Brand Loyalty on Online Taxi in Jakarta

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Abstract

The performance of online taxi that is considered not good and online taxi drivers are trying to improve it. Through the determined hypothesis, the researchers would like to analyze the influence of word of mouth variable, service quality, and brand as the dependent variables towards customer loyalty as dependent variable or in form of hypothesis. The hypotheses are (1) What the impact of word by mouth variable to loyalty variable is, (2) What the impact of service quality to loyalty variable is, and (3) What the impact of brand variable to loyalty variable. The customers of online taxi keeps increasing; however, there are negative impressions from the customers in using online taxi because of the negative word by mouth, bad service, drivers and taxi without identity because the cars are private-owned car that is used for online taxi. The study uses verificative and descriptive research methods, while the data collection uses survey method with samples of 217 customers of online taxi in Jakarta, Indonesia in 2019- 2020. Sampling technique used is purpose sampling. The analysis tools used toward the variables uses average analysis and to respond the hypothesis, the analysis tool used is Structural Equation Model by using software lisrel. Descriptive analysis tool from some respondents answered positive and some answered negative. The SEM analysis tools for responding the hypothesis test are (1) Word of Mouth influences positively and significant to Customer Loyalty, (2) Service Quality influence positively and significant to Customer Loyalty and (3) Brand influences positively and significant to Customer Loyalty. Word of mouth influences significantly to loyalty for 0, 33. Service Quality influences significantly to loyalty for 0,41, and brand influences significantly for 0,54. Word of mouth, service quality and brand altogether imfluence loyalty for 79 %. Brand with the influence of 0,54 is the most dominant than word of mouth and service quality variable.

I. Introduction

Online taxi is a transportation business that serves public transport through online-based taxi service or ordering taxi through application. Online taxi was established and well-known by the people since 2014. Many people join the online taxi by only paying for the down payment for 10 millions rupiahs, they can have a car with 9 passenger capacity and

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register as the online taxi driver to the taxi company (Geogle.com). Online taxi is a start-up company as a mediator that connect the online taxi driver with customers. This company is able to pick up the customers and take them to their destinantion. Online taxi has been used in many big cities. Its benefits are it could take many customers to the destinantion up to 8 passengers, the fare can be informed in advance, it is cheaper than official taxi, and the travelling time is also faster. This mean of transport is really effective and efficient and liked by the public from the lower to the upper class. This online taxi company introduces crapcar application with location based search for android-based cellphone. Through this application, the driver could see the incoming order and the customer's location. The customer could monitor the position of the online taxi responding to the order. Online taxi application is really popular among the people in the capital city. Since 2016, this on-demand service provider application has been used by more than 10 millions customers spread over many big cities in Indonesia. It can be said that the growth of online taxi is quite spectacular/ Online taxi in Indonesia really helps developing people's economy, absorbing labor and giving profit to the company (Geogle.com, 2019).

The service performance of online taxi experienced by the customers is far from expectation. The satisfaction because of disappointment for being integrated with online taxi. Service quality that becomes the customer evaluation compares between expectation and service performance received in the past. Negative impression they experienced, disappointed with the smelly vehicle and rude driver, unilateral cancelation will be the customers' version of the story. They will share stories on the negative integrating experience with online taxi. Online taxi company needs to give good impression to customers while they are using the service. Positif word of mouth is a useful information to increase loyalty. Positive information from word of mouth is a free advertisement and increases customer loyalty (Chandhuri and Holbrook, 2001). Satisfied customers will come to repurchase.

