THE INFLUENCE OF SERVICE INNOVATION AND BRAND IMAGE ON CUSTOMER LOYALTY IN THE INDONESIAN RIDE-HAILING INDUSTRY

FINAL PROJECT

To Fulfill The Requirements For

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ABSTRACT

The ride-hailing sector in Indonesia has experienced significant growth, making service innovation and brand reputation crucial for cultivating customer loyalty. This study investigates the effects of service marketing innovation and corporate brand image on customer satisfaction and their subsequent influence on customer loyalty. This research utilises survey data from 261 individuals across three major ride-hailing platforms—Grab, Gojek, and Maxim—employing SmartPLS 4.0 to evaluate the proposed relationships. The findings demonstrate that service marketing innovation and corporate brand image positively influence customer satisfaction, enhancing customer loyalty. Furthermore, trust and perceived value significantly impacted consumer satisfaction and loyalty, highlighting the essential importance of these factors in maintaining competitive advantage in the ride-hailing industry. The study suggests firms must prioritise innovative service strategies and strong brand positioning to foster lasting customer loyalty.

Keywords: *Service Marketing Innovation, Corporate Brand Image, Customer Satisfaction, Customer Loyalty, Perceived Value, Trust, Ride-Hailing Services*

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ABSTRAK

Sektor ride-hailing di Indonesia telah mengalami pertumbuhan yang signifikan, sehingga inovasi layanan dan reputasi merek menjadi sangat penting untuk menumbuhkan loyalitas pelanggan. Penelitian ini menyelidiki pengaruh *service marketing innovation* dan *corporate brand image* terhadap *customer satisfaction* dan pengaruhnya terhadap *customer loyalty*. Penelitian ini menggunakan data survei dari 261 orang di tiga platform pemesanan kendaraan - Grab, Gojek, dan Maxim - dengan menggunakan *SmartPLS 4.0* untuk mengevaluasi hubungan yang diusulkan. Temuan menunjukkan bahwa *service marketing innovation* dan *corporate brand image* berkelanjutan secara positif mempengaruhi *customer satisfaction*, meningkatkan *customer loyalty*. Selain itu, trust dan percieved value secara signifikan berdampak pada *satisfaction* dan *customer loyalty*, menyoroti pentingnya faktor-faktor ini dalam mempertahankan keunggulan kompetitif dalam industri pemesanan kendaraan. Studi ini menunjukkan bahwa perusahaan harus memprioritaskan strategi layanan yang inovatif dan posisi merek yang kuat untuk menumbuhkan *customer loyalty* yang berkelanjutan.

Kata kunci: *Service Marketing Innovation, Corporate Brand Image, Customer Satisfaction, Customer Loyalty, Perceived Value, Trust, Ride-Hailing Services*

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SUMMARY

1. Introduction

Indonesia's *ride-hailing* industry has significantly transformed urban mobility, with platforms like Gojek, Grab, and Maxim leveraging digital technologies for convenience. To remain relevant, businesses must innovate and strengthen their marketing strategies (Wibawa et al., 2018). Understanding customer satisfaction and loyalty is crucial in the industry, as shifting consumer expectations and a competitive environment demand reliable, affordable, and convenient services. With over 224 million internet users and a growing smartphone population, Indonesia's urban transportation sector is expected to grow by 3.3 million between 2024 and 2028, reaching 87.45 million users by 2028 (Lucas Romero, 2024). The ride-hailing industry in Indonesia faces unique challenges such as regulatory compliance, safety, and traffic management, which require further exploration of *service marketing innovation* and *corporate brand image*. Safety concerns have led to increased security measures, particularly for female riders (Kacharo et al., 2022). To enhance customer loyalty, companies must prioritize service quality and user safety. Similar studies by (Sintani et al., 2019) on the impact of marketing mix on *customer satisfaction* and *loyalty* in the banking sector are needed, as they highlight the need for a comprehensive understanding of the ride-hailing industry's unique challenges. This study examines the impact of *service marketing innovation* and *corporate brand image* on *customer satisfaction* and *loyalty* in Indonesia's *ride-hailing* market. It examines Gojek, Grab, and Maxim, providing a comparative analysis of service innovation and brand strategies across competitors. The findings are expected to contribute to academic literature and practical business strategies, especially for emerging markets. The study is guided by *Service-Dominant Logic* and *Relationship Marketing Theory,* emphasizing the importance of service as the foundation of economic exchange and customer experiences in shaping service offerings.

