Effect of Brand Image and Customer Value on Gojek Go-Ride Customer Satisfaction in Manado City

Cynthia Claudia Poli[1] and Riane Johnly Pio[2]

[1] *Post Graduate Program, Universitas Sam Ratulangi, Manado, Indonesia*
[2] *Business Administration Program, Universitas Sam Ratulangi, Manado, Indonesia*

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Abstract: The purpose of this study was to determine the effect of brand image and customer value on customer satisfaction with Gojek Go-Ride transportation service users in Manado City. The population of this study were students using Gojek Go-Ride transportation services in Manado City. The samples were 100 students from Sam Ratulangi University using Gojek Go-Ride transportation services. Primary data was collected using a questionnaire and analyzed using Structural Equation Modeling (SEM) with Partial Least Square (PLS) method using SmartPLS software. The results showed that partially the brand image had an effect on customer value and customer satisfaction. Customer value has a significant effect on customer satisfaction, so the management of Gojek Go-Ride must be able to increase customer value, and improve brand image by providing maximum service to customers.

1 INTRODUCTION

In transportation services, there is an increasing number of vehicles, both vehicles, passenger cars, buses, freight cars, and motorcycles each year. Of the four modes of transportation, the Central Agency on Statistics data shows that the highest number of motorbikes from 2015 to 2017, reaching 14,149,526 units, an increase of 14%.

Motorcycles today has a function as public service vehicles which were used to transport people or goods and charge a fee agreed. The transport of this type is known as a motorcycle taxi or ojek in Indonesia. Along with the development of technology, there are currently online application-based transportation innovations that introduce motorcycle taxi booking services via smartphones. One of the online transportation service companies of the motorbike is Gojek.

Gojek is the company leading the revolution in the motorcycle taxi industry and pioneered mobile application-based motorcycle taxi services through its Go-Ride service. The use of Gojek is progressing included in Manado. Based on customer data, Gojek was award as a Top Brand Award, because Gojek was at the highest percentage in 2016 amounted to 80.8%. However, the following year in 2017 and 2018 Gojek decreased, by 59.2% and 44.9% respectively. The Top Brand Award surveyed, one of the cities was Manado, so it can be assumed that Gojek in Manado decreased customers.

1.1 Objectives

The objectives of this study are:
1. To analyze the influence of brand image on customer satisfaction users of Gojek Go-Ride transportation services.
2. To analyze the influence of brand image on customer value users of Gojek Go-Ride transportation services.
3. To analyze the influence of customer value on customer satisfaction users of Gojek Go-Ride transportation services.

2 LITERATURE REVIEW

2.1 Brand Image

According to Kotler and Keller (2009), brand image is the perception and belief held by consumers, as reflected by the association that facilitates in the customer's memory, which can always be

understood when listening to slogans and remembering consumers imagined. According to Tjiptono (2015), brand image is a series of associations perceived by individuals all the time, resulting in the direct or indirect experience of a brand. Schiffman and Kanuk (2000) suggested the factors forming the brand image, namely the quality or quality, can be trusted or relied upon, the risk, price and own image.

2.2 Customer Value

According to Kotler (2005), customer value is the difference between total customer value and total customer cost where total customer value is a set of benefits expected by customers from a particular product or service, and total customer costs are a set of costs expected by customers incurred to evaluate, obtain, use and discard the product or service. The concept of customer value gives a picture of a company's customers who consider what they want and believe that they benefit from a product that they get (Lapierre, 2000). According to Sweeney and Soutar (2001), customer value consists of four dimensions, namely emotional value, social value, quality/performance value.

2.3 Customer Satisfaction

According to Tjiptono (2008), customer satisfaction is the difference between expectations and perceived performance or results. Satisfied customers will show great opportunities to make repeat purchases or buy other products in the same company in the future. They will also express the goodness of the product and the company concerned to others. Customers experience various levels of satisfaction and dissatisfaction after experiencing each service according to the extent to which their expectations are met or exceeded. Because satisfaction is an emotional state, their post-purchase reaction can be anger, dissatisfaction, aggravation, neutrality, excitement or pleasure (Lovelock and Wright, 2005). According to Kotler (2009), satisfied customers have characteristics, are loyal to the product; there is positive word of mouth communication, the company becomes the primary consideration when buying other brands.

3 FRAMEWORK AND RESEARCH HYPOTHESIS

3.1 Prior Research

Research from Tsai et al., (2010) with the title The Effect of Customer Value, Customer Satisfaction, and Switching Cost on Customer Loyalty: An Empirical Study of Hypermarkets in Taiwan. The results showed that customers with more positive perceptions about the value of products/services have more favourable evaluations, higher satisfaction, and loyalty. Greater satisfaction combined with more significant concern over non-monetary switching costs also increases customer loyalty to hypermarkets.