Bad service quality of online taxi is under the customer's expectation, there is no official complain service because online taxi is a private car. The online taxi customers sometimes complains that the taxi driver performs unilateral cancellation, error map application, no-show driver, improper car condition, reckless driver, smoke-smell cars, smoking driver while driving, shifting route due to traffic jam without any confirmation so customers must pay higher fare. Online taxi is not capable to geive scurity, create benefit, treat fairly and serve customers. Customers are relations of the company. Building a relation with customers can be considered company asset. In the tight competition, customers tend to ask for better service. This condition forces company to increase the service quality. Online taxi is not capable to give primary service to maintain customers. Service quality is an evaluation result of the customers comparing between expectation and the service performance experienced in the past. In the tight competition, customers tend to claim better service. This condition requires the company to improve its service quality. Rong et.al. (2008) Service quality is the right strategic tool in the competition as an effort to maintain its customers and increase customers since it is realized that maintaining is a way to increase income (Love Lock, 2010).

All negative treatments experienced by the online taxi customers make the customers dissapointed that causes dissatisfaction on the customers and throw down brand loyalty. Online taxi does not have clear standard yet. No clear address makes the customers confused where to complain. When service quality is hard to evaluate, brand can be the guide to service quality perception. According to Akram (2014) brand can be a mean to influence customer loyalty.

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The loyalty of online taxi is still few because customers are still doubtful to use the online taxi service and they choose other mean of transport which means it is still in trouble. Loyalty is an important issue. Many companies invest the resources in maintaining the loyalty. Repurchasing is a strong attitude between the company and its customers. Therefore, in online taxi industry, loyalty becomes central issue to increase the profit of the company that needs to analyze in depth.

II. Review of Literature

2.1 Previous Research

Table 1. Supporting and Contradicting Previous Research

No	Research Name	Research Title	Information
1	Muhammed Ngoma & Peter Dithan Ntale (2019)	Word of mouth communication: A mediator of relationship marketing and customer loyalty Cogent Business & Management,6:1, 1580123, DOI: 10.1080/23311975.2019.1580123 Page 1-20	384 mobile phone users SEM analysis tool Results of research is a positive significant relationship marketing component of communication, commitment and custome loyalty.the study olso finds a significant positive relationship between the relationship marketing components of communication and commitment and word of mouthand a significan positive relationship word of mouth and customer loyalty.
2	Mohamad Rizan, Saparuddin Mukhtar, Linda Dewi Wulan , Rifelly Dewi Astuti (2020)	The Impact of Word of Mouth and Service Quality toward Customer Loyalty: The Mediating Role ofCustomer Trust Education Excellence and Innovation Management (2020). Page 210-222	210 customers SEM analysis tool Result revealed that word of mouth and service quality both have positive and significant effect toward customer loyalty, customer trust has positive and significant effect toward customer loyalty, word of mouth and service quality both have no direct effect toward customer loyalty, and customer trust serve as mediating variable beetwen service quality and customer loyalty, but do not serve as mediating variable beetwen word of mouth and customer loyalty.

3	Topcu Bunyamuin dan Duygun, Adnan. (May 2015)	The Impacts of Customer Loyalty on Negative Word-of-Mouth Communication and Repurchase Intention Journal of Marketing and Management; Beverly Hills Vol. 6, Iss. 1, (May 2015): 16-27.	The results show that the customer loyalty decreases the bad impact of the negative word-of-mouth intention and has positive effects on repurchase intention.
4	Atalik (2009)	Study yo diterminine the effect of customer value and customer loyalty in Airline in Turkish International Journal of Businiss and Managemenr. V0l 4 No.6	397 Customers SEM Service quality has a negative effect on the satisfaction of the aviation industry in Turkey
5	Muhammmad et.al. (2013)	Antecedents of loyalty in the Airline Industry of Malaysia Proceedings of 3rd Asia-Pacific Business Research Conference25 - 26 February 2013, Kuala Lumpur, Malaysia, ISBN: 978-1-922069-19-1	400 Customers Data analysis encompasses reliability tests exploratory factor analysis (EFA0 dan Confiirmatory factor analisys (CFA) Service quality has a positive effect on brand loyalty in the commercial aviation industry
6	Keng et.al (2012)	Assessing how to servise quality , airline image and customer value affect the intentions of passengers regarding low cost carrier Journal of air transport Management 2012 Elsevier, vol. 20(C), halaman 52-53.	Brand image has low influence on brand equity
7	Sara (2011)	Key driver of airline loyalty Taurism Manajemen 2011, vol 32, issue, October 2011, Pages 1020-1026	687 customers European and American aviation industry Model regression analysis tool The results of the research: the number of flight frequencies, membership, brand image or reputation affect passenger loyalty