2. Research Objectives

The objectives of this study include:

1) Identifying the effect of service marketing innovation on customer satisfaction.

2) Analyzing the effect of corporate brand image on customer satisfaction.
3) Assessing the impact of customer satisfaction on customer loyalty.
4) Examining the mediating role of perceived value and trust in the relationship between service marketing innovation, corporate brand image, customer satisfaction, and customer loyalty.
5) Understand how customer satisfaction affects customer loyalty in the ride-hailing sector.

3. Method

This study used a quantitative methodology with a causal research design, collecting primary data through a questionnaire measuring six critical variables: *service marketing innovation, corporate brand image, perceived value, trust, customer satisfaction*, and *customer loyalty*. The questionnaire was distributed online via social media, email, and ride-hailing service platforms, resulting in 261 responses. The convenience sampling technique was chosen due to time and resource constraints. Data collection occurred over one month in Indonesia, with the questionnaire distributed primarily through *WhatsApp* to users of Gojek, Grab, and Maxim *ride-hailing* services. Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed for data analysis using *SmartPLS 4.0*. It was chosen due to its ability to handle complex models with multiple constructs, suitability for predictive research, and robustness with non-normal data distributions.

4. Research Results

This study proves that *Service Marketing Innovation* has a positive and significant influence on *customer satisfaction*. *Service marketing innovations* such as real-time tracking, cashless payment, and ride-sharing features successfully improve customer experience and their satisfaction. In addition, *Corporate Brand Image*, which includes a strong reputation and professional image, significantly affects *customer satisfaction*. The study also found that *customer satisfaction* has a significant direct impact on *customer loyalty*. In addition, *perceived value* and *trust* proved to be important mediators in the relationship between *service marketing innovation*, *corporate brand image, customer satisfaction*, and *customer loyalty*. Overall, the results of this study confirm that high levels of *customer satisfaction*, supported by *service marketing innovation* and a strong *corporate brand image*, are key elements in building *customer loyalty* in the *ride-hailing* sector in Indonesia.

5. Conclusions And Suggestions

1) Conclusions

This study concludes that *service marketing innovation* and *corporate brand image* significantly influence *customer satisfaction*, which in turn has a positive impact on *customer loyalty* in the Indonesian ride-hailing sector. *Service marketing innovations such* as real-time tracking, cashless payment, and ride-sharing features provide a better experience for customers, while a strong brand image increases customer trust in the company. *Customer satisfaction* was found to be the main mediator in building loyalty, supported by *perceived value* and *trust* as supporting factors. This research also extends the application of Service-Dominant Logic (S-D Logic) by showing that customer value is created through innovative service interactions, and supports relational marketing theory by emphasizing the importance of trust and commitment in building long-term relationships.

2) Suggestions

Ride-hailing companies like Gojek, Grab, and Maxim focus on innovation in their services by incorporating new technology that enhances *customer satisfaction* and efficiency. It also aims to increase *customer loyalty* through marketing campaigns emphasizing service quality, knowledge, and professionalism. In operational terms, companies must enhance their knowledge system to manage user satisfaction, particularly when using services. However, limitations like the convenience sample method and focus on three Indonesian companies suggest future research could explore regional contexts or a wider range of service providers.

