



The Impact of Mobile Service Quality and Brand Image on Customer Loyalty

Ribka Astasari Mulyono¹, Lamhot Henry Pasaribu²

^{1,2}Department of Magister Management, Faculty of Economics and Business, Pelita Harapan University Jl Jend. Sudirman No.50, RT.1/RW.4, Karet Semanggi, Setiabudi, South Jakarta, Jakarta 12930, Indonesia

ARTICLE INFO

Keywords:
Mobile Service Quality
Brand Image
Customer Satisfaction
Customer Loyalty

E-mail:
E-mail: ribka.a.m@gmail.com

ABSTRACT

The purpose of this study is to examine whether mobile service quality and brand image have positive impact on customer loyalty with customer satisfaction as intervening (mediating) variable. The survey method used in this study. Data collection was carried out using a questionnaire instrument to respondents has been using service from GoFood Mobile Application in Jabodetabek, Yogyakarta, Surabaya, Bandung and Makassar. The sampling technique was carried out by convenience sampling. The approach used is Partial Least Square-Structural Equation Modeling using the SmartPLS 3.0 program. The results showed that mobile service quality and brand image had a positive impact on customer loyalty with customer satisfaction as intervening variable.

Copyright © 2021 Enrichment : Journal of Management.
All rights reserved.

1. Introduction

Customers are the key that leads a company to business success and sustainability. Companies that want to maintain business success need to establish customer loyalty as a long-term goal. The rapid advancement of technology and the widespread use of the internet pose an increasingly large challenge for companies in maintaining customer loyalty. Many well-known multinational companies, such as Procter & Gamble, rely on customer loyalty to survive, develop, and excel in a competitive market.[1] Nowadays, there are so many alternatives available in the market, make it easier for customers to switch to other service providers or products when customers find better alternatives. The evolution of the use of internet and technology in the business world provides easy access for customers to quickly evaluate a product or service offered by a company and compare it with similar products or services offered by other companies without spending a lot of money.

Gojek has succeeded in rapidly changing the consumption behavior and lifestyle of the Indonesian people. In 2019, Gojek was successfully included in Fortune's annual "Change the World" list.[2] As of November 2019 Indonesia contributed the largest number of monthly active users (MAU) to Gojek, which was 29.2 million users.[3] The company has more than 155 million users, with more than 2 million registered driver partners, up to 400,000 merchant partners, and more than 60,000 service providers across Southeast Asia. It collaborates with 125,000 merchants spread across 167 cities and districts in Indonesia.

GoFood, one of Gojek's main business unit, becomes the second largest application-based food delivery service in the world after China.[4] In the fourth quarter of 2019, the number of customers in Indonesia who transact using GoFood has reached more than 20 million customers, an increase of two times compared to the same period in 2018.[5] The number of completed GoFood orders has increased by 30 times in the last four years.[5] GoFood even claims to have 75% market share in Indonesia.[6]

GoFood's main competitor is GrabFood which has being present in Indonesia since 2017.[7] Cited on 25th September 2019 [8], Prof. Rhenald Kasali stated that GoFood needs to make efforts to maintain its position as the market leader in the app-based food delivery service industry. GrabFood has recorded almost 10 times growth in the volume of food delivery in Indonesia from December 2017 to December 2018.[7] The intense competition between GoFood and GrabFood shows that the condition of the application-based food delivery service business environment in Indonesia is very competitive. The results of market research conducted by Kantar in 2019 show that 57% of Indonesians say GrabFood is the most used food delivery platform, followed by the next competing brand at 42%.[7] Therefore, GoFood must takes efforts so that its market share is not eroded by competitors, according to Prof. Kasali.[8]

Market share is one of the key determinants of the profitability of a business.[9] Companies that are able to get a large proportion of the market share among the target markets will get a much greater profit compared to companies with a smaller market share.[9] Market share is calculated by dividing the total sales of the company during a certain period by the total industry sales in the same period. [10]

In relation to total sales, loyal customers are a source of increased sales for the company. Loyal customers have an increase in the quantity of shopping which has an impact on the high share of wallets.[11] They also have a tendency to recommend products or services to their colleagues and help the company in advertising activities that lead to increased sales. In the end, loyal customer have a role in the market share of a company.