2.2 Literature

a. Customer Loyalty

Loyalty is described as the willingness of the customers to continuously subscribe on a company in a long term by buying and using the product or service over and over again and exclusively and vluntarily recommend the company product and service to other people (lovelock and Wirz, 2010). It is said that the benefit of loyalty to company is increasing sale, decreasing operation expenses, having positive word of mouth in setting premium price. Through a good service quality beyond expectation, customers will give high value and customers will feel appreciated, fulfiled expectation, and will always be remembered by the customers. Customers who get premium service quality will always remember the service by remembering the brand of the product or service. Then, they will repurchase the same service.

Customer loyalty according to Gremler and Brown (1996) and Oliver (2007) is an image on customer behavior level in having a repurchase on the company service, having a positive attitude tendency to the company and only considering to use the company service when they need one.

The customer loyalty indicators used in this research are cognitive loyalty, affective loyalty, connotative loyalty, action loyalty (Chandhuri and Holbrook, 2001; Akram, 2010; Han et al. 2008)

b. Word of Mouth

Word of mouth was also defined by Arndt (1967) as oral person to person communication between a receiver and a communicator whom the receiver perceives as non-commercial, regarding a brand, a product or a service. By cost-effectiveness (Godes et al.,2005; Hogan et. al.,2004. Kotler et al., 2010) considered word of mouth as the main marketing tool that can be quickly transferred among customers at very minimal cost.

The word of mouth indicators used in this research are trusted communication tools, free-of-charge advertisement, a key factor, a traditional key (Day, 1971; Hawkins et. al,2004; Brown et.al.,2005).

c. Service Quality

Gronroos (1984) stated that service quality is a result of customer evaluation process by comparing the customer's expectation and service performance customers received and service experience in the past where the service received is an evaluation result on the service.

The service quality indicators used in this research are Reliability, Responsiveness, Assurance, Empathy and Tangibles (Parasuraman et al., 1988); Zhicheng,2012).

d. Brand

Keller (2012) explained that image or brand as a set of beliefs, ideas and impressions owned by th customers on an object. Nguhen and Gaston (2002) stated that image is dynamic and complex, and a company might have several different images according to certain groups, and each image shows the type of experience and different service contact between the company and the customer.

The brand indicators used in this research are corporate identity, reputation, level of service, tangible cues, contact person (Chattananon and Lawley, 2004; Sara, 2009).

e. Study Concept

In accorandce with the study contex, study conceptual model then being made that are influence of Word of Mouth ,Service Quality, and Brand with loyalty and analysis tool used SEM with the research object the respondent of Online Taxi in Jakarta.
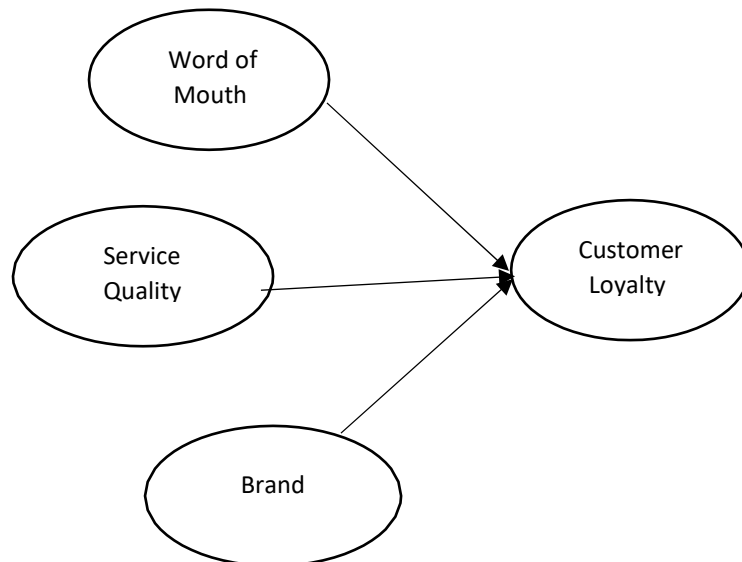