THE INFLUENCE OF SERVICE INNOVATION AND BRAND IMAGE ON CUSTOMER LOYALTY IN THE INDONESIAN RIDE-HAILING INDUSTRY

RINGKASAN

I. Pendahuluan

Industri pemesanan kendaraan di Indonesia telah mengubah mobilitas masyarakat perkotaan secara signifikan, dengan platform seperti Gojek, Grab, dan Maxim yang memanfaatkan teknologi digital untuk memberikan kenyamanan. Agar tetap relevan, perusahaan harus berinovasi dan memperkuat strategi pemasaran mereka (Wibawa et al., 2018). Memahami kepuasan dan loyalitas pelanggan merupakan hal yang krusial di industri ini, karena pergeseran ekspektasi konsumen dan lingkungan yang kompetitif menuntut layanan yang dapat diandalkan, terjangkau, dan nyaman. Dengan lebih dari 224 juta pengguna internet dan populasi ponsel pintar yang terus bertambah, sektor transportasi perkotaan di Indonesia diperkirakan akan tumbuh sebesar 3,3 juta antara tahun 2024 dan 2028, mencapai 87,45 juta pengguna pada tahun 2028 (Lucas Romero, 2024). Industri ride-hailing di Indonesia menghadapi tantangan unik seperti kepatuhan terhadap peraturan, keselamatan, dan manajemen lalu lintas, yang membutuhkan eksplorasi lebih lanjut terhadap inovasi pemasaran layanan dan citra merek perusahaan. Masalah keamanan telah menyebabkan peningkatan langkah-langkah keamanan, terutama bagi pengendara perempuan (Kacharo et al., 2022). Untuk meningkatkan loyalitas pelanggan, perusahaan harus memprioritaskan kualitas layanan dan keselamatan pengguna. Studi serupa oleh (Sintani et al., 2019) tentang dampak bauran pemasaran terhadap kepuasan dan loyalitas pelanggan di sektor perbankan sangat diperlukan, karena mereka menyoroti perlunya pemahaman yang komprehensif tentang tantangan unik industri layanan transportasi online. Studi ini meneliti dampak dari inovasi pemasaran layanan dan citra merek perusahaan terhadap kepuasan dan loyalitas pelanggan di pasar layanan transportasi online di Indonesia. Studi ini meneliti Gojek, Grab, dan Maxim, dengan memberikan analisis komparatif mengenai inovasi layanan dan strategi merek di antara para pesaing. Temuan ini diharapkan dapat berkontribusi pada literatur akademis dan strategi bisnis praktis, terutama untuk pasar negara berkembang. Penelitian ini dipandu oleh Logika Dominan Layanan dan Teori Pemasaran Hubungan, yang menekankan pentingnya layanan sebagai dasar pertukaran ekonomi dan pengalaman pelanggan dalam membentuk penawaran layanan.

II. Tujuan Penelitian

Tujuan dari penelitian ini meliputi:

1) Mengidentifikasi pengaruh inovasi pemasaran jasa terhadap kepuasan pelanggan.
2) Menganalisis pengaruh citra merek perusahaan terhadap kepuasan pelanggan.
3) Mengkaji dampak kepuasan pelanggan terhadap loyalitas pelanggan.
4) Menguji peran mediasi nilai yang dirasakan dan kepercayaan dalam hubungan antara inovasi pemasaran jasa, citra merek perusahaan, kepuasan pelanggan, dan loyalitas pelanggan.
5) Memahami bagaimana kepuasan pelanggan mempengaruhi loyalitas pelanggan di sektor transportasi online.

III. Metode Penelitian

Penelitian ini menggunakan metodologi kuantitatif dengan desain penelitian kausal, mengumpulkan data primer melalui kuesioner yang mengukur enam variabel penting: inovasi pemasaran jasa, citra merek perusahaan, nilai yang dirasakan, kepercayaan, kepuasan pelanggan, dan loyalitas pelanggan. Kuesioner didistribusikan secara online melalui media sosial, email, dan platform layanan transportasi online, dan menghasilkan 261 tanggapan. Teknik pengambilan sampel convenience sampling dipilih karena keterbatasan waktu dan sumber daya. Pengumpulan data dilakukan selama satu bulan di Indonesia, dengan kuesioner yang didistribusikan terutama melalui WhatsApp kepada pengguna layanan transportasi online Gojek, Grab, dan Maxim. Partial Least Squares Structural Equation Modeling (PLS-SEM) digunakan untuk analisis data dengan menggunakan SmartPLS 4.0. PLS-SEM dipilih karena kemampuannya untuk menangani model yang kompleks dengan banyak konstruk, kesesuaian untuk penelitian prediktif, dan ketahanan terhadap distribusi data yang tidak normal.

