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**BRAND IMAGE IS NOT POWERFUL BUT STILL DEMANDED BY  
MANY CONSUMERS**

Yasid Yasid  
Fatih Setia Utami

**Abstract**

This paper discusses the results of a study on the relationship between customer satisfaction, brand image, and trust on consumer loyalty. Respondents from this study were 100 Go-Jerk customers (the largest new mode of application-based transportation at smart phones) in Yogyakarta, Indonesia. Recreational analysis revealed that consumer satisfaction, brand image and trust significantly affected customer loyalty. But among the three independent variables, the brand image contributes the least influence to customer loyalty. Because the brand image has a very important issue in marketing construct, the discussion in this paper is more emphasized on the role and how the company should build and manage its brand image so as to win the competition.

**Keywords:** consumer satisfaction, brand image, trust and customer loyalty.

**Background**

The word Go-Jerk is the term originally comes from Joke, the two-wheeled vehicle, usually motorcycle, treated as a taxi which can be ordered. Consumers enjoy the services of Joke by way of ride-hailing and motorcycle owner as the driver. This mode is native to Indonesia, and not in any other country. In 2010 Makati, turning the word Joke into Go-Jerk and in 2015 Go-Jerk added a new dimension: excellence. It offers apps for android phone involving the reservation application system installed in the phone.

Go-Jerk drivers acquire uniforms and special training to deal with customers. Dafferen from Joke or the old mode of motorcycle taxi waiting for passengers in a certain place, Go-Jerk serve consumers who want to use its services by way of ordered by cell phone or sums and then Go-Jerk picked up the passenger in an agreed place.

With dedicated apps for smart phones, Go-Jerk provides customers with ease, without lingering tariff negotiations with drivers. In addition, Go-Jerk requires the driver to look neat, and provide a clean and fragrant motorcycle helmet. Go-Jerk apps in Smartphone is a representation of the use of technology in public transportation services today that has become an absolute thing to do to keep up with the times. Go-Jerk recorded the highest growth followed by Grab and Umber. Since then, the demand of Go-Jerk has increased significantly. There were more than 100 million transactions every month, took place on the Go-Jerk platform (Compass Techno, 2017).

So, it is not surprising if in the last three years, thousands of green-jacketed motorcyclists (official jacket Go-Jerk) have been connecting some big cities residents, weaving delicately through traffic, delivering food (Go Food), large goods delivery (Go-Box), cleaner home (Go-Clean), beauty products (Go-Glam), couriers (Go-Send), massage (Go-Massage) and Bus way location detector (Go-Bus way). For commuters who must pass through traffic jams where pedestrians sometimes move faster than cars this mode seem to offer very good alternative

transportation compare to the public one. In addition, Go-Jerk works with over 125,000 merchants to make life easier for modern society. So far, it offers some high value offerings such as much easier, cheaper, affordable, and security is guaranteed.

Then, it is not surprising if Go-Jerk recorded the highest growth followed by Grab and Umber. Makati, the founder and one of the owners of Go-Jek said that. “We’re not selling services, transportation or food. We’re selling trust.” Now just how innovations made by the three transportation business entrepreneurs to be able to win the competition.

#### A brief story of Joke

Joke comes from an Indonesian word *ngobyek*. This word is derived from the word *obyek* or *object* (Indonesianization of the English word *object*). This word is given initial so that it becomes *nag-object*. *Ngobyek* means doing a part-time business on a temporary basis to acquire extra income.

This type of transportation originated from Java Island and then spread almost evenly to all cities and regions in Indonesia. Java is the most populous island, has many cities crowded with residents and the streets are crowded by vehicles so that the flow of traffic becomes substandard even not infrequently jammed. Situations like this encourage public transportation no longer, though cheap, a good choice, because it cannot reliably deliver to the destination relatively on time.

Go-Jerk more like a taxi, can be ordered, whether it is booked to be picked up or booked whichever way down so that the Go-Jerk is different from the city/public (minibus) intercity transport (*Angkor*) and the city (big) bus. The difference is the cost of rent is cheaper than a taxi but rather more expensive when compared with public transportation. However, these transport users are not protected from sunburn, rain hail, and wind blowing.