Figure 1. Study Concept

2.3 Hypotheses

The Influence on Word of Mouth to Loyalty

H1 = There is a positive influence on word of mouth to customer loyalty

The Influence on Service Quality to Loyalty

H2 = There is a positive influence on Service Quality to customer loyalty

The Influence on Brand to Loyalty

H3 = There is a positive influence on brand to customer loyalty

III. Research Method

The design of the study is verificative and descriptive study through quantitative methods and cualitative methods with a survey approach. The sampel used are 217 responden, who customers of Online Taxi in Jakarta, Indonesia. Sampling technique with the purpose sampling (Sugiono, 2009) sreens the customer with the consider that responden at least have been using the service of the same company and the same address in this used Online Taxi more the one for the last one year.

The analysis tool is used to describes the study variables that use descriptive statistic is average and percentage statistic, and for influence analysis between variables uses Structural Equation Modeling (SEM) analysis with help of Lisrel software (Hair,2010).

IV. Results and Discussion

4.1 Validity and Reliability Intrument

All of instument items question word of mouth, service quality, brand and customer loyalty is valid and where the item total correlation > table correlation for what is 5%, sample n = 30 of 0,361, and reliability values above 0,90 above 0,70 means reliable (Hair ,2010)

4.2 Descriptive Analysis

The average analysis result shows that respondents consider word of mouth, service quality, brand and customer loyalty are still problemetic while the respondent evaluation on customer loyalty is good.

4.3 Inter-variable Influence Analysis

1. Imperical model (fit) is fitted with teoritical model (Hair 2010), Test result of model accuracy from 8 index 2 marginal fit (NFI and IFI) and 6 is categorized as good fit category (RMSA, RMR, GFI, AGFI, CFI, and RIF).

Table 2. Model Suitability Testing

No	Expected size		Estimated result		Match level
*Ukuran Absolut Fit*				
1.	*RMSA*	< 0,80	*RMSA*	= 0,081	*Good Fit*
2.	*RMR*	< 0.1	*RMR*	= 0.021	*Good Fit*
*Ukuran Incremental Fit*				
3	GFI	> 0,90	GFI	= 0.96	Good Fit
4	AGFI	> 0,90	AGFI	= 0,97	Good Fit
5	NFI	> 0,90	NFI	=0,83	Marginal Fit
6	CFI	> 0,90	CFI	= 0,94	Good Fit
7	IFI	> 0,90	IFI	= 0,85	Marginal Fit
8	RIF	> 0,90	RIF	= 0,92	Good Fit

Sources: Computer Output (2019)

