

# **Measurement of Brand Image, Price, Promotion, Ease of Use and Satisfaction to Customer Loyalty of on line Transportation in Urban Area**

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## **Abstract**

This study aims to determine how the impact of brand image, price, promotion, ease of use, and satisfaction on customer quality at online-based motorbike transportation companies, namely Grab Bike. This study uses a quantitative approach by distributing questionnaires electronically in Google Form. Respondents in this study are individuals who are considered mature enough who have used it, namely aged 18 to 55 years who live in the urban areas of Jakarta, Bogor, Depok, Tangerang, and Bekasi. The number of respondents who answered the questionnaire was more than 200. The indicators used in this study were 30 indicators. The statistical testing techniques used in calculating it are SPSS and AMOS version 24 applications. The results of this study are to reveal whether there is a positive and significant influence between Brand Image, Price, Promotion, Ease of Use, and Satisfaction with Customer Loyalty in bicycle transportation services. online-based Grab motorbike. The contribution of this research is to provide an illustration of how much software applications are needed by customers, so that brand image, price, promotion, ease of use are indispensable for the continuity and growth of this business.

## **Keywords**

Brand Image, Price, Promotion, EOU, Satisfaction and Loyalty.

## **1. Introduction**

With the rapid development of technology and information in this modern world, it is no longer strange that someone is often and accustomed to using the internet and their gadgets to support their daily activities. Increasingly, more and more people are starting to be literate about technology (Purba & Panday, 2015, 2014, Panday and Purba, 2015). Through a census conducted in 2017 by the Ministry of Communication and Information Technology (2017), data was obtained that 66.31% of Indonesia's population already owns a smartphone. Then in 2018, it was also noted that 64.8% of Indonesia's population, which adds up to around 171.17 million people, can

already access and use the internet (APJII, 2019). Therefore, it can be said that the use of gadgets and the internet in Indonesia is no longer a foreign thing.

Not only that, advances in technology and information today also have an impact on the emergence of many new business ideas that have never been thought of before. These companies are now using an online-based service system in their operations. By using this online system, companies can operate better, faster, and more efficiently than using conventional techniques (Kamaludin & Purba, 2015). Not only has a positive impact at the internal level of the company, advances in technology and information that exist today can also help companies to improve the level of service they provide to their customers (Purba & Panday, 2014). Of all the new companies that have emerged using this online system, one of them is an online-based transportation company (Purba & Kamaludin, 2016). At present, online-based transportation companies are booming due to an increase in demand in the transportation sector, this is due to the rapid increase in population growth which results in an increase in the level of mobility in the area (Yu, Chang & Huang, 2006).

In the data presented by BPS, the population density in Jakarta at the end of 2019 was 15,940 people per square kilometre. The table also shows the region with the highest population density, namely West Jakarta, with 20,000 people per square kilometre. Then, in the data released by Google, TEMASEK, and Bain (2019) Indonesia is a country located in Southeast Asia with the highest online transportation market share. This is achieved when compared to other countries located in Southeast Asia such as the Philippines, Malaysia and Singapore. The market share value of online-based transportation in Indonesia is almost US \$ 6 billion, far exceeding Singapore's second highest online transportation market share with a value of less than US \$ 3 billion. One of the online transportation service companies in Indonesia, Grab Indonesia, presents online-based motorbike transportation services or what we usually call online motorcycle taxis. Grab's online motorcycle taxi is named Grab Bike. Grab itself is a company that started its establishment in Malaysia in 2012, and entered Indonesia in 2014 (<https://www.grab.com/id/en/brand-story/>, accessed October 20, 2020). Then in 2019, Grab got the status as the first Decacorn company in Southeast Asia, and this Decacorn status itself is a status given to a company whose company value has reached more than 10 billion United States dollars (<https://www.grab.com/id/en/blog/promo-grab-decacorn/>, accessed October 20, 2020).

With the intense competition in the world of online-based transportation, GrabBike must always pay attention to their steps and strategies in facing their competitors (Marati, 2016). The things that Grab Bike need to pay attention to are Brand Image, Price, Promotion, Ease-of-Use, and customer satisfaction, because these things can affect their level of loyalty to Grab Bike (Sinurat, 2019; Popp & Woratschek, 2017 ; Juniantara, 2018;).