Odhiambo (2018) conducted research on the correlation between customer loyalty and market share using Pearson's correlation. At a 95% confidence level, customer loyalty explains 86% of market share.[12] Thus, GoFood needs to make efforts to maintain and even increase customer loyalty in relation to maintaining and even increasing its position as the leader in the food delivery service industry in Indonesia.

Customers, of course, do not necessarily have loyalty to the company. Customers need reasons to stay or be loyal to one company.[11] Ngo and Nguyen (2016) suggest that customer satisfaction is identified as an antecedent of customer loyalty.[13] High quality service that leads to high quality service is the key to sustainable competitive advantage.[14]

In relation to GoFood, a food delivery service based on a mobile application, it is important to pay attention to mobile service quality. Wang and Chen (2016) stated that good service quality on mobile device applications can increase customer satisfaction.[15] Customer satisfaction is an important variable that needs to be considered in relation to the cognitive and



emotional responses that appear in customers after using mobile commerce applications.[16] Mobile service quality is very relevant to the GoFood business situation which is also in the form of m-commerce.

Measuring mobile service quality in mobile application-based businesses is important in order to ensure that the services provided are of the best quality.[17] Unfortunately, until present, there are still so many studies examining the quality of mobile commerce services using electronic service quality (ESQ) measurements.[17] In fact, mobile services have their own uniqueness that is different from electronic services / websites. [18] This of course has an impact on research results that are less accurate and less relevant to the context of mobile commerce.[17] Therefore, Stiakakis et al (2013) propose not to immediately identify the dimensions of mobile service quality (MSQ) using the ESQ dimension considering that there are several differences in characteristics between e-service and m-service.[18] This is also important to do in the context of Indonesian society, which is said to be the highest contributor to m-commerce trends in Southeast Asia.[19]

In addition to service quality, brand image is also an important aspect that companies need to pay attention to due to the fact that customers are always looking for branded products or services in today's competitive market environment. [20] Brand image refers to customers' general perceptions and feelings about a brand. It is a set of unique associations in the minds of customers regarding the implied meanings and promises that are made attached to a brand.[20] Isorait (2018) suggests that a brand image that represents the needs, values and lifestyle of customers will be liked and chosen by customers.[21] Several previous studies suggest that brand image has a positive influence on customer satisfaction [20][22][23].

Suki (2011) suggests that in the context of m-commerce, brand image affects customer satisfaction.[24] Suki (2011) argues that the results of the study have limitations, in which data were obtained from convenience sampling on 200 students. Further research is needed to expand the research results.[24] In addition to expanding the research demographics, Suki (2011) also suggests adding a customer loyalty variable in the study.[24]

In order to expand the research demographics and add variables to the research, this research will examine the effect of brand image on customer satisfaction and customer loyalty in the context of m-commerce by taking samples of GoFood users in Jabodetabek, Yogyakarta, Surabaya, Bandung, and Makassar use snowball non-probability sampling technique. GoFood users in Jabodetabek, Yogyakarta, Surabaya, Bandung and Makassar were chosen to be research subjects based on the consideration that in 2019 the five cities were recorded as the largest contributor to GoFood transactions in Indonesia.[25]

2. Literature Review and Submission of Hypotheses

2.1 Service Quality

Service is a form of performance that cannot be calculated, measured, inventoried, tested, and verified before a transaction occurs.[26] It is intangible, heterogeneous, and inseparable on production and consumption activities.[27] Consistency of behavior of service personnel is difficult to ascertain (Booms & Bitner in Parasuraman et al, 1985, p. 42) because what actually companies want to convey can be different from what customers receive.[27] The quality that occurs during service delivery is the result of the interaction between the client and the liaison of the service company (Lehtinen & Lehtinen 1982 in Parasuraman et al, 1985, p. 42).[27]

Parasuraman et al (1985) stated that the service firms have less managerial control over the quality of services in which customers participate intensely (eg. doctor visits, celebrity hair cuts, etc).[27] It is because customers influence the service delivery process. Thus, it can be difficult to understand consumer perceptions of the services provided and evaluation of service quality (Zeithaml 1981 in Parasuraman et al, 1985, p. 42).[27]

Giving quality of service means consistently adjusting to customer expectations (Lewis & Booms in Parasuraman et al, 1985, p. 42). Service quality is an abstract construction with no real object that can be measured directly [27], so the right approach to assess the quality of a company's service is to measure consumer perceptions of quality. Parasuraman et al (1988) designed a service quality measurement scale known as SERVQUAL, consisting of five (5) dimensions: tangible, reliability, responsiveness, assurance, and empathy.[26]