2. The output of the computer on test hypotheses related to The influence of Product Quality, Service Quality And New Product Marketing Toward Customer Loyalty can be seen in Figure 2 and Figure 3
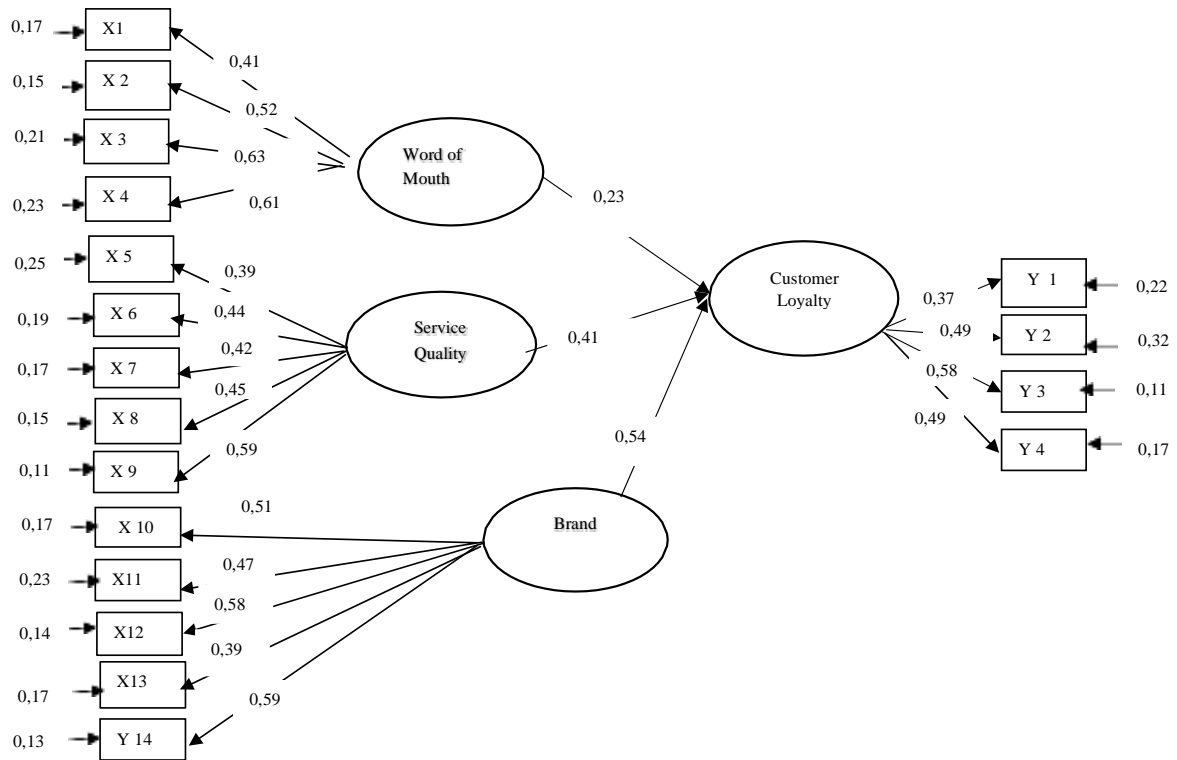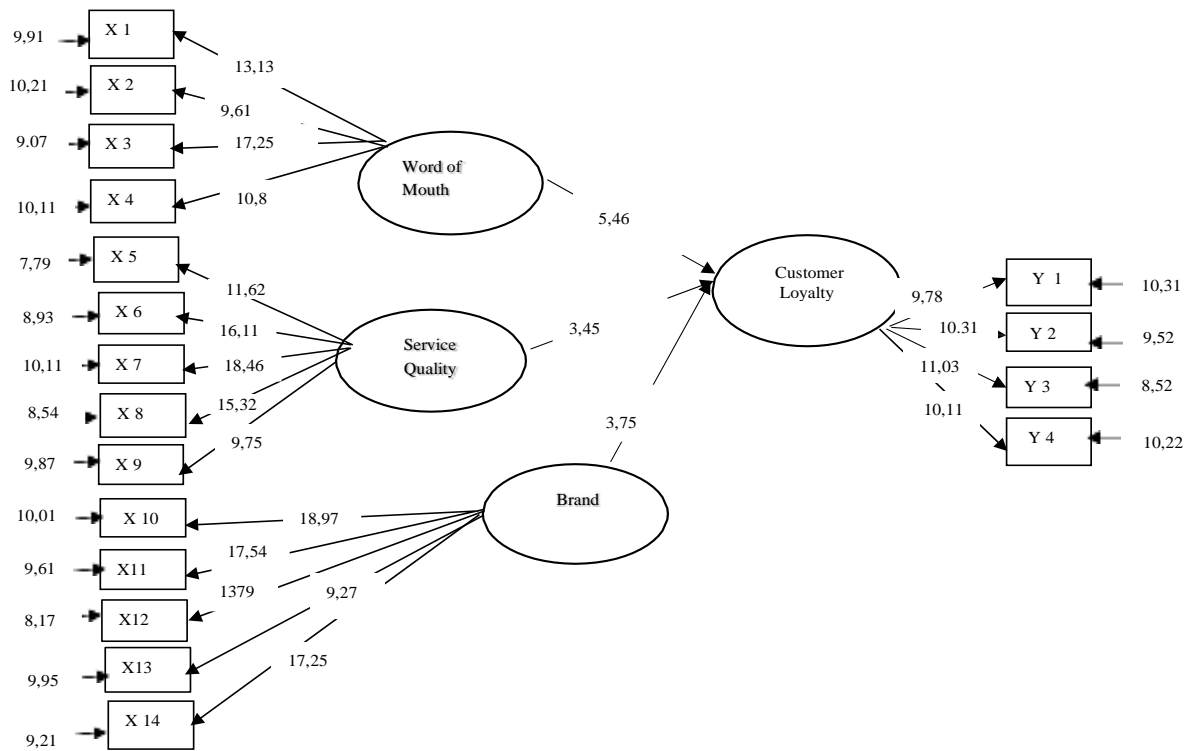
***Figure 2.** Measurement Model Influentce Line Coefficient*
Chi-Square = 481.32, df=196, P-value=0. 00000, RMSEA= 0. 083
Source: Computer Output Analysis (2019)