## **2. Literature Review**

### **2.1 Brand Image**

Brand Image, said by Cho et al, (2015) has been an interesting topic of conversation in the marketing world since the 1950s. There are many definitions of brand image that have been circulating outside, as suggested by Siti Nurhayati (2017) that brand image is a form that represents all individual perceptions about a brand that is accumulated from a collection of information and knowledge of the person regarding a brand. The brand image of a brand is closely related to individual preferences and attitudes towards a brand. In their writing, Uppal et al. (2018) suggest that brand image can be defined as a collection of unique associations to a particular brand that is in the mind of the intended customer.

Then according to Aaker in Rahi's (2016) scientific work, he said that in order to be successful, the brand image must really be thought through, cared for, supported, and must always be maintained. One of the keys in building a brand identity is that we must be able to identify what the basic principles of the brand are so that the brand can truly express the identity of the brand. For companies, brand image is considered very important, therefore creating a positive or good brand image has become a high priority for many companies (Cho et al., 2015).

### **2.2 Price and Promotion**

**Price** is considered as an attribute that must be sacrificed in order to meet the needs of both goods and services. (Kushwaha et al., 2015). In the writing of Sudari et al, (2019) he states that price can be interpreted as an exchange rate in a product. Farida, Tarnizi, & November (2016) also explained that price is an important part of a product as well as a major consideration for consumers as to why consumers make purchases. The reason price is one of the

main factors is because for customers who are in the lower middle class in the context of marketing, determining the level of price can be a major determinant of the company's strength to compete in the business.

Then there are some researchers who define price as a unit amount that must be paid or incurred by a consumer to have a product or service that is sold or offered by a business, this price will influence customers on their desire to buy or not. products or services they want or need (Fadil & Priyo, 2015; Laely, 2016; Pitaloka & Widyawati, 2016). In their writing, Riyono & Budiharja (2016) states that there are four indicators that can be used to distinguish price classifications, namely: 1. The level of affordability, 2. Match price with product quality, 3. Competitive price, 4. How is the price in accordance with the benefits felt or obtained by the customer.

**Promotion** is defined as an activity to properly convey messages related to a product and service to consumers. The product or service may or may not be related to a trademark or company. This promotional activity is expected to help marketing increase sales. Jones in the writings of Ameer et al, (2015) argues that promotion can be seen as a way to determine whether a prospective buyer will buy or not. Then it is also mentioned that promotion can also be used as a tool for delivering information that can affect a customer's buying interest (Išoraitė, 2016). In this case, promotions should not be made carelessly, must use careful calculations and promotions must be made attractive in order to increase the level of desire to buy and use these products as usual (Sudari et al, 2019). Promotion is also considered an activity that can be carried out by a company effectively to encourage consumers to make purchases of these products or services (Sukrino, Zakaria, & Poerwanto, 2014).

### 2.3 Ease of Use and Satisfaction

David in a paper by Claudio et al., (2015) describes perceived ease of use as a level of an individual's trust in technology through easy understanding of both hardware and software. Then Davis, Bagozzi, & Warsaw in Anugrah (2020) stated that ease of use can be shown through interaction and the intensity of user use of the system. The frequency of use of a system indicates the ease with which the system is understood, operated and used. Some of these definitions can then be summed up into several indicators (Lee & Wan, 2010): 1. Ease of learning information technology, 2. The level of difficulty to become skilled in using information technology, 3. The level of ease of information technology operations. **Satisfaction** according to Chiguvi (2016) is the commitment of customers to continuously use or buy a product, either a service or a service, consistently even though outside circumstances can make someone change their mind. Then according to Song, H. et al (2019) Satisfaction is a psychological idea of evaluating the emotional or level of consumer pleasure through experiences related to a particular product or service.

This satisfaction has a very significant impact on customer behavior towards a brand (Kim et al., 2019). This is supported by the statement by Chiguvi (2016) which explains how customer satisfaction is the feeling of how the customer feels the product meets their needs or exceeds existing expectations. **Customer loyalty** is an important element that cannot be separated from the service sector (Toufaily, Ricard, & Perrien, 2013). Kotler & Keller (2016) defines customer loyalty as a commitment that is formed in the minds of consumers to repurchase certain products and services in the future, even though conditions and promotions carried out by competitor companies can have the potential to make these customers switch and choose. other company's products or services. Companies will benefit from customer loyalty because customer loyalty makes customers less sensitive to price. On the other hand, there is an assumption that it is cheaper to retain loyal customers than acquiring new customers (Silva & Gonçalves, 2016). Customer Loyalty is also considered a basic factor in the survival of a company (Leong, Hew, Lee, & Ooi, 2015).