2.2 Electronic Service quality (ESQ)

The commercialization and deployment of the internet since 1994 has allowed services to be accessed electronically through a website.[28] E-Service Quality is characterized by the absence of direct interaction between customers and service providers on service processes that occur through the website. The researchers suggest an approach with different attributes and dimensions to measure e-service quality.[29]

Several experts developed the e-service quality measurement scale resulting from an adaptation of the conventional SERVQUAL scale. Barnes and Vidgen (2002) designed an e-service quality measurement scale called WebQual which consists of 5 attributes, namely user-friendliness, design, information, trust, and empathy.[30] Wolfenbarger and Gilly (2003) used a focus group discussion to develop an eTailQ scale consisting of 4 dimensions, namely customer service, privacy / security, website design, and fulfillment / reliability.[31] Parasuraman et al (2005) developed an E-S-Qual scale consisting of five (5) dimensions, namely privacy / security, reliability, fulfillment, efficiency, and individualized attention.[32]

2.3 Mobile Service Quality (MSQ)

In recent years, companies expand their business with additional online channels.[33] Mobile service quality is the key to future competitive advantages for companies that run their business through mobile device intermediaries.[34] M-commerce applications have experienced a significant increase in popularity.[35] The m-commerce application is a smartphone-based application that provides a better shopping experience for customers.[35] It allows customers to shop without spatial constraints and on time.[33]

Mobile service quality (MSQ) itself is defined as discrepancy between customer perceptions of mobile application services offered by companies and customer expectations of companies that offer services through mobile applications.[26] M-service is different from traditional services and e-services because it has certain specific characteristics [18] including ubiquity, localization, and access to information from a mobile device (Huang et al, 2015). Considering several differences in characteristics, Stiakakis et al (2013) proposed not to immediately identify the dimensions of m-service quality using the ESQ dimension.[18]

Huang et. (2015) then developed a service quality research scale specifically in the context of the mobile commerce



application and has gone through 5 validation stages. The research scale developed by Huang and his colleagues consists of four (4) dimensions: efficiency, efficiency, fulfillment, contact and responsiveness. Efficiency refers to whether the site responds quickly and is easy to use (Huang et al, 2015). Fulfillment refers to the extent to which the site's promises regarding order delivery and item availability are fulfilled.[36] Contact refers to the availability of telephone assistance and online representation.[36] Responsiveness refers to the effectiveness of the problem-handling process and return policy.[36]

2.4 Relationship between mobile service quality and customer satisfaction

Service quality and customer satisfaction have a close relationship.[37] A higher level of quality results in a higher level of customer satisfaction.[37] Rahhal (2015) analyzes the effect of service quality dimensions on customer satisfaction in Syrian cell phone companies with the results which state that service quality has a significant direct effect on customer satisfaction.[38] Puriwat and Tripopsakul (2017) conducted a case study in Thailand which showed that e-service quality significantly affects customer satisfaction and loyalty.[39] Rita et al. (2019) conducted a study on the four dimensions of e-service quality in relation to predicting customer behavior.[29] The results of research by Rita et al. (2019) show that the e-service quality dimension has an impact on better customer satisfaction, customer trust, and customer behavior.[29] Based on prior research, it is hypothesized that mobile service quality also has positive impact on customer satisfaction.

H₁: Mobile service quality has positive impact on customer satisfaction.

2.5 Brand

The American Marketing Association (AMA) defines a brand as a name, designation, sign, symbol, or design.[37] According to Kotler (2000), good brand will enhance the company's image.[37] Wijaya (2011) defines a sign as a sign that lives in the minds and hearts of customers.[40] Brand is the number of an entity, a psychic connection that creates a bond of loyalty with potential buyers / buyers and also involves the perception of added value (Post in Wijaya 2013: 55).[40] A brand must have clear values, its differences compared to other brands can be identified, attractive, and have a prominent identity (Nilson in Wijaya, 2013, p. 55).[40]