Chi-Square = 481.32, df=196, P-value=0. 00000, RMSEA= 0. 083
***Figure 3.** T- Count Measuring Model Influence*
Source: Computer output analysis (2019)

Figure 4 below is the simplification of Figure 2 and Figure 3 that shows the influence between latent variables with the level of significance.
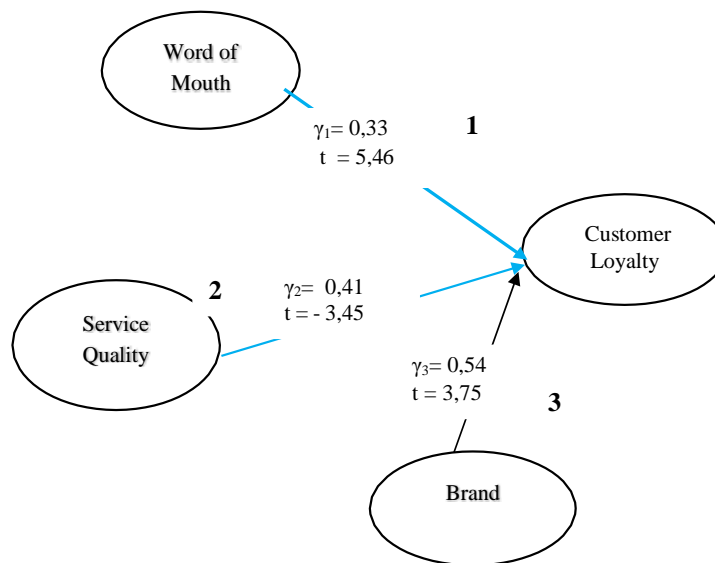

Figure 4. *Study Result Structural Model*
Source: Computer output analysis (2019)

4.4 Formulation Result of SEM Structural Equation Model


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                        Koefisien


   L = 0.33*WoM + 0.41*SQ + 0.54*B, Errorvar.=
       0.26  , R² = 0.79(0.078)  (0.067)
                             (0.17)
                             (0.041)
       5.46      3.45      3.75              4,53