Usually Go-Jerk passengers are one person, but for those who have children can be two or three people. Even on several occasions it was found that two adults were taken in a single haul. This is vastly dependent on the policy of the owner of the motorcycle taxi itself. Indeed, this policy is unlawful because one motorcycle can only ride one passenger, so if this violation is identified by the police the way of transporting passengers like this will be ticketed.



Picture illustration: the situation in the old motorcycle taxi station and its drivers (before turning into Go-Jerk) in a street corner (taken from the internet).

### **Market of ride-sharing**

Up until now there are three major players in the order-based taxi transport business: Go-Jek, Grab, and Umber which all use android as the media ordering. In December of 2017 this new mode of transportation is known to have an outstanding response from the public. At the time, in Jakarta only, there was 15,730,000 users of Go-Jerk per week, and supported by 900.000 driver partners (Bhang, Compass Techno from Kompas.id., 2017). This was equal to 29.6% of mobile unique visitors<sup>1</sup> in Indonesia or 23.4% of total digital population in Indonesia<sup>2</sup>. In other words, one in four Internet users in Indonesia has an online transport app on their Android phone, Go-Jerk, Grab, or Umber. Illumine Data identified that in December 2017 there were 9.7 million visitors (unique visitors) accessed Go-Jerk, meanwhile for Grab and Uber was only 2 million users. This data shows an increase in the number of Go-Jek and Grab users since August 2017. Meanwhile, Umber users actually fell from 2.3 million to 2 million. However, this market measurement includes Android phones only.

A research done by YLKI published by Forum (2017) uncovered some important findings. The majority of Go-Jerk visitors and users, on the average, are between 25-34 years old (37.8% of total unique visitors). Meanwhile, Grab users are predominantly aged 24-34 years, on the average, but most visited by people aged 35 years and over (38.5% of unique visitors composition). Unlike the others, Umber visitors are on the average 25-34 years old and users actually come from the age of 35 years. Average use of Go-Jerk is 69.5 minutes per person, while Grab's duration of use 64.4 minutes per person and Umber over with the time of use 83.8 minutes per person. The user base of the entire app under study is leaning toward women, Go-Jerk with 58.9%, Grab with 53%, and Umber with 62.3%. It is also identified that Go-Jerk and Grab share visitors up to 4.2 million people. That is, most Go-Jerk users also use Grab, and vice versa. In addition, 10.1% of Go-Jerk users and 13.6% of Grab users actually use Umber as well. Meanwhile, 65.7% of Umber users also use Grab and 49% of other Umber users using Go-Jerk. The means that among the transport service company compete each other tightly to win the customers.

The success the new mode of transportation, especially Go-Jerk, on the one hand, means a decrease in demand for Joke. So it is not surprising that the presence of Go-Jerk gets rejected by the perpetrators and managers of the old mode and indeed because there is no legal umbrella yet for the mode like Go-Jerk, yet at the same time, on the other hand, Go-Jerk received a so enthusiastic response from consumers. Perhaps the greeting is verification that this new and modern mode of transportation is what consumers have been waiting for as a solution to the massive urban transportation problem that is getting worse. The question is: how can the fierce competition battle, among Go-Jerk, Grab and Umber, be won?

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<sup>1</sup> Only mobile application in Android phone

<sup>2</sup> Total digital population consists of home and work desktop users aged 6+ and Android Smartphone and tablet users aged 18+.

Recently, Go-Jek acquired three local startups operating in the financial technology sector (fintech) to strengthen Go-Pay's digital wallet. All three are *Kotuku*, *Midirons*, and *Mayan*. "This acquisition accelerates the penetration and reach of Go-Pay into the offline payment domain through *Kartuku*, the online payment realm through *Midirons*, and increases financial inclusion for unbanked communities through *Mapan*. This collaboration fosters the acceleration of financial inclusion for millions of Indonesians and boosts economic productivity across the country," said Andre Soelistyo, Go-Jek Group President. Andre says, 2018 will be the year when Go-Pay will expand beyond the Go-Jek ecosystem, providing secure, convenient, easy, and reliable payment services, both online and offline. It seems that Go-Jek is a technology company with a social mission to improve the welfare and livelihoods of workers in various informal sectors in Indonesia. Makarim, the owner said that Go-Jek champions 3 essential values: speed, innovation, and social impact.