2.6 Brand Image

Brand image refers to the intangible aspects of a product or service. Brand image is reflected in the associations held by customers regarding the brand.[41] Brand image as a set of associations organized in a meaningful way.[42] Brand image represents the emotional aspect of a brand.[42] Kalieva (2015) argues that brand and image are single concepts that are not identical.[43] The image quality attached to a brand can be used to build public opinion.[43] The strong, profitable, and unique association with the brand in the memory of customers includes associations for attributes and benefits.[41] Customers can form beliefs about the attributes and benefits of a brand in different ways, such as through marketing activities, direct experience, results from online surfing, information from commercial sources or other media.[41]

Brand image is seen as an important element in the brand development process.[40] Wijaya (2013) states that brand image is not formed solely so that a product is purchased.[40] Brand image is related to how customers interpret brand messages and actualize it in their lives.[40] There are two models of brand development, which start with a concept or idea.[46] Over time, the brand has developed features and functional advantages so that it can provide tangible added value to customers. This stage is called the hierarchy of branding and shows the extent of brand developed in relation to closeness to customers.[46]

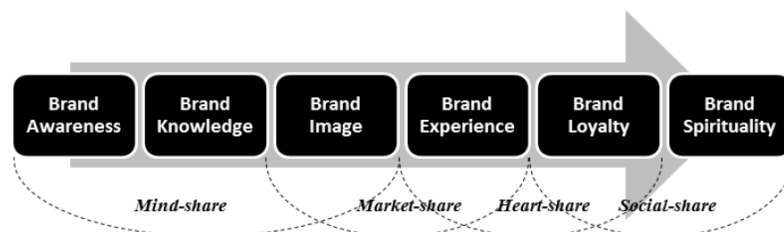


Fig 1. Hierarchy of Branding

2.7 Relationship between brand image and customer satisfaction

Brand image is defined as customers' perceptions of a brand are reflected through strong, beneficial, and unique associations with brands in customers' memories, where these associations include associations for brand attributes (descriptive features that characterize a product or service) and brand benefits (personal value and meaning which customers associate with a product or service).[41] There are four main types of intangible aspects associated with brand image, namely user profile, purchase and use situation, personality and value, and history, heritage and experience.[41] User profile refers to the type of person or organization that uses the brand.[41] Purchase and use situation dimension refers to the association of buying and using situations provides information to customers about the conditions or situations customers have to buy and use the brand.[41] Personality and value dimension explaining that brand can be associated with a person's personality or values, such as giving the impression of being "modern", "old-fashioned", "lively", or "exotic" (Plummer in Keller, 2013).[41] History, heritage and experience dimension explaining that brands can be associated with the past and certain important events in history.[41] This association can be personal / individual or collective.[41]

Nowadays, customers not only see the quality of products or services related to the brand, but also consider the image aspect that is presented by a brand.[21] Brand image has an emotional stimulant function.[21] Research conducted by Suki (2011) suggests that in the context of m-commerce, brand image affects customer satisfaction.[24] Previous researches done by Neupane (2015), Nazir et al. (2016), and Dayanti et al. (2019) also indicating that brand image has a significant effect on customer satisfaction.[20][23][45] Based on literature reviews and prior researches, it is hypothesized that brand image positively affecting customer satisfaction.

H₂: Brand image has a positive impact on customer satisfaction.



Enrichment: Journal of Management

journal homepage: www.enrichment.iocspublisher.org



2.8 Relationship between customer satisfaction and customer loyalty

In 1981, Oliver states that customer satisfaction is an evaluation conducted by customers on certain exchanges that reflect the relationship between customer expectations and customer experience or perceptions of the services provided by the company.[44] By 1994, Oliver then defines customer satisfaction as a customer fulfillment response which is an emotion-based evaluation and response to service.[46] In 1997, Oliver defines satisfaction as "consumer fulfillment response", a post-consumption assessment by customers that states that consumption-related services provide a satisfactory level of fulfillment, less or more than adequate.[46]

Tse and Wilton (1988) define customer satisfaction as customer responses to evaluating the perceived discrepancy between prior expectations and the actual performance of the product / service perceived after consumption.[47] Kotler and Keller (2016) explains that customer satisfaction is a feeling of being happy or unhappy as a result of comparing the perceived performance of a service or product with the expected performance.[37] According to Kotler and Keller (2016), general satisfaction is the feeling of being happy or disappointed by someone that results from comparing the performance or perceived results of a product or service with expectations.[37] Customers will be quite satisfied as long as the perceived performance is within the tolerance zone, which is above an adequate level of service.[11]

Customer satisfaction has been considered as a fundamental determinant of long-term consumer behavior (Oliver, 2015). Satisfied customers are more likely to make repeat purchases, stay loyal, and spread positive word of mouth.[11] Homburg et al. (2008) suggest that customer satisfaction has become an important topic in the marketing field for decades because satisfied customers can generate customer loyalty and sustainable profitability for the company.[48] Loyalty is an important result of customer satisfaction.[11] Based on several literature reviews and prior researches, it is hypothesized that customer satisfaction positively affecting customer loyalty.