Tjiptono & Chandra (2011) states that customer loyalty has four types, namely: 1. No Loyalty (customers without loyalty) The type of customer without loyalty is better avoided by the company, because somehow they will not have loyalty for various reasons. 2. Inertia Loyalty (customers with weak loyalty). A customer with a weak loyalty type is the type of customer who is not really interested in the product, but he often buys. This is because customers are used to using these products. So this type of customer buys a product because of a habit, not because of the customer's love for a brand. 3. Latent Loyalty (customers with hidden loyalty) Customers with this type have a high level of commitment to a brand from this company. However, due to the various limitations this customer has, the intensity level of this customer purchases is not high. 4. Premium Loyalty (customers with premium loyalty). This kind of customer is the customer that the company craves because these customers have a high level of brand love and intensity of repeat purchases. Usually customers like this will get their own satisfaction when using these goods or services. And this type of customer will not hesitate to recommend a brand to others.

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## **2.4 Satisfaction and Customer Loyalty**

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## **3. Research Methodology**

This research is using questionnaire as data collection tool with Likert scale being used as the scoring. The questionnaires were sent to respondents through online social media such as WhatsApp, LINE, and Instagram. And respondents that are being examined in this research were person that is both female or male in the age span of 18 to 55 that is using Grab Bike as their means of transportation or at least have tried it for once and lives around Jabodetabek area. At the end of the research we have 266 respondents. And for the conceptual frame of this research, the frame looks like such:

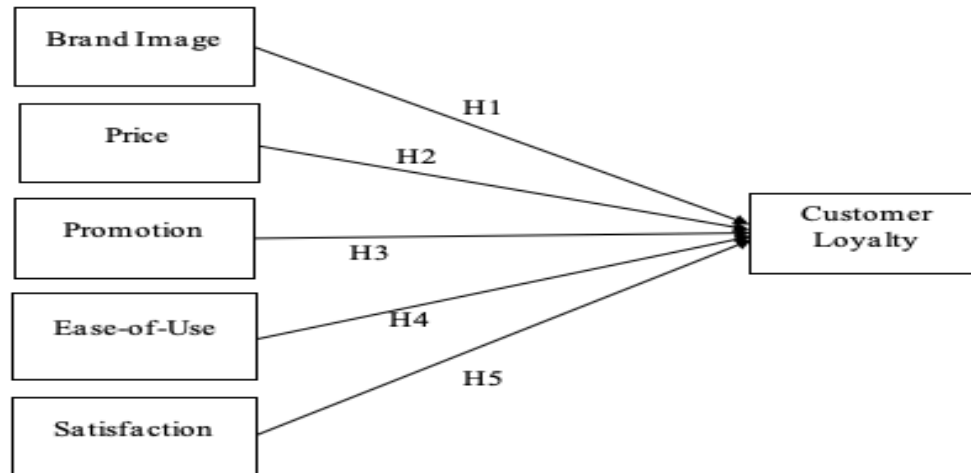


Figure 1 Conceptual Framework

### 3.1. Reliability and Validity Test

Validity, according to Sekaran & Bougie (2016: 220) is a test that is done to measure how a question can be accepted. Sugiyono (2015) explains that for an indicator to be declared valid, the indicator must have a Pearson Correlation value that exceeds the limit value in the Product Moment table. So if the Pearson Correlation of an indicator is higher than the minimum value contained in the Product Moment table, the indicator can be said to be valid and usable.

Table 1 Reliability test results

<b>Nama Variabel</b>	<b>Cut-off Value</b>	<b>Cronbach's Alpha</b>	<b>Kategori</b>
<i>Brand Image</i>	0,6	0,875	Reliabel
<i>Price</i>	0,6	0,829	Reliabel
<i>Promotion</i>	0,6	0,782	Reliabel
<i>Ease-of-Use</i>	0,6	0,871	Reliabel
<i>Satisfaction</i>	0,6	0,920	Sangat reliabel
<i>Customer Loyalty</i>	0,6	0,873	Reliabel

