), grocery delivery services (GrabFresh), and many more. (Kalangi, J. A., Walangitan, O. F., & Mongilala, R. S., 2020). Grabbike is one of the most frequently utilized services among the several features offered by Grab at the time (Johan, A., Rosadi, B., & Anwar, T. A. 2021).

In order to satisfy customer expectations, service quality is a requirement that must be fulfilled by individual grab drivers for all business activities. "Service quality is the required level of perfection and control over this standard of excellence to meet customer demands" (Tjiptono, 2011). There are some elements that make GrabBike more effective than Go-Jek in terms of service quality.

Table 1. Comparison of Grab's advantages

Information	Go-Jek	Grab
Income	For the revenue sharing system, where Go-Jek drivers get 80 percent and 20 percent for Go-Jek itself.	It's the same with Go-Jek, except that the percentages are different, where GrabBike drivers get a 90 percent share and 10 percent for Grab
Feature	Features of courier, shopping, and ordering food	The Share Me Ride function that makes your journey visible to others.
Facilities	Providing helmet facilities, masks, and hair covers.	Same with Go-Jek, but GrabBike is added with raincoat facility
Mapping	Sometimes it is difficult to find the right position or location, so it will have an impact on the price	Since the app is still governed by the Grab app, your location can be displayed with accuracy.

Source : www.teknorus.com, 2022

The table shows that GrabBike has an advantage in making its clients happy, which encourages customer loyalty. The ability to consistently uphold a positive reputation in the eyes of their consumers is today strongly demanded of businesses operating in the service sector (Majid, 2015). The GrabBike function, however, still cannot be felt by Grab users outside the area because it is only available to Jakarta locals who use GrabBike. the city of Jakarta, as compared to Go-Jek, which has made its features available in major cities including Bandung, Bali, Surabaya, and Jakarta. Consequently, more people use Go-Jek than GrabBike.

Table 2. Online Transportation Application Companies Used by the Bandung Public (As of September 2022)

No	Company	Sum
1	Gojek	59,13%
2	Grab	32,24%
3	Maxim	6,93%
4	Indriver	1,47%
5	Other	0,23%

Source : databoks.katadata.co.id, 2022

According to a survey done by the Research and Development Agency (Balitbang) and the Ministry of Transportation (Kemenhub), the majority of people utilize Gojek and other online transportation services. After Gojek, it was discovered that 32.24% of individuals used the Grab app, 6.93% used Maxim, 1.47 percent used InDriver, and 59.13% claimed they preferred applications produced by Indonesian decacorn firms.

Table 3. Cases that happened to Grabbike

No.	Case	Source
1	Sexual harassment committed by Grabbike driver Irwan (south jakarta)	www.kaskus.co.id
2	Grabbike drivers are disrespectful to passengers	news.detik.com
3	Grabbike driver kills a customer in laguna apartment	news.detik.com
4	Consumer order goods in the form of iphone X are carried away by drivers	Jakarta.tribunnews.com

Source : Data processing by Evi Syahfitri (2019)

There are still problems in the quality of services provided by GrabBike drivers, including delays in picking up passengers, purposeful cancellation of orders, driver profiles which does not match with registered applications, and drivers who are less friendly to passengers, in addition to the cases in the table above damaging the company's reputation and brand (Dharmawan, D., & Adista, D. 2019). According to a poll from the Indonesian Consumer Community, people who used internet transportation had troubles. In the Indonesian Consumer Community survey, respondents reported having also experienced violence, and Grab-Bike had a higher presentation value than Go-Ride with a percentage value of 6.4% and 5.3%. Grab-Bike is also reported to have experienced more accidents than Go- Ride, with a percentage value of 8.8% and 6.6% online (Hasan, 2019). Due to this, Grab's top brand index value is lower than that of its rivals.

Table 4. Top Brand Index Value

BRAND	2020	2021	2022 (Temporary)
GO-JEK	47.3%	53.0%	54.7%
GRAB	43.5%	39.7%	36.7%

Source : TopBrand.com

The table above demonstrates that Grab's TOP value is lower than GoJek's, as can be observed. Such far-off competition conditions can serve as an example of how tough consumer competition exists among online transportation service providers and how it may persuade customers to use their services. one of which is where Grab has 18 service modes while Go-jek has 27 service modes, is still far away from being offered by Grab.