H₃: Customer satisfaction has a positive impact on customer loyalty.

3. Research Methods

This research uses a survey method. The target respondents are GoFood mobile application user all across Jabodetabek, Yogyakarta, Surabaya, Bandung and Makassar. This sampling technique used in this research in the form of convenience sampling. Since the number of population is unknown, then the size of samples is determined by Cochran's formula (Sugiyono, 2019).[49] The number of samples from the calculation results was obtained as 385 respondents.

$$n = \frac{z^2pq}{e^2} = \frac{(1,96)^2(0,5)(0,5)}{(0,05)^2} = 385 \text{ respondents}$$

Note:

n = Number of samples required

z = The price in the normal curve for a deviation of 5%, with a value of 1.96

p = 50% correct chance = 0.5

q = 50% chance of being wrong = 0.5

e = Sample error rate (sampling error) 5% = 0.05

The questionnaire items used is from the variables mobile service quality, brand image, customer satisfaction, and customer loyalty. All of the item measured with 5-point Likert scale, whereas 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. The mobile service quality (MSQ) construct is obtained from Parasuraman et al. (1988) and the research instrument is adapted from Huang et al. (2015).[26][36] Brand image construct is obtained from Keller (2013), and the research instrument items are developed independently in this research.[41] Customer satisfaction construct is obtained from Tse & Wilton (1988) and the statement items are developed independently according to the definition of construct.[47] Customer loyalty construct is obtained from Oliver (1999) and the statement items are developed independently according to the definition.[50] The analysis that being applied is partial least square model or PLS-SEM approach using the SmartPLS 3.0 program.

3.1 Measurement model

The validity and reliability test are conducted before evaluating the structural model by calculating average variance extracted (AVE), outer loadings, discriminant validity and composite reliability. According to Hair et al. (2019), the minimum AVE values are 0,5 or must be greater than 0,5 and the minimum outer loading and composite reliability test is 0,7.[51] Based on the table 1 shows that the measurement results of the instruments that had been declared valid. All indicators representing each variable have an AVE value above 0.5 and a CR value of more than 0,7.

Table 1
Construct Evaluation

Construct and Item		Outer Loading
Mobile Service Quality (CR=0.910, AVE=0.559)		
MSQ1	GoFood mobile app makes it easy for me to complete transactions quickly	0.791
MSQ2	I received my order as promised.	0.761
MSQ14	GoFood mobile app sends the food / drink that I ordered.	0.817
MSQ15	GoFood mobile app does not crash easily.	0.745
Brand Image (CR=0.914, AVE=0.639)		
BI4	GoFood mobile app is the pride of the Indonesian people.	0.653
BI6	GoFood mobile app has contributed to the development of Indonesian economy.	0.749
BI7	GoFood mobile app saves my time in buying food / drinks.	0.745
BI8	GoFood mobile app is very helpful on buying food when I'm lazy to go out.	0.691
BI9	GoFood mobile app is used by people who value time.	0.645
BI10	GoFood mobile app is very helpful when I need food and there is no time to cook.	0.831
BI11	GoFood mobile app makes life more practical	0.821



Enrichment: Journal of Management

journal homepage: www.enrichment.iocspublisher.org



Construct and Item		Outer Loading
BI14	GoFood mobile app is very helpful for buying food when I'm lazy to cook.	0.821
Customer Satisfaction (CR=0.949, AVE=0.860)		
CS1	I feel comfortable using GoFood mobile app.	0.891
CS4	I am satisfied with the professional competence of GoFood mobile app.	0.936
CS5	I am satisfied with the performance of GoFood mobile app.	0.955
Customer Loyalty (CR=0.860, AVE=0.607)		
CL1	I intend to continue using services of GoFood mobile app for a long period of time.	0.852
CL2	For me, GoFood is clearly able to provide the best service.	0.862
CL4	I do not intend to continue using the services of the GoFood application for a long period of time	0.739
CL5	If I want to switch online food delivery service provider, I want to keep using GoFood mobile app.	0.747
CL6	I am willing to share positive things about GoFood with others.	0.784
CL7	I will encourage friends and relatives to use the services offered by GoFood mobile app.	0.804