IV. Hasil Penelitian

Penelitian ini membuktikan bahwa Inovasi Pemasaran Jasa memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan. Inovasi pemasaran jasa seperti pelacakan secara real-time, pembayaran non-tunai, dan fitur berbagi tumpangan berhasil meningkatkan pengalaman pelanggan dan kepuasan mereka. Selain itu, Corporate Brand Image, yang meliputi reputasi yang kuat dan citra profesional, secara signifikan mempengaruhi kepuasan pelanggan. Studi ini juga menemukan bahwa kepuasan pelanggan memiliki dampak langsung yang signifikan terhadap loyalitas pelanggan. Selain itu, nilai yang dirasakan dan kepercayaan terbukti menjadi mediator penting dalam hubungan

antara inovasi pemasaran jasa, citra merek perusahaan, kepuasan pelanggan, dan loyalitas pelanggan. Secara keseluruhan, hasil penelitian ini menegaskan bahwa tingkat kepuasan pelanggan yang tinggi, didukung oleh inovasi pemasaran layanan dan citra merek perusahaan yang kuat, merupakan elemen kunci dalam membangun loyalitas pelanggan di sektor pemesanan kendaraan di Indonesia.

V. KESIMPULAN DAN SARAN

1) Kesimpulan

Penelitian ini menyimpulkan bahwa inovasi pemasaran layanan dan citra merek perusahaan secara signifikan memengaruhi kepuasan pelanggan, yang pada akhirnya berdampak positif terhadap loyalitas pelanggan di sektor ride-hailing Indonesia. Inovasi pemasaran layanan seperti pelacakan waktu nyata, pembayaran non-tunai, dan fitur berbagi tumpangan memberikan pengalaman yang lebih baik bagi pelanggan, sementara citra merek yang kuat meningkatkan kepercayaan pelanggan terhadap perusahaan. Kepuasan pelanggan ditemukan sebagai mediator utama dalam membangun loyalitas, didukung oleh nilai yang dirasakan dan kepercayaan sebagai faktor pendukung. Penelitian ini juga memperluas penerapan Service-Dominant Logic (S-D Logic) dengan menunjukkan bahwa nilai pelanggan diciptakan melalui interaksi layanan yang inovatif, dan mendukung teori pemasaran relasional dengan menekankan pentingnya kepercayaan dan komitmen dalam membangun hubungan jangka panjang.

2) Saran

Perusahaan ride-hailing seperti Gojek, Grab, dan Maxim berfokus pada inovasi dalam layanan mereka dengan menggabungkan teknologi baru yang meningkatkan kepuasan dan efisiensi pelanggan. Hal ini juga bertujuan untuk meningkatkan loyalitas pelanggan melalui kampanye pemasaran yang menekankan pada kualitas layanan, pengetahuan, dan profesionalisme. Secara operasional, perusahaan harus meningkatkan sistem pengetahuan mereka untuk mengelola kepuasan pengguna, terutama saat menggunakan layanan. Namun, keterbatasan seperti metode sampel yang digunakan dan fokus pada tiga perusahaan di Indonesia menunjukkan bahwa penelitian di masa depan dapat mengeksplorasi konteks regional atau penyedia layanan yang lebih luas.

LIST OF CONTENT

STATEMENT OF ORIGINALITY..... ii
ACCOUNTABILITY STATMENT..... iii
JURIDICAL SHEET..... iv
ACKNOWLEDGMENTS..... v
ABSTRACT..... vii
ABSTRAK..... viii
SUMMARY..... ix
RINGKASAN KARYA AKHIR..... xii
LIST OF CONTENT..... xv
LIST OF TABLES..... Xvi
LIST OF FIGURES..... xvii
LIST OF APPENDIX..... xviii
FINAL PROJECT CONTENT..... 376
INTRODUCTION..... 376
METHOD..... 379
RESULT AND DISCUSSION..... 380
CONCLUSION..... 389
REFERANCE..... 389
APPENDIX..... xix

LIST OF TABLES

Tabel 1. Respondent Characteristic..... 380
Table 2. Convergent Validity And Construc Reability..... 381
Table 3. Discriminant Validity Test (Fornell-Larcker Creation) 384
Table 4. R-Square Test..... 385
Tabel 5. Hypothesis Test..... 386