Literature review

### **Satisfaction**

The satisfaction theory says that consumers will feel satisfied when their expectations are, at least, the same as their experiences (Kotler, 2010). In general, customer satisfaction is associated with quality and customer loyalty where quality is the antecedent of satisfaction and, in turn, satisfaction affects loyalty (Assail, 1994). Both satisfaction and service quality have certain things in common, however satisfaction has a broader concept, whereas service quality focused specifically on the dimensions of service (Wilson et al., 2008, p. 78). A satisfied customer is the best sales person because she/he will voluntarily recommend friends and relatives or other persons to buy, meanwhile dissatisfied customers inhibit sales (Assail, 1994).

Customer satisfaction has been considered to be the result of a collection of consistent customer experiences about the quality of a service at each transaction with the service organization (Cronin & Taylor, 1992). Although it was stated that other factors such as price and product quality could affect customer satisfaction, perceived service quality is still a very important key component of customer satisfaction (Berry. et al. 1985, p. 106-107, Wilson et.al. 2008) and in creating customers' loyalty (Lee, 2010).

Results of empirical study investigating the relationship between service quality, customer satisfaction and loyalty already acquired widespread support (such as Love man, 1998: 18; Anderson & Metal, 2000). The relationship is described through the Profit-Service Chain suggested by Hackett, Sesser and Schlesinger (1997). Customer perception of value (Juan & Yan, 2010), customer loyalty and positive word of mouth (Hidayat et al., 2015) are critical to growth, corporate survival and customer loyalty and all of them can be the foundation in developing sustainable competitive advantage (Han et.al. 2015).

Product quality and brand image are assumed to be strong marketing antecedents that support loyalty and success in high-tech products/ services markets (Lee, 2010) and Khatibi et al. (2002).

Thus, customer loyalty can be increased through the improvement of service quality (Kheng et al., 2010) which, in turn, enhance the customer confidence toward and strengthen brand image. Tariq and Moussaoui, (2009) and Lorenzo's et al. (2010) argue that service quality leads to competitive advantage, organizational growth, and increase profitability.

### **Brand Image**

Brand image is one of the most valuable assets of a company. Davies et al., (2003) argue that strong brand image would lead to customer satisfaction, who possibly would become loyal to the brand (Ad Silva. et.al. 2008, Earls et al., 2004). To be successful at branding, a company must realize that brand (image) is more than simply introducing a product to new markets or re-establishing the product in existing ones. It is much more than the products or services produced and endorsed by a company. Branding is a promise. A promise to consumers that a company will be providing to them – through product/service – *exactly* what company promise to them. It means that the ability of a company in keeping its brand promise will affect the image of the brand.

However, customers' needs are always changing and if a brand could not respond this change accordingly, it will trigger customers to switch to other brand (Steel, 2004 in Miller & Muir, 2004). So, positive brand image could affect repeat purchase or lead to customer loyalty, even stronger loyalty (Earls et al., 2007, in Miller & Muir, 2004), then create positive WOM and would not easily be influenced by competitors offerings (Schultz, 2005, in Sundog et al., 2007), Therefore, organizations should try to work hard to satisfy their customers through its brand consistently to ensure their customer loyalty.

### **Customer Loyalty**

Every business is established to make a profit and achieved through customer satisfaction. The creation of customer satisfaction most likely provide several benefits, including good relationships between the company and its customers, where all of them are good basis for creating repeat purchase or customer loyalty, and positive word of mouth.

Loyal customers are those who are very satisfied with certain products and have enthusiasm to introduce them to anyone they know (**Jennie in Moraine, 2009**). Customer loyalty plays an important role in organizational success and in particular will become even more important when the acquisition itself is not the same as long-term success. (Flint et al, 2011).

Further, customer loyalty is the goal of strategic marketing planning because it provides some exciting benefits for the company. First, the cost of maintaining existing customers is cheaper than the one of acquiring new customers (Kilter, 2010). Second, loyal customers (having a positive experience in the past) are more likely to do WOM or do free promotion for the company (Shoemaker and Lewis, 1999). Third, it secures the relationship between customer and service providers. Fourth, loyal customers will be more accessible because the company usually has a record of them where all this will be targeted marketing more feasible. loyal customers will expand their "loyalty" to other products made by the same manufacturer (**Jennie in Moraine,**



(2009). So, it is clear that one of important benefits of all of this is that the company will be able to precisely define the segment of customer who make repeat purchases and clarify the solicit of a direct response to the promotion (Reid and Reid, 1993]. All in all, loyal customers are consumers who make repeat purchase regularly, buy between product lines and services, refer to others, and shows immunity to the pull of competitors (Griffin and Lemmon, 2002).