Table 2 shows the result of discriminant validity using Fornell-Larcker criterion and Heterotrait-Monotrait (HTMT) criterion. The squared correlation for each latent variable is higher than the value of the cross squared correlation with other latent variables. Therefore, based on the results of research testing, each variable in this table is accurate and valid.[51]

Table 2

Discriminant Validity

Fornell-Larcker Criterion Discriminant Validity				
	Brand Image	Customer Loyalty	Customer Satisfaction	Mobile Service Quality
Brand Image	0.748			
Customer Loyalty	0.724	0.799		
Customer Satisfaction	0.747	0.796	0.928	
Mobile Service Quality	0.600	0.629	0.665	0.779
Heterotrait-Monotrait Criterion Discriminant Validity				
Brand Image				
Customer Loyalty	0.801			
Customer Satisfaction	0.825	0.867		
Mobile Service Quality	0.712	0.739	0.780	

Table 3

R-Square

Variables	R-Square (R ²)
Customer Loyalty	0.635
Customer Satisfaction	0.632

From Table 3 it is known that the R-Square customer loyalty value is 0.635, which means that 63.5% of customer loyalty variable is influenced by customer satisfaction. The R-Square value of customer satisfaction is 0.632, which means that 63.2% of the customer satisfaction variable is influenced by mobile service quality and brand image.

Table 4

Hypotesis Evaluation

Hypothesis	Standardized Path coefficient	p-value	Decision
H ₁ Mobile service quality has positive impact on customer satisfaction	0.338	0.000	Supported
H ₂ Brand image has a positive impact on customer satisfaction	0.544	0.000	Supported
H ₃ Customer satisfaction has a positive impact on customer loyalty	0.797	0.000	Supported

4. Discussion

Result of **H₁** indicating that mobile service quality positively affects customer satisfaction. Statistically, the p-value is 0.00 < 0.05 with significance level 5% make **H₁** is supported. This result enriches the previous researches that has been conducted by Rahhal (2015) who found that service quality has a significant direct effect on customer satisfaction.[38] This research result also enriches previous research stated that e-service quality positively affects customer satisfaction (Puriwat & Tripopsakul; Rita et al, 2019).[39][29]

Result of **H₂** indicating that brand image positively affects customer satisfaction. It's proven with the p-value 0.00 < 0.05 and 5% of significance level, make **H₂** is supported. This result consistent with the previous researches stated that brand image has positive impact on customer satisfaction.[20][23][45]

Result of **H₃** indicating that customer satisfaction has a direct and positive impact on customer loyalty. It's statistically proven, whereas the p-value 0.00 < 0.05 and significance level 5%, make **H₃** is supported. This result enriches previous researches which state that customer satisfaction is an important antecedent of customer loyalty. [13][39][52]



5. Conclusion

The hypotheses research results tell us that both mobile service quality and brand image has positive impact on customer satisfaction, and customer satisfaction also playing a vital role as intervening variable, where it has direct positive impact on customer loyalty. Having said that, it can be concluded that when the mobile service quality and brand image are perceived better, the satisfaction of customers will increase. When customer satisfaction is increasing, the satisfied customers tend to build loyalty to the service provider.