Table 2 Validity Test results

Variabel	Indikator (Kode)	R-tabel (5%)	R-hitung (1-tailed)	Keterangan
<b>Brand Image (BI)</b>	BI_1	0,138	0,424	Valid
	BI_2	0,138	0,395	Valid
	BI_3	0,138	0,383	Valid
	BI_4	0,138	0,433	Valid
	BI_5	0,138	0,413	Valid
<b>Price (P)</b>	P_1	0,138	0,409	Valid
	P_2	0,138	0,417	Valid
	P_3	0,138	0,400	Valid
	P_4	0,138	0,349	Valid
	P_5	0,138	0,354	Valid
<b>Promotion (PR)</b>	PR_1	0,138	0,393	Valid
	PR_2	0,138	0,393	Valid
	PR_3	0,138	0,414	Valid
	PR_4	0,138	0,286	Valid
	PR_5	0,138	0,359	Valid
<b>Ease-of-Use (EOU)</b>	EOU_1	0,138	0,384	Valid
	EOU_2	0,138	0,427	Valid
	EOU_3	0,138	0,423	Valid
	EOU_4	0,138	0,415	Valid
	EOU_5	0,138	0,386	Valid
<b>Satisfaction (S)</b>	S_1	0,138	0,449	Valid
	S_2	0,138	0,446	Valid
	S_3	0,138	0,425	Valid
	S_4	0,138	0,441	Valid
	S_5	0,138	0,416	Valid
<b>Customer Loyalty (CL)</b>	CL_1	0,138	0,342	Valid
	CL_2	0,138	0,428	Valid
	CL_3	0,138	0,402	Valid
	CL_4	0,138	0,454	Valid
	CL_5	0,138	0,419	Valid

### 3.2. SEM Equation

Structural Equation Modeling (SEM) is an analytical method that can be used by researchers in analyzing second-generation multivariate data which is often used to test linear models and theoretically supported causal research. Currently, SEM has developed into a statistical modeling technique that is generally used, including in the study of human behavior (behavioral science). Structural Equation Modeling (SEM) is expressed as a combined statistical analysis tool between regression analysis, path analysis and factor analysis (Hair et al., 2014)

In conducting hypothesis testing, this study uses the analysis method of Structural Equation Modeling (SEM) with SPSS AMOS 24 as a tool. The technique of analyzing data using SEM is carried out to assist in thoroughly explaining how the variables in this study have a relationship. SEM is not used in designing a theory, but in order to check whether a research model is correct or not. Therefore, if you want to use SEM, the main requirement is to build a hypothetical model that has a structural model and measurement based on a justified theory.

SEM is a combination of various techniques in statistics that are used to facilitate simultaneous testing of a series of existing relationships. As described by Hair et al. (2014), the use of Structural Equation Modeling allows researchers to analyze a series of relationships that exist simultaneously which results in efficiency in terms of statistics. The main characteristics of Structural Equation Modeling are different from other multivariate analysis techniques, because SEM has estimation calculations in multiple dependence relationships, and is able to analyze unobserved concepts on a construct, as well as calculating measurement errors or calculation errors.

## 4. Results and Discussion

As discussed before the results all of the variables indicators are valid, this indicator were valid because all of the scores were higher than the minimum score of 0,138. So then we can conclude that all of the indicators were valid. And the variables resulting calculation that Cornbrash's Alpha test are Reliable due to its score surpassing the minimum value of 0.6. Thus we can conclude that all of the variables are reliable. For the next, the following is the result of the Structural Equation Model [SEM] running test of primary data processing collected from respondents. Calculation SEM AMOS test as displayed below;