2. Literature Review

Service Quality

A requirement that should be fulfilled by distinct grab drivers is service quality. All actions taken by the business to satisfy customer expectations are referred to as service quality. Service quality, according to (Tjiptono, 2011), is the expected level of excellence and control over that level of excellence to satisfy customer needs. "A measure of how well the level of service given is able to satisfy consumer expectations," (Lewis and Booms, 2012). Considering what the expert said earlier Create a model of service quality and divide it into fivedimensions, namely: tangible, reliable, responsive, assured, and empathic, (Zeithmail and Berry, 1988) (Tjiptono and Chandra, 2016).

Service Quality to Customer Loyalty

Research at the Dadirah Cooperative in Dili, Timor-Leste demonstrates that customer loyalty is positively and significantly impacted by the quality of the services provided (Pereira et al., 2016). Although the majority of customers do not instantly identify commercial activities with services, Yuen and Chan (2010) also emphasized that providing excellent customer service is one of the most effective ways to foster repeat business. Other studies in the Jordanian telecommunications industry demonstrate that customer loyalty is positively and significantly impacted by the service quality aspects of responsiveness, reliability, empathy, and assurance (Alnsour et al., 2014). Additionally supported by (Lai, Griffin, and Babin's, 2009) investigation of the connections between Service Quality, Value, Image, Satisfaction, and Loyalty among Chinese telecom customers. Reaffirmed by (Rachmawati's, 2002) study on the relationship between service quality, customer satisfaction, and loyalty at PT. Bank BRI in Malang.

H1: Service Quality affects Customer Loyalty.

Brand Image

Brand image is a person's understanding of a brand. From this understanding, an interaction has occurred with a particular brand. (Andi M Sadat, 2009) explains that the identity of a brand is of course not single, but consists of several components that support each other. According to (Robert, 2005) there are three dimensions of brand image, namely mystery, sensuality, and intimacy. According to (Cho and Fiore, 2015) Mystery is an interaction process that reflects the beliefs and thoughts of customers in evaluating a particular brand that is formed by direct or indirect interaction. Sensuality is a process formed by a customer's direct experience of a product when the customer uses or feels it. Intimacy is a subjective feeling such as excitement that is formed when consumers interact directly and indirectly with a brand.

Brand Image on Customer Loyalty

The correlation between brand image data and customer loyalty is ($r = 0.768$; $p 0.05$), according to the analysis. This demonstrates that the relationship test's findings are consistent, proving that there is a strong link between brand image and consumer loyalty. There is a considerable correlation between brand image and consumer loyalty, according to studies (Nalau, 2012). Data study demonstrates that there is a link between brand loyalty and consumer perception. This is due to the fact that a person's brand image is a collection of their own beliefs, ideas, and impressions, making it a crucial factor in influencing how consumers feel about making repeat purchases (Kotler, 2002). Customers will develop a sense of devotion to Apple items if they make frequent repeat purchases. Additionally, one of the elements that affects client loyalty is image (Marconi, 1993). (Budiono, A, 2020) conducted study on a related topic and found that brand image (X4) has an impact on customers' happiness (Y1) and purchase decisions (X4) (Y2). The findings of a pre-survey conducted by Sianipar, G. J. (2019), which was done on 30 GrabBike online motorcycle taxi clients in the city of Medan on September 15–16, 2018. 93.33% of the grab brand image had a good influence, according to the data, while 6.67% had a negative impact.

H2: Brand Image effect on Customer Loyalty

Customer Loyalty

Keeping loyal clients is one of the company's objectives. This is in order for company can ensure its long-term viability through client loyalty (Astini, 2016). According to (Moura e Sá and Cunha, 2019), when considering customer loyalty, two main dimensions—the attitude dimension and the behavioral dimension—are typically defined. The intention to repurchase and the willingness to promote the service to other potential customers serve as the two primary indications of customer retention for the attitude dimension, which corresponds to psychological commitment. On the other hand, the behavioral dimension is measured using indicators of how services are consumed, such as frequency of purchase or actual use, duration and consistency. (Sangadji and Sopiah, 2013) suggest that there are six indicators that can be used to measure customer loyalty. The six indicators are repeat purchases, brand consuming habits, great liking for the brand, brand retention, the belief that a certain brand is the best brand, brand recommendations to others