6. References

- [1] Tuan, N. M. (2015). The Impact of Ethical Sales Behavior on Customer Loyalty: A Case from Vietnam. *International Journal of Business and Management*, 10(3), 152-168.
- [2] The Jakarta Post. (2019, August 27). Gojek once again in Fortune's top-20 list of companies changing the world. Retrieved from <https://www.thejakartapost.com/adv/2019/08/27/gojek-once-again-in-fortunes-top-20-list-of-companies-changing-the-world.html>
- [3] Statista. (28 September 2020). *Top 10 e-commerce sites in Indonesia 2020*. <https://www.statista.com/statistics/869700/indonesia-top-10-e-commerce-sites/>.
- [4] Gojek. (2019, September 26). GoFood Terus Memimpin Pasar Layanan Pesan-Antar Makanan di Indonesia. Retrieved from <https://www.gojek.com/blog/gojek/GoFood-Pimpin-Pasar-Layanan-Pesan-Antar-Makanan/>
- [5] Hastuti, R. K. (2020, Februari 11). Pelanggan GoFood Melesat 2 Kali Lipat pada 2019. Retrieved from <https://www.cnbcindonesia.com/tech/20200211203713-37-137118/pelanggan-gofood-melesat-2-kali-lipat-pada-2019>
- [6] Silviana, C. (2019). *Gojek claims to be Indonesia's largest food delivery company, beating Grab*. KrAsia. Retrieved from <https://kr-asia.com/gojek-claims-to-maintain-its-position-as-indonesias-largest-food-delivery-company-beating-grab>
- [7] Grab. (2019). *GrabFood Celebrates New Milestones in Indonesia*. Jakarta. Retrieved from <https://www.grab.com/id/en/blog/grabfood-rayakan-sejumlah-pencapaian-terbaru-di-indonesia/>
- [8] Mime. (2019). Go-Jek and Grab Claimed to be the Market Leader. Retrieved from <https://www.mime.asia/go-jek-and-grab-claimed-to-be-the-market-leader/>
- [9] Buzzell, R. D., Gale, B. T., & Sultan, R. G. (1975). Market Share: A Key to Profitability. *Harvard Business Review*.
- [10] Hayes, A. S. (2020). The Behavioral Economics of Pierre Bourdieu. *Journal Indexing & Metrics*.
- [11] Wirtz, J., & Lovelock, C. (2018). *Essentials of Service Marketing, 3rd Edition*. London: Pearson Education Limited.
- [12] Odhiambo, A. L. (2018). *Product differentiation, customer loyalty and market share in the oil marketing industry in Kenya*. University of Nairobi.
- [13] Ngo, V. M., & Nguyen, H. (2016). The relationship between service quality, customer satisfaction and customer loyalty: An investigation in Vietnamese retail banking sector. *Journal of Competitiveness*, 103-116.
- [14] Shemwell, D. J., Yavas, U., & Bilgin, Z. (1998). Customer-service provider relationships: An empirical test of a model of service quality, satisfaction and relationship-oriented outcomes. *International Journal of Service Industry Management*, 155-168.
- [15] Wang, W. T., & Chen, W. Y. (2016). Assessing the effects of mobile service quality on customer satisfaction and the continued usage intention of mobile service: A study of non-gaming mobile apps. *Springer International Publishing Switzerland*, 459-467.
- [16] Golbasi, B. T. (2019). *A model suggestion for customer satisfaction in the process of using mobile shopping applications: The role of personal innovativeness as a moderator*. Istanbul Aydin University.
- [17] Desmal, A. J., Othman, M. K., Hamid, S., & Zolait, A. (2019). Proposing a Service Quality Framework for Mobile Commerce. *International Conference for Emerging Technologies in Computing* (pp. 203-212). Springer.
- [18] Stiakakis, E., Petridis, K., & Georgiadis, C. K. (2013). Analyzing m-service quality dimensions using multivariate statistical techniques. *International Conference on Mobile Business* (p. 24). Berlin: ICMB.
- [19] Ryza, P. (2015). Indonesia Penyumbang Tren M-Commerce Tertinggi di Asia Tenggara. Retrieved from <https://dailysocial.id/post/criteo-indonesia-m-commerce>
- [20] Neupane, R. (2015). The effects of brand image on customer satisfaction and loyalty intention in retail super market chain UK. *International Journal of Social Sciences and Management* 2, 9-26.
- [21] Isoraite, M. (2018). Brand Image Development. *Ecoforum*.
- [22] Zhang, Y. (2015). The Impact of Brand Image on Consumer Behaviour: A Literature Review. *Open Journal of Business and Management*, 58-62.
- [23] Nazir, B., Jamil, M., & Ali, M. (2016). The impact of brand image on the customer retention: A mediating role of customer satisfaction in Pakistan. *International Journal of Business and Management Invention*, 56-61.
- [24] Suki, N. M. (2011). A structural model of customer satisfaction and trust. *International Journal of Business Science & Applied Management*, 18-30.
- [25] Larasati, R. A. (2019). *GoFood Catat Peningkatan Pengguna*. Jakarta: Kompas. Retrieved from <https://money.kompas.com/read/2019/10/04/170949226/gofood-catat-peningkatan-pengguna>
- [26] Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 12-40.
- [27] Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*.
- [28] Wulfert, T. (2019). Mobile app service quality dimensions and ewquirements for mobile shopping companion apps. *Junior Management Science*, 339-391.
- [29] Rita, P., Oliveira, T., & Farisa, A. (2018). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*.