### **Product quality**

Quality is a form of assessment of a product to be purchased, whether it meets the costumers expectance (Angophora, 2002: 162) or a dynamic condition associated with products, services, people, processes, and environments that meet or exceed expectations (Tjiptono, 2006) or the ability of the product to satisfy the needs or desires of the customer (Cannon et al., 2008).

Quality could be able to be an effective weapon to win competition (Angipora, 2002). Quality is often regarded as a relative measure of the good of a product or service consisting of design quality and conformity quality. *Quality design* is a function of product specification, while the *quality conformity* is a measure of how far a product is able to meet the requirements or specifications of quality that have been set (Tipton, 2006: 51). Now, demand for quality has become a must to be fulfilled by the company, if the company is unable to meet the demand of products with quality in accordance with the specifications of the consumers it will likely be the driver for consumers to move to competitors' products that are believed to have better quality.

In the relationship between quality, customer satisfaction and loyalty Minh dan Huu (2016) also Taylor and Baker (1994) argue that service quality and customer satisfaction are important antecedents of customer loyalty and customer satisfaction mediates the effects of service quality on customer loyalty.

### **Trust**

Before conduct business with a company consumers need to trust the company (Bryant and Colledge. 2002). Trust has positive relationship with satisfaction and so is a critical success factor in successful service relationships (Razzaque and Boon, 2003). Trust is influenced by perceived quality information and perceived security.

In online service, where transaction in this business is perceived as high risk, trust has very important role in creating customer loyalty. Trust appears to be especially important for creating loyalty in online service as it is perceived as high level risk transaction since customers lack direct contact with the company and have to hand over sensitive personal information, such as credit card numbers, in order to complete the transaction (Anderson and Srinivasan, 2003, Kim and Benbasat, 2003).

Especially in the online business, it was uncovered that the lack of online consumer trust was the main barrier of consumer participation in e-commerce (Rexha, et.al., 2003) and has been found to be one of the major obstacles to the popularity of internet transaction (Ribbink, et.al., 2005). E-trust is the degree of confidence customers have in online exchanges, or in the online exchange channel (Bart, et.al. 2005).

### Research Methodology

This study analyzes Go-Jerk customer loyalty. First, loyalty is seen as the result of the influence of a single independent variable that is the quality mediated by customer satisfaction. Second, loyalty is seen as the effect of a combination of three independent variables of satisfaction, brand image, and trust on customer loyalty.

Data from this study are sample data consisting of 100 people, aged 17-55 years old (People within the age range are assumed to be in productive age, have the ability to buy and access to transportation services).

The data was taken through structured questionnaires distributed only to people with experience using Go-Jerk services in Yogyakarta, Indonesia, using purposive convenience sampling method. This method is used so that the data obtained in accordance with the objective of this study. The questionnaire uses seven Liker Scale points, to measure customer perceptions of each item of question posed for each construct.

Label and description of the Seven-point Liker scale were: 1 represented "Strongly Disagree", 2 represented "Disagree", 3 represented "Somewhat Disagree", 4 represented "Neither Disagree", 5 represented "Somewhat Agree", 6 represented "Strongly Agree", and 7 represented "Very Agree". The original method implemented by Enid (2011) used 5 point Liker scale.

The reason for choosing Go-Jerk as the object of this study is that Go-Jek was the first transportation service to use online applications that could be installed on mobile phones and experienced significant growth after using the technology, bringing the largest number of subscribers among online transport services others in Indonesia, especially in Yogyakarta.

The objective of this study is to identify the influence of service quality toward customer satisfaction, and then customer satisfaction, brand image, and trust on customer loyalty of Gojek in Yogyakarta, Indonesia. Sample of this study is taken from people of Yogyakarta (age 17-55) who have used Go-Jerk services. Questionnaire used is to obtain the perception about service quality, customer satisfaction, brand image, trust, and customer loyalty. Survey was conducted from July-August 2017. The number of samples was 100 respondents.