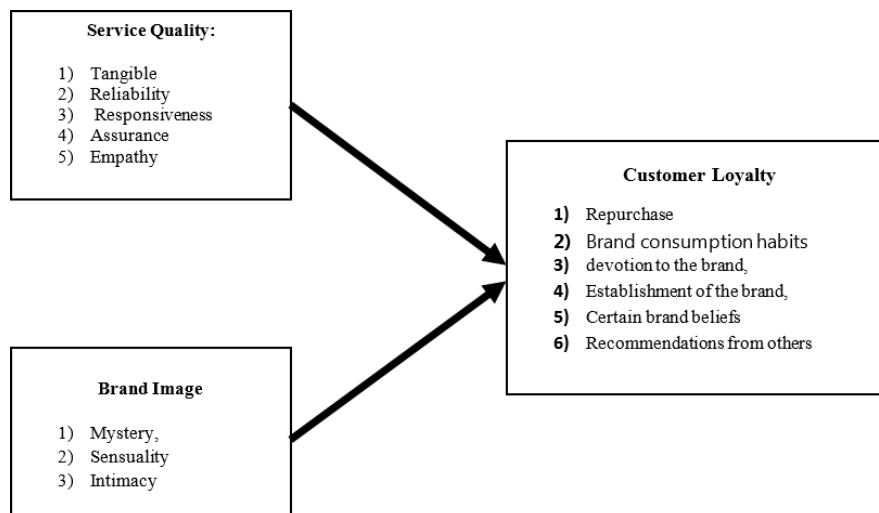


Figure 1. Conceptual framework

3. Research Methods

The research technique that is used is verification research, and it aims to be able to determine the relationship between two or more variables. It is also used to test the veracity of a hypothesis by running tests using statistical calculations, specifically IBM Statistics 25 SPSS. The verification method is a research strategy that necessitates testing and statistical calculations to establish a causal relationship between variables (Sugiyono, 2017). In order to create a sample of 75 Grab application users who live in the city of Bandung and have used as online transportation services from Grab at least once, the number of samples for this study were divided into 5 areas in Bandung: 15 people in East Bandung, 15 people in West Bandung, 15 people in North Bandung, 15 people in South Bandung, and 15 people in Central Bandung. The nonprobability sampling method is the one that is employed. Purposive sampling was used in this study, which means that the sample was selected after taking into account specific factors.

4. Results and Discussions

Validation testing is used to measure the level of validity or legitimacy of a questionnaire question. The validity test in this study was processed using SPSS Version 25, using a significance level of 5% and a total sample of 75 respondents. If $r_{hitung} > r_{table}$ then the statement item is declared valid. The results of the validity test can be presented in the table below with $n = 75$, then the obtained df is $75 - 2 = 73$ and $\alpha = 5\%$, the r_{table} value is 0.2272.

- $r_i > 0.2272$ then the questionnaire statement items are valid
- $r_i < 0.2272$ then the questionnaire statement items are invalid

The Alpha Cronbach formula is used to calculate reliability, and it is modified depending on the method used to score each instrument item. If a construct or variable has a Cronbach Alpha value greater than 0.60, it is considered reliable (Ghozali, 2011:48). The findings of each variable's reliability test are listed below. The calculations for the validity and reliability test yielded the following results:

Table 5. Validity and Reliability Test Results

Variable	indicator	rtable	Cronbach's Alpha
<i>Service Quality (X1)</i>	Q1	0.564	0,862
	Q2	0.598	
	Q3	0.695	
	Q4	0.733	
	Q5	0.662	
	Q6	0.773	
	Q7	0.763	
	Q8	0.682	
	Q9	0.618	
	Q10	0.594	
<i>Brand Image (X2)</i>	Q11	0.819	0,857
	Q12	0.805	
	Q13	0.724	
	Q14	0.720	
	Q15	0.709	
	Q16	0.805	
<i>Customer Loyalty (Y)</i>	Q17	0.588	0,602
	Q18	0.566	
	Q19	0.529	
	Q20	0.348	
	Q21	0.563	
	Q22	0.484	
	Q23	0.342	
	Q24	0.464	
	Q25	0.384	
	Q26	0.388	

All of the variables in this study can be said to be valid, as shown in the table, based on the findings of the validity test that was conducted on the variables Service Quality (X1), Brand Image (X2), and Consumer Loyalty (Y). This is evident from the resultant value, which shows that $r_{count} > r_{table}$. Additionally, the reliability test's findings indicate that every variable from the questionnaire has an alpha coefficient with a value above 0.6, indicating that each variable is reliable.