Enrichment: Journal of Management

journal homepage: www.enrichment.iocspublisher.org



- [30] Barnes, S. J., & Vidgen, R. (2000). WebQual: An exploratory of web-service quality. *Proceedings of the 8th European Conference on Information System, Trends in Information and Communication System for the 21st Century*. Vienna: ECIS.
- [31] Wolfenbarger, M., & Gilly, M. C. (2003). eTailQ: Dimensionalizing, measuring and predicting Etail Quality. *Journal of Retailing*, 183-198.
- [32] Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-Qual: A multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 59-72.
- [33] Rudolph, T., Nagengast, L., Melanie, B., & Bouteiller, D. (2015). Die Nutzung mobiler Shopping Apps im Kaufprozess. *Marketing Review St. Gallen*, 42-49.
- [34] Grewal, D., Ahlbom, C. P., Bietelspacher, L., & Noble, S. M. (2018). In-store mobile phone use and customer shopping behavior: Evidence from the field. *Journal of Marketing*.
- [35] Kuo, T., Tsai, G. Y., Lu, I. Y., & Chang, J. S. (2016). Relationships among Service Quality, Customer Satisfaction and Customer Loyalty: A Case Study on Mobile Shopping APPs. *The 17th Asian Pacific Industrial Engineering and Management Systems Conference*. Taipei: APIEMS.
- [36] Huang, L., Muning, W., Zhiling, C., Deng, B., & Huang, W. (2020). Brand image and customer loyalty: Transmitting roles of cognitive and affective brand trust. *Social Behavior and Personality*, 1-12.
- [37] Kotler, P., & Keller, K. L. (2016). *Marketing Management 15th Global Edition*. London: Pearson Education Limited.
- [38] Rahhal, W. (2015). The Effects of Service Quality Dimensions on Customer Satisfaction: An Empirical Investigation in Syrian Mobile Telecommunication Services. *International Journal of Business and Management Invention*, 4(5), 81-89.
- [39] Puriwat, W., & Tripopsakul, S. (2017). The Impact of E-Service Quality on Customer Satisfaction and Loyalty in Mobile Banking Usage: Case Study of Thailand. *Polish Journal of Management Studies*, 15(2), 183-193.
- [40] Wijaya, B. S. (2013). Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication. *European Journal of Business and Management*, 5(31), 55-65.
- [41] Keller, K. L. (2013). *Strategic brand management, 4th edition*. London: Pearson Education.
- [42] Aaker, J. L. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, 34(3), 347-356.
- [43] Kalieva, O. M. (2015). Development of territory brand image: The marketing aspect. *Review of European Studies*, 23.
- [44] Kapferer, J.-N. (2008). *The New Strategic Brand Management*. Philadelphia: Kogan Page.
- [45] Dayanti, A. D., N. S., & Subagyo, H. D. (2019). The effect of brand image and brand trust on customer satisfaction and customer loyalty of Ara Shop Sidoarjo. *Journal of World Conference*, 257-262.
- [46] Oliver, R. L. (2015). *Satisfaction: A behavioral perspective on the consumer*. New York: Routledge.
- [47] Tse, D. K., & Wilton, P. C. (1988). Models of consumer satisfaction formation: An extension. *Journal of Marketing Research*, 204-212.
- [48] Homburg, C., Jensen, O., & Harley, K. (2008). Configuration of Marketing and Sales: A Taxonomy. *Journal of Marketing*, 77(2), 133-154.
- [49] Sugiyono. (2019). *Metode penelitian kuantitatif*. Bandung: ALFABETA.
- [50] Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 6, 33-44.
- [51] Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 3, 2-24.
- [52] Leninkumar, V. (2017). The relationship between customer satisfaction and customer trust on customer loyalty. *International Journal of Academic Research in Business and Social Sciences*, 450-465.