Method of collecting data is using questionnaire distributed by purposive convenient method. They are chosen because they are adult person who have free will and able to make purchase decision and mobile.

**RESEARCH FINDING AND DISCUSSION**

this part will present and discusses descriptive finding and then result of regression analysis.

**Deskritive Findings**

One of the key findings of this research is that Go-jek has been accustomed by consumers from age 18 to over 30 years, they come from all parts of Indonesia but living in Yogyakarta.

Table 1 the Proportion of Customer Origin  
And Their Occupation

Provinces	Percentage
West Java	10%
Central Java	12%
Esat Java	10%
Yogyakarta	18%
Bali	12%
Others	38%
Customer Occupation	
Students	25%
Civil/Private employee	28%
Employers	31%
Others	26%

Source: primary data

Table 2 Customers' Frequency of Use

Frequency of Use	
1-2 times a day	27.6%
2-3 timeas a day	31.6%
More than 3 times a day	8.7%
Once in a week	13.7%

Source: Abadi, YLKI 2017

Abaci (2017) argues that there are four reasons behind the acceptance of Go-Jerk as the new mode of transportation that is because this is perceived as fast, cheap, convenient and safe. The users' minimum income is 1.5 millions Rap. a month. Of those who already used the mode, 77.7% said satisfied, however 41% of them also experienced dissatisfied (e.g. drivers canceled the consumer order). All those who have had this unpleasant experience consider using a service provider other than Go-Jek, namely grab and Umber. They are loyal to Go-Jek but sometimes,



especially at peak times, like to use Grab and Umber. Why? At peak time there are so many requests, thus causing the creation of a situation where all Go-Jek drivers who at the time of a customer place their reservations are close to the buyer is working to take the passengers so that if the ordering of someone who later arrives is accepted and will be followed up by one of the drivers Go-Jek but he will be asked to wait in a relatively long time. In such a situation, passengers feel better to use an alternative, Grab or Umber. At these peak times where traffic congestion locations cannot be predicted the possibility of cancellation of order occurs and even though the consumer understands it but it still disappoints the consumer. Perhaps the understanding is the underlying reason why, even if consumers have been disappointed, other

**Result of Regressional Analysis**

times they will be ordering Go-Jek again, meaning that they are still Go-Jek loyal customers. This part will present two regression analysis results, namely simple linear regression and multiple linear regression. The finding of simple regression analysis shows that service quality of Go-Jek has positive significant sound relationship with its customers satisfaction. Researchers has proven that service quality is related to customer satisfaction (such as Eshghi, 2008). In fact service quality can intend to be the way in which customers are served in an organization which could be good or poor. This finding are certainly very encouraging because ccustomer satisfaction has been a subject of great interest to organizations and researchers alike and, in the other side it indicates that the way G0-Jek serve its customers is in right on the tract Customers are important stakeholders in organizations and customer satisfaction has become the most important business target to achieve and is therefore a fundamental part of today's management concept and business practices. As a consequent as the antecedents of satisfaction product quality has become a must to be fulfilled.

Meanwhile the multiple linear regression is used to identify the relationship between customer satisfaction, brand image, and trust toward consumer loyalty to Go-Jek. From the results of simple linear regression analysis (see Table 1. below) it is known that Go-Jek consumer satisfaction is dominantly contributed by the quality of its services (R Square = 0.927). Service quality in this study is measured by Serve Quall involving dimensions of Reliability, Responsiveness, Empathy, Assurance, and Tangible. If the meaning of quality is the totality of features and characteristics of a product or service that bears its ability to satisfy stated or implied needs, it can be understood that the consumers are satisfied with the service company.

Table 3. Simple Linear Regression Analysis

Variable	Unstandardized Coefficients		Sig.
	B	Std. Error	
(Constant)	-1.191	0.203	0.000
Service Quality	1.214	0.035	0.000
<b>R = 0.963</b>			

<b>R Square</b>	=	<b>0.927</b>	
<b>F</b>	=	<b>1,198.616</b>	<b>Sig = 0.000</b>

Sources: Primary data processed, 2017

The positive and significant contribution of service quality toward customer satisfaction found in this study is in line with Juan & Yan (2009), Donnie (2006), Lewis's (1993), Berry et al. (1985), Anderson & Sullivan (1993), Cornell et al. (1996), Spring & Mackey (1996), Oliver (1993), Lorenzo et al. (2010), Tariq and Moussaoui (2009) and Hackett, Sesser & Schlesinger ( 1997).