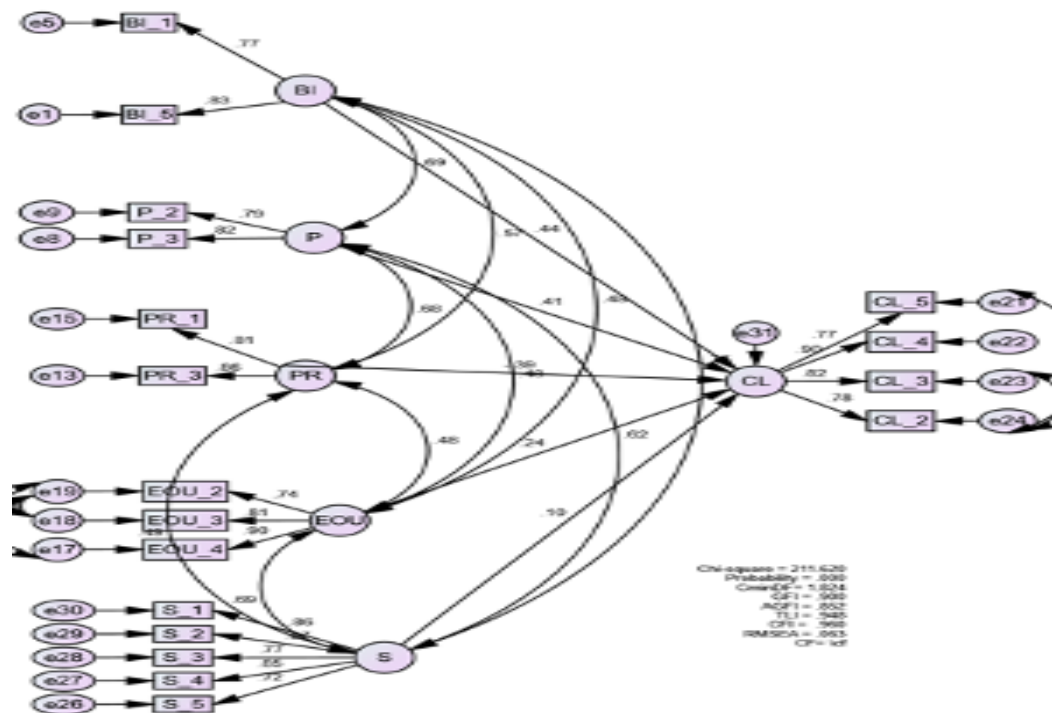


Figure 2. SEM AMOS Test Result

As we can see from figure 2, the fit model and is equipped with arrows showing the direction of influence between the exogenous variables brand image, price, promotion, ease-of-use and satisfaction with endogenous variables of customer loyalty. From this model it is known that some indicators of exogenous and endogenous variables must be removed. This needs to be done to make the model feasible and can be used to test the hypothesis. And also from tables above, it can be seen that there are several indicators that were removed, namely BI\_2, BI\_3, BI\_4, P\_1, P\_4, P\_5, PR\_2, PR\_4, PR\_5 EOU\_1, EOU\_5, and CL\_1. The removal of these indicators is caused by the factor loading value below 0.7 as can be seen in the picture 6, which has the potential to damage the analysis model. Thus the indicators are removed so that a fit model is achieved in the SEM analysis carried out.

### 4.1 Goodness of Fit

In the process of testing the hypotheses that have been mentioned, there are several steps that need to be implemented by the researcher. Namely measuring the suitability of the Goodness of fit model with the research design of the researcher. Then in Goodness of Fit, this test is run based on predetermined criteria (Hair et.al., 2014).

Table 3. Goodness of Fit Test Results

Kategori	Cut-Off Value	Model Fit	
		Value	Hasil
Chi Square	$\geq 0,05$	211,620	Good Fit
CMIN/DF	$1 < \text{CMIN/DF} < 5$	1,824	Good Fit
RMSEA	$\leq 0,08$	0,063	Good Fit
RMR	$\leq 0,05$	0,029	Good Fit
GFI	$\geq 0,9$	0,9	Good Fit
AGFI	$\geq 0,8$	0,852	Good Fit
TLI	$\geq 0,9$	0,948	Good Fit
PNFI	$> 0,6$	0,695	Good Fit
CFI	$\geq 0,9$	0,960	Good Fit

The Chi-Square obtained is 211,620. With these results, it can be concluded that the Chi-Square in this study is good fit. The second parameter is CMIN / DF. In accordance with Table 4 which shows CMIN / DF has a value of 1,824 which means it has good model feasibility. The parameter to be researched next is the RMSEA or Root Mean Square Error of Approximation. A good RMSEA value is below 0.08. Table 4 shows the RMSEA value of 0.063, which means that the feasibility of the model is good. The next parameter is the Root Mean Square (RMR) which is the root of the average of the squared residuals (Hair et al., 2014). The RMR results are expected to have a low value so that the model can be said to be good or fit. Table 4 shows the RMR result of 0.029, which means that the model is good. The next parameter is the Goodness of Fit Index (GFI), the results in Table 4 show the GFI results of 0.9, right at the minimum limit of 0.9 to be said to have good model feasibility. Thus, this research model is good. As an extension of GFI, the next parameter is the Adjusted Goodness of Fit Index (AGFI). The AGFI value obtained in the table above is 0.852 and it can be said that it has good model feasibility.

The next parameter is the Tucker-Lewis Index (TLI) which is listed in Table 4 which shows that the TLI value is 0.948 which indicates that this research model is feasible or fit. The next parameter is the Parsimonious Normed Fit Index (PNFI). According to Haryono (2017), PNFI is a modified formula of NFI that calculates the degree of freedom (DF). Table 4 shows that the resulting PNFI value is 0.695, which has met the eligibility requirements of a good model. The Comparative Fit Index (CFI) has shown in Table 4 shows that the CFI value is 0.960. This means that the model created is suitable for use in SEM analysis. Thus, the structural equation model that is being tested deserves to be continued and hypothesis tested.