Suliyanto (2013) with the title Effect of Customer Value and Customer Satisfaction on Customer Loyalty: Switching Cost as a Moderation Variable. The results showed that customer value had a positive effect on customer satisfaction, customer value and customer satisfaction had a positive effect on switching cost loyalty did not moderate the relationship between customer value and customer satisfaction on loyalty.

Andries et al., (2019) with the title The Influence of Online Community Experience on Brand Image and Brand Engagement in the Formation of Value Co-Creation (Study at Gojek Community in Manado). The results showed that there was an online community experience relationship through brand image and brand engagement towards value co-creation. The implications of this research can provide a deep understanding of online community experiences, brand image, brand engagement and value co-creation through online community studies in Manado.

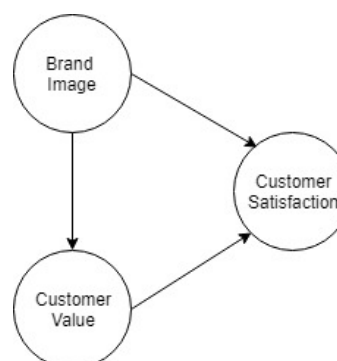## 3.2 Framework and Hypothesis

Figure 1: The Empirical Research Model.

As stated in Figure 1, the hypothesis is:

H1: Brand image influence on Gojek Go-Ride customer satisfaction.

H2: Brand image influence on Gojek Go-Ride customer value.

H3: Customer value influence on Gojek Go-Ride customer satisfaction.

4 METHODOLOGY

This type of research is quantitative research, namely research that analyzes data quantitatively /statistically, to test the hypotheses that have been set then interpret the results of the analysis to obtain conclusions. The study was conducted at Sam Ratulangi University with its address on Jalan Kampus, Bahu, Kleak, Malalayang, Kota Manado.

The population in this study were students of Sam Ratulangi University, Manado. While the sample is part of the number and characteristics possessed by the population. The sample is Sam Ratulangi University Manado Student, who uses Gojek Go-Ride transportation. If a large population and research are not possible to study everything in the population, for example, limited funds, workforce and time, then research can use samples drawn from that population (Sugiyono, 2008). The population in this study is vast in number then to determine the number of samples using the formula Lemeshow:

$$n = \frac{z^2_{1-a/2}P(1-p)}{d^2} \quad (1)$$

N : number of samples

$z^2_{1-\alpha/2}$: normal standard values., (α: 0,05, and Z: 1,96)

P(1-p) : estimated population proportion (P: 0,5, and P(1-p): 0,25)

d : tolerated deviations (10%)

Through the formula above, the number of samples to be used is:

$$n = \frac{(1,96)^2 (0,25)}{(0,10)^2}$$

$$n = 96,04 \quad (2)$$

Based on the calculation results, the sample obtained using the above formula was 96.04 but rounded up to 100 people.

SmartPLS software was applied to assist the Partial Least Square (PLS) analysis in order to determine the effect of brand image variables on customer satisfaction, customer value variables on customer satisfaction, trust variables on customer satisfaction, and customer satisfaction variables on customer loyalty. The steps used for analyzing the data after taken questionnaire were a variable table of brand image distribution, a variables table of customer value distribution, a trust distribution variables table, a variable table of customer satisfaction distribution, a variable table of customer loyalty distribution, construct path diagram and computational process.

5 RESULT

5.1 Validity

This study uses an instrument in the form of a questionnaire using a Likert scale of five answer choices, from strongly disagreeing choices to strongly agreeing to choices. Before data from questionnaire collection can be used for further analysis, testing the validity of the instrument is needed. For testing validity, convergent validity and measurement models can be seen from the correlation between the indicator scores with the variable scores. Indicators are considered valid if they have AVE (Average Variance Extracted) values above 0.5 or show all outer dimensions have loading values> 0.5 so that it can be concluded that the measurement meets the convergent validity criteria (Chin, 1995). Based on the results of the validity test for the three variables studied, namely Brand Image, Customer Value, and Customer Satisfaction are all valid.

5.2 Reliability

$$n = \frac{z^2_{1-a/2}P(1-p)}{d^2}$$

$$(3)$$

Cronbach's alpha and composite reliability values are used to view the reliability test to test the reliability of the instrument. Cronbach's alpha value and composite reliability value will be declared reliable if it has a value> 0.7 (Vinzi et al. 2010). Based on the results of the reliability test for the three variables studied, namely Brand Image,

Customer Value, and Customer Satisfaction are all reliable.

5.3 PLS Analysis Result

PLS analysis is an interpretation of a structural model. This model presents the relationships between research variables. The coefficient indicates the magnitude of the relationship between one variable with another. A significant influence between the two variables is determined if the P-value is <0.05. In PLS, there are two influences, namely direct influence and indirect influence.