Coefficient of Determination

The value of R Square, or the coefficient of determination, is 0.564, as shown in the table. This figure is derived from the correlation coefficient value, or "R" value, which is $0.751 \times 0.751 = 0.564$, or 56.4%. This figure indicates that the Customer Loyalty variable (Y) of 56.5% is simultaneously influenced by the Brand Image variable (X2) and the Service Quality variable (X1). While the remaining percentage ($100\% - 56.4\% = 43.6\%$) is influenced by other variables outside the regression equation or variables not examined.

Table 6. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.751 ^a	0,564	0,552	2,07461

a. Predictors: (Constant), BRAND IMAGE (X2), SERVICE QUALITY (X1)

Source: *Output SPSS*

T Test Results (Partial)

The basic decision-making process for a partial test can be carried out using t-test statistics by comparing the Sig. t with an alpha value of 0.05 and also the tcount with the ttable. The independent variable has a partial impact on the dependent variable if Sig. 0.05 or t count > t table. A ttable with the following values is produced using a sample size of 75, two independent variables, and a 5% level of significance: $(/2; n-k-1) = (0.025; 73) = 1.99300$.

Table 7. T Test Results (Partial)

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,134	1,944		7,785	0,000
	SERVICE QUALITY (X1)	0,237	0,069	0,386	3,450	0,001
	BRAND IMAGE (X2)	0,395	0,104	0,424	3,797	0,000

a. Dependent Variable: CUSTOMER LOYALTY (Y)

Source : *Output SPSS*

F test results (Simultaneous)

Creators obtain a Ftable of $(k; n-k) = (2;73) = 3.12$ using a sample size of 75, two independent variables, and a 5% significance level.

Table 8. F test results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	400,779	2	200,389	46,559	.000 ^b
	Residual	309,888	72	4,304		
	Total	710,667	74			

a. Dependent Variable: CUSTOMER LOYALTY (Y)

b. Predictors: (Constant), BRAND IMAGE (X2), SERVICE QUALITY (X1)

Source : *Output SPSS*

The information on a significance value of 0.000 0.05 and the Fcount value of 46.559 is obtained from the table above. Ftable is 3.12, indicating that Brand Image and Service Quality, the independent variables, have an impact on Customer Loyalty, the dependent variable. The underlying assumption is that Service Quality and Brand Image, the independent variables, have a significant simultaneous impact on Customer Loyalty, the dependent variable.

5. Conclusion

The following conclusions are reached in view of the results of the research and discussion in the previous section:

1. The study's findings indicate that customer loyalty is positively impacted by service quality. Consumers consider that satisfying service quality can encourage repeat business for the Grab company. This implies that as service quality improves, customer loyalty will also rise.
2. Based on the findings of the aforementioned study, it can be concluded that brand image has a favorable impact on customer loyalty. A positive brand image will lead to favorable brand perceptions, which will encourage existing customers to continue using the company and may even draw in new ones. Maintaining Grab's brand reputation will boost customer loyalty.
3. According to test results of the coefficient of determination with a value of 56.4%, it was discovered that service quality and brand image had an impact on customer loyalty. This

means that the two variables had an impact of 56.4% and were influenced by other variables to the extent of 43.6%. Consumers also believed that satisfying service quality and a positive brand image would encourage them to stick with Grab.

Based on the conclusions obtained in this study, the results of the research are proposed as follows:

1. As an online transportation company, Grab pays more attention to its drivers while they are on the job. For instance, drivers must always use complete equipment attributes (Grab helmets and jackets) and use vehicles in accordance with those recorded in the Grab application; if this is maintained, it will ensure that customers are well-served.
2. Grab is a growing industry that was established in Indonesia; it should have a design that incorporates the provided attributes and logo. People currently favor designs that can be categorized as modern and futuristic.
3. Grab needs to improve its services across the board, including the driver, the system, and the app, in order to create a high level of customer satisfaction and a positive brand image.

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