**Result of Multiple Regression Analysis**

All of them argue that one of the factors that influence customer satisfaction is service quality. This multiple linear regression in this study is used to see the simultaneous effect of customer satisfaction, brand image, trust on customer loyalty. Table 4 below shows the results of multiple linear regression analysis between independent variables (consumer satisfaction, brand image, and trust) on customer loyalty.

Table 4. Summary of Results of Multiple Regression Analysis

<b>Variable</b>		<b>Unstandardized Coefficients</b>	
		<b>B</b>	<b>Std. Error</b>
<b>(Constant)</b>		<b>-0.160</b>	<b>0.214</b>
<b>Customer Satisfaction</b>		<b>0.174</b>	<b>0.046</b>
<b>Brand Image</b>		<b>0.072</b>	<b>0.037</b>
<b>Trust</b>		<b>0.775</b>	<b>0.055</b>
Model	F	Sig.	
Regression Model 1	446.343	0.000	
R Square = 0.936			

Source: Primary data processed, 2017

**Customer Loyalty = - 0.160 + 0.174 X<sub>1</sub> + 0.072 X<sub>2</sub> + 0.775 X<sub>3</sub>, (where X<sub>1</sub> = customer satisfaction, X<sub>2</sub> = brand image, and X<sub>3</sub> = trust)**

It seems that trust, despite its largest and positive contribution (0.775) but just significant on loyalty (sig. slightly >0.05). Meanwhile brand image, although the contribution is positive and significant but its coefficient is the smallest among the sharing of three independent variables. However, simultaneously all the independent variables involved in this study contribute

positively significantly to consumer loyalty to Go-Jerk. From the F test it is seen that customer satisfaction, brand image, and trust simultaneously are good predictor of customer loyalty of Go-Jek (sig F = 0.000). Simple linear regression finding show that consumers are satisfied and become loyal because the quality of service Go-Jek seems to support the reasons of consumer loyalty.

The findings of contribution of the individual independent variables of this study is in line the previous studies, Donnie (2006), Min & Wan (2009), Khan et al. (2010), Seek Lee (2010), Kursunluoglu, (2011), Markova et al (2010), Tariq anod Moussaoui (2009) and Genius et al. (2012) who argue that loyal customers are those who feel the satisfaction of the products they consume. Of brand image positively significantly affect the customer loyalty is in line with Juan and Yang (2010) and Khatibi et al. (2002), Earls et al. (2004), who argue that brand image is an antecedent of customer loyalty. Especially Earls et al. (1998) in Miller & Muir (2004) even claim that a strong brand image would make customer loyalty stronger.

The involvement of brand image in building customer loyalty found in this study is indeed significant, however the coefficient of the brand image is the smallest among the others. (0.072). The contribution of this small brand image is surprising because it does not seem to hinder the demand for Go-Jek services. This small coefficient as if indicates that the Go-Jek brand image has not yet been so well embedded in the minds of consumers. The underlying reasons for the lack of good brand image of Go-Jek may have something to do with the knowledge of consumers about Go-Jek (just known since 2017) and further impact on its reputation. A number of other things that may also have been the potential causes of the weakness of Go-Jek brand image are: First, during rush hour a number of drivers cancel consumer orders. Even the suspensions are accompanied by reasons of such as stuck or trapped in a traffic jams that commonly occur during peak hours understood by consumers, but in fact the deferments are still disappointing consumers. This displeasure may trigger a feeling of reluctance to make Go-Jerk a brand of good reputation and therefore not yet fit into the consumer's memory as a brand with good sense. Hewing et.al, (2015) argue that there is a positive significant relationship between brand preference and corporate reputation dimensions. Meaning that the frequent rejection of orders from drivers at the time required at peak times may affect Go-Jerk's reputation in the minds of consumers. Second, possibly this new mode of transportation service seems not a luxury type of service offered widely to all segments that can afford it (cheap) so that it can be categorized as the commodity product. Go-Jek may be able to be categorized into service commodities since consumer buying decisions were made without thinking much about the purchase (engaging in routine response behaviour), however not be willing to change to a different brand either. This may because of brand name still matters that function as to differentiate from others (Sinclair et.al. 1998). The low-involvement products aren't necessarily purchased on impulse, though they can be and low-involvement products are often cheap and of low risk to the customer if he or she makes an error by buying them (McQuisten, 2004). Further according to Said (2011), besides price and risk; security, and true economic value, delivery or service differentiation important and branding strategy based on product is still are also important. The important role of brand image remains indispensable in commodity marketing because a superior brand name creates