## 4.2 Hypothesis Test

By looking at the C.R value or what is also called the T-value, and by the rule that an independent variable is significant if the C.R value is above 1.96, it can be concluded as follows:

Table 4. Hypothesis Results

Hypothesis	C.R	P	Results
H1: There are positive and significant effect between <i>Brand Image</i> and <i>Customer Loyalty</i>	3,074	.002	Accepted
H2: There are positive and significant effect between <i>Brand Image</i> and <i>Customer Loyalty</i>	3.216	.001	Accepted
H3: There are positive and significant effect between <i>Brand Image</i> and <i>Customer Loyalty</i>	-3,267	***	Denied
H4: There are positive and significant effect between <i>Brand Image</i> and <i>Customer Loyalty</i>	2,485	0.13	Accepted
H5: There are positive and significant effect between <i>Brand Image</i> and <i>Customer Loyalty</i>	0,789	.430	Denied



- H1: There are positive and significant effect between Brand Image and Customer Loyalty. The Hypothesis is accepted because H1's C.R score of which 3,074 exceeds the minimum requirements of 1.96.
- H2: There are positive and significant effect between Brand Image and Customer Loyalty. The Hypothesis is accepted because H2's C.R score of which 3,216 exceeds the minimum requirements of 1.96.
- H3: There are positive and significant effect between Brand Image and Customer Loyalty. The Hypothesis is denied because H3's C.R score of which -3,267 is below the minimum requirements of 1.96.
- H4: There are positive and significant effect between Brand Image and Customer Loyalty. The Hypothesis is accepted because H4's C.R score of which 2,485 exceeds the minimum requirements of 1.96.
- H5: There are positive and significant effect between Brand Image and Customer Loyalty. The Hypothesis is denied because H5's C.R score of which 0,789 is below the minimum requirements of 1.96.

## 5. Conclusion and Recommendations

Based on the results of the analysis and discussion, the conclusions obtained from this study are: 1. The results of testing hypothesis 1 indicate that the effect of brand image on customer loyalty has a significant result value with a t-value or C.R. amounting to  $3.074 \geq 1.96$  or a P value of 0.002, not greater than 0.05, then H1 is accepted. Thus it can be concluded that the two variables of brand image and customer loyalty have a positive and significant effect.

2. The results of testing hypothesis 2 show that the effect of price on customer loyalty has a positive and significant result value with a t-value or C.R.  $3.216 \geq 1.96$  or a P value of 0.001, greater than 0.05, then H2 is accepted, so it can be concluded that the variable price and customer loyalty has a positive and significant effect.

3. The results of testing hypothesis 3 show that the effect of promotion on customer loyalty has a non-positive and significant result value because it has a t-value or C.R. of  $-3.267 \leq -1.96$  or P value of \*\*\* which means that it is not greater than 0.05 then H3 is not accepted, so it can be concluded that the two variables of promotion and customer loyalty do not have a positive and significant effect.

4. The results of testing hypothesis 4 show that the effect of ease-of-use on customer loyalty has a positive and significant result value with a t-value or C.R.  $2.485 \geq 1.96$  or a P value of 0.013, not greater than 0.05 then H4 is accepted, so it can be concluded that both ease-of-use and customer loyalty have a positive and significant effect.

5. The results of testing hypothesis 5 indicate that the effect of satisfaction with customer loyalty has a result value that is not positive and significant with the t-value or C.R. of  $0.789 \leq 1.96$  or the P value of 0.430, greater than 0.05. Therefore, H5 is rejected, so it can be concluded that the two variables of satisfaction and customer loyalty do not have a positive and significant effect.

### Recommendations:

Based on the results as discussed in the previous findings, the researchers can give some recommendations or suggestions for future investigation as the followings:

1. The next researcher can increase the number of respondents and also expand the scope of the area under study and not only focus on the Jabodetabek area.
2. The next researcher can also change the more detailed target respondents, such as age, gender, or the type of occupation of the respondent.
3. The next researcher can add other variables besides brand image, price, promotion, ease-of-use, satisfaction, on customer loyalty.
4. As we can see in the results of this study, that the hypothesized results of the Customer Loyalty and Satisfaction variables have negative results, therefore the next researcher can re-test these variables.

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