Table 1: PLS Results Direct Effect.

No	Relation	Coefficient	P-value	Result
1	Brand Image (X1) on Customer Satisfaction (Y1)	0.479	0.000	Significant
2	Brand Image (X1) on Customer Value (X2)	0.617	0.000	Significant
3	Customer Value (X2) on Customer Satisfaction (Y1)	0.406	0.000	Significant

The direct effect test results, as presented in Table 1, are as follows:

a. Effect of Brand Image (X1) on Customer Satisfaction (Y1), obtained a structural coefficient of 0.479 and P-value 0.000. Because the P-value <0.05, indicates that there is a significant influence between Brand Image (X1) on Customer Satisfaction (Y1),

b. Effect of Brand Image (X1) on Customer Value (X2), obtained a structural coefficient of 0.617 and P-value 0.000. Because the P-value <0.05, indicates that there is a significant influence between Brand Image (X1) on Customer Value (X2).

c. Effect of Customer Value (X2) on Customer Satisfaction (Y1), obtained a structural coefficient of 0.406 and P-value 0.000. Because the P-value <0.05, indicates that there is a significant influence between Customer Value (X2) on Customer Satisfaction (Y1).

In addition to testing the direct effect, PLS is also known as an indirect effect. The following are the results of indirect effects:

Table 2: PLS Results Indirect Effect.

Indirect Effect	Coefficient Indirect Effect	P-Value	Result
X1 → X2 → Y1	0.251	0.000	Significant

Based on Table 2, there is an indirect effect as follows:

The indirect effect between Brand Image (X1) on Customer Satisfaction (Y1) through Customer Value (X2), obtained the coefficient of the indirect effect of 0.251 and P-value of 0.000 because P-value <0.05 then there is a significant indirect effect.

6 DISCUSSION

6.1 Effect of Brand Image on Customer Satisfaction

For the results of the hypothesis found that Brand Image has a significant effect on Customer Satisfaction. The coefficient marked positive indicates that the higher the Brand Image Variable will affect the increase in Customer Satisfaction. Brand image is something that is embedded in the minds of customers. The better the perception in the minds of customers of the brand image, customer satisfaction will also be higher. Kambiz (2014) suggests that customers feel satisfied with products with a sharp brand image. A positive customer image of a brand allows the customer to feel satisfaction. This effect can be interpreted that the better the brand image, the higher the customer satisfaction.

Also found an indirect effect of 0.251, which is significant. The coefficient marked positive indicates that the higher the Brand Image Variable will affect the increase in Customer Loyalty through Customer Satisfaction.

6.2 Effect of Brand Image on Customer Value

For the results of the hypothesis found that Brand Image has a significant effect on Customer Value. The coefficient marked positive indicates that the higher the Brand Image Variable will affect the increase in Customer Value. Customers will buy products or services from companies that are felt to be able to provide the highest value for customers in meeting their needs.

A high brand image will create high customer value and reduce risk perception so that it will increase consumer purchase intentions for a product and ultimately motivate consumers to make purchasing decisions. The results of this study are following the findings by Hamidizadeh et al. (2011) found that the image has a positive effect on customer value.

6.3 Effect of Customer Value on Customer Satisfaction

For the results of the hypothesis found that Customer Value has a significant effect on Customer Satisfaction. The coefficient marked positive indicates that the higher the Customer Value Variable will affect the increase in Customer Satisfaction. Perception of value is very influential on customer satisfaction. The more customers see the benefits of services outweigh the costs or costs incurred to obtain a service, the higher their perception of the value of service, which in turn will result in greater satisfaction. This research is also following the theory put forward by Gale (1994) that customer value is a perception of the value of the quality offered is relatively high from competitors will affect the level of customer satisfaction.

7 CONCLUSION

The result showed that the effect of brand image on customer satisfaction was significant. The brand image influenced high and low customer satisfaction. Also, there is a significant indirect influence of brand image on customer satisfaction through customer value users of Gojek Go-Ride transportation services. The influence of customer value on customer satisfaction was significant, thus high and low customer satisfaction was influenced by customer value users of Gojek Go-Ride transportation services; The influence of customer value on customer satisfaction was significant. Thus the high and low customer loyalty was influenced by customer satisfaction users of Gojek Go-Ride transportation services.

It is suggested that Gojek must maintain and enhance a better brand image. As a consequence, future customers will put more trust in their brand, especially Go-Ride services. There is a need to maintain a positive image of Gojek. This image would be achieved by service accuracy and vigorous social and mass promotions. Gojek must continue to increase customer's value in various dimensions.

The dimensions include price, quality, emotional and social value to increase customer's value and satisfaction.

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