high levels of brand awareness, stimulate strong consumer preference (increase sales and keep customer loyalty) and contribute to the success of the product and weak brand name can result in the loss of sales, customers and repeat business (Lager, 2010) that, in turn, can ruin the future of even the most high-quality product or service (Jha, 2014). Eczema and Lobar (2016) argue that brand strength is “a leading indicator for predicting the future growth value of a brand.”

There have been many studies of brands done to gain better understanding and lessons from business. Brand affects both the conscious and the subconscious of the consumer, and is very perceptual oriented (Dobbin et.al., 1990). Strong brand image will lead company gains rich and unique brand equity but need long time to build; strong brand also will strengthen thought and feeling associated with the brand indicated by the loyalty of customers to the brand (Armstrong and Kilter, 2009). A strong brand is also the result of a clear positioning; otherwise a weak brand gives an unmoved promise that in fact changes over time. Strong brand will be liked or bought by many people meanwhile a weak brand will have only a low emotional commitment, an ill-defined reputation image and ultimately result in doubt (Keller.). Commodities compete on price and convenience while brands compete on their intangible attributes (summers, 1963).

Strategy that may be used to increase brand awareness of low brand image/awareness is innovation. Innovation is increasingly important in low involvement categories since it keeps the buzz around the brand (Bapna, 2015). Go-Jek has already been quite innovative. Go-Jek not only offers people transport services, but also Go-Food, Go-Clean, Go-Massage. Go-Glam, Go-Send, Go-Bus way, Go-Pay. All of them most likely. They all, together, will lift the Go-Jek brand. However, expanding the brand should be done carefully since the brand extension will not automatically lead to the success of brand owners. Salinas and Peres (2009) argue that in order to success brand extensions need to consider consumer attitudes. If brand extension influences the attitude of consumers then extension attitude affects brand image, meanwhile initial brand associations and perceived fit between the new product and either the remaining products (category fit) or the brand image (image fit) are able to strengthen consumer attitude.

According to ISPO.com (2015), “90% even professor from Harvard says that 95% of purchasing decisions are made subconsciously. ISPO uses mental shortcuts to skip the process and avoid being overwhelmed by the number of available options from competitors.” Further, ISPO argues that with a good marketing campaign focused on brand and business model, a company will more effectively narrow in on its target audience and encourage consumers to feel connected to and empowered by company brand. Brand awareness affects perceptions and attitudes, which drive brand choice and even brand loyalty. This means that without brand awareness, repeat

In the case of Go-Jek, its cheap tariff is a necessity because Go-Jek has been designed as a public mode of transportation, it is provided for everyone who wants to use low-cost transportation delivery services with a quality level of service. Kheng et al. (2010) and Tariq and Moussaoui (2009), suggest that to improve customer loyalty companies could do so through improved service quality to enhance customer confidence and stronger brand image. Strong brand image would make customers more satisfied (Davies et al., 2003).

purchases are less likely.

Brand image also has something to do with the appearance of the product. Go-Jek seems already improved many things to appear attractive to consumers. All it is meant for consumers to be satisfied with the service so they likely would be loyal to the brand even if they have other brand (Da Silva et.al. 2008). But customers' need always changes and if the brands could not respond to this

then there will still be the possibility that the consumers will move to other brand (Miller & Muir, 2004). Building a positive brand image could influence the repeat purchases because a strong brand image could lead to customer loyalty. Furthermore, Schultz (2005) stated that customers who were loyal to a particular brand would recommend this to others and were not easily influenced by competitors (Sondoh et al., 2007).

As stated above, brand image in consumer's mind reflects a series association of the corporation it belongs to. Thus it is important for Go-Jek to discover a definite brand image concept to gain strong brand image. Brand image is defined as perceptions about a brand as reflected by the brand's associations held in the consumer's memory (Herzog, 1963; Newman, 1957); it is constituted by a series of pictures and ideas in people's minds that sum up their knowledge of a brand (Levy, 1978), that, taken together, imply certain expectations of the customers (Gensch, 1978). Through a brand concept like this Go-Jek has a pretty big opportunity for increasing its market share and growth rates (Roth, 1995). In this way, GO-Jek brand image could increase brand loyalty. However, Park, Jaworski, and McInnis (1986) propose brand image as a strategic device for helping the brand concept to be implemented by means of an exercise in brand management.

### **Benefits of building brand awareness?**

Investopedia defines brand awareness as the "extent to which consumers are familiar with the distinctive qualities or image of a particular brand of goods or services." Brand Awareness and brand loyalty have strong positive association with purchase

Intention (Mali et.al. 2013). Brand awareness is the foundation of the brand recall from which the recall continuum process first develops, forming a structure from simple knowledge to complex knowledge based on detailed information about the brand (Koniewski, 2012). Brand awareness is especially important when launching new products and services, it drives consumers' decisions when differentiating between competing companies and further encourages repeat purchases and leads to an increase in market share and incremental sales (Moisescu, 2009). Brand awareness is also very important to businesses that are marketing proactively through social media sites (Keller. 2009).

However, , the academics still haven't agreed upon the concept of brand image completely (Knowles, 2008) Most studies mention two views as most prominent Shultz (2000) details it as follows: First, some researchers consider that the consumers' subjective perception (attitude, assessment, satisfaction, etc.) of the brand is the key to brand equity and that it should be measured as the potential a brand has to be bought by a consumer. Second, however, others

believe that brand equity should be evaluated in terms of market share, market value and company's cash flow.

Finally the results of this study associated with a significant positive trust contribution to customer loyalty is in line with Tariq and Moussaoui (2009), Abdullah (2015), Halim et al., (1997), Upamannyu & Mathur (2012) who argue that trust is the antecedent to customer loyalty. In addition, Peppers and Rogers (2004, and Sarwar et.al. (2012) say that trust is a key variable for successful marketing relationships. that there are significant association between trust and customer loyalty (Utami, 2015). Delgado-Baluster et.al., (2001), state that conceptually there are connections of trust to the notion of satisfaction and loyalty however literatures do not much yet discuss in the brand-consumer relationship.

However Go-Jek must carefully pays attention to the role of trust towards its brand since trust, as found by Sarwar et.al. (2012) in Pakistani context, affect negatively on customer loyalty or customer retention. This negative association may be caused by religious aspect and complex price structure and the lack of understanding about consumers buying pattern. Meaning that Go-

### **Conclusion**

This study found the influence of service quality on customer satisfaction and also the simultaneous effect of customer satisfaction, brand image and trust on customer loyalty. Among these variables, brand image contributes the less towards customer loyalty. Since brand image affects satisfaction and trust of customers, then the discussion of this study findings is focused on brand image ranging from brand image building, its impact on customer satisfaction and trust, until its benefits to its influence on loyalty.

Jek needs to understand clearly the customers background and culture.

The Go-Jek service may be categorized as a commodity because if a consumer makes a false buying decision the risk is less significant to the consumer. As a commodity, Go-Jek needs to offer a low price and consistent delivery service to build brand image and reputation in the minds of consumers. If Go-Jek need to win competition, additional efforts are desirable such as innovation and brand extension and both of them deserve to be considered as part of the strategy to build and strengthen the brand. Seen from the perspective, Go-Jek is on the right track because it now offers a variety of new products (Go Food, Go Pay, Go Glam, etc). that are closely related to and support its core offerings (ride-sharing). Completed with such varied bids it is not surprising if Go-Jek is the top choice of consumers who need services for hops, payments, food deliveries or package deliveries, etc. Of course all the bids that need to be run consistently in order to maintain customers satisfaction and confidence to Go-Jek which has already been formed is to be maintained and even improved. Satisfaction and trust are really important part of strategy of building good and strong brand image for Go-Jerk.

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