                        t-hitung
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Table 2 is a conclusion of analysis result which is the amount of influence from variable toward other variable as in Figure 4. The significancy level is as follow:
1. Using the t-table distribution compared with t value based on the calculation result of the hypothesis
2. Using the f-table distribution compared with f-value based on the calculation result of the hypothesis

Table 2. Influence of between Variables

Hipotesis	Dari Variabel	Terhadap Variabel	Koefisien	t-hitung	Keterangan
1	Word of Mouth	Customer loyalty	0,33	5,46	Significant effect
2	Servicy Quality	Customer loyalty	0,41	3,45	Significant effect

3	Brand	Customer loyalty	0,54	3,75	Significant effect
			(R²)	f-hitung	
8	Word of Mouth, Service Quality, Brand	Customer loyalty	(R²) = 0,79	4,53	Significant effect

Source: Computer output analysis (2019)

Based on Table 1 it can be interpreted each path analysis variable and at the same time answer the main problem in this research as follow:

H1: Word of mouth variable is proven to influence positively toward loyalty, shown by the level of significance t count value > t table (5, 46 > 1, 96)

H2: Service quality variable is proven to influence positively toward loyalty, shown by the level of significance t count value > t table (3, 45> 1, 96)

H3: Brand variable is proven to influence positively toward loyalty, shown by the level of significance t count value > t table (3, 75 > 1, 96) indicator online taxi management and the driver will assist the customers to get good service if changes occur.

H4: Word of mouth, service quality and brand variables together prove to have positive influence toward loyalty, shown with the level of significance value of f count > f table (4, 53 > 3, 2) and determination coeeficient (R ²) = 0, 79, in other words direct and indirect influence exdogen (word of mouth, service quality and brand toward endogen latent variable (loyalty) is 79 % and meaning 0, 21 or 21 % is other variable that also influences customer loyalty.

4.5 Discussion

From the research result conducted using lisrel software regarding word of mouth, service quality, brand and loyalty on online taxi, it is known how much influence each independent variable has.

a. The influence of Word of Mouth toward Customer Loyalty

Based on the results of data analysis, with word of mouth scale analysis on taxis on line, which was developed through measuring the dimensions of reliable communication tools, free advertising, a key factor, a traditional key based on the perception of respondents' responses that are not good with a score 3,3. The range of 3.4 to 4.2 and above 4.2 to 5 is a positive and very positive range.

The construct of the trustworthy dimension, free advertising, a key factor, a traditional key was tested for validity and reliability that the dimension was declared valid and reliable to build word of mouth. While loyalty is formed and measured through cognitive loyalty, affective loyalty, connotative loyalty, action loyalty

The research hypothesis states that the value of word of mouth on online taxi has a positive and significant effect on customer loyalty. This can be seen from the path coefficient that is positive 0.33 with a t-count value of 5.46, which is greater than the t-table of 1.96. Thus, the research hypothesis stating that word of mouth has an effect on the loyalty of online taxi passengers is proven. The results of this study are in accordance with previous studies such as Mohammed (2019); word of mouth has a positive effect on loyalty.

Findings: The results of this study provide support for previous research such as Mohammed's (2019) research on word of mouth affecting loyalty.

Increasing loyalty needs to increase the word of mouth for traveling by online taxi, and to improve word of mouth indicators such as trustworthiness, free advertising, a key factor, and a traditional key.

b. The Influence of Service Quality toward Customer Loyalty

Based on the results of data analysis, with an analysis of the service quality scale on taxis on line, which was developed through measuring the dimensions of reliability, responsiveness, assurance, empathy and tangibles based on the perception of respondents' responses being less good with a score of 3.2. The range of 3.4 to 4.2 and above 4.2 to 5 is a positive and very positive range.

The constructs of reliability, responsiveness, assurance, empathy and tangibles dimensions were tested for validity and reliability that these dimensions were declared valid and reliable to build loyalty, while loyalty is formed and measured through cognitive loyalty, affective loyalty, connotative loyalty, action loyalty.

The research hypothesis states that the value of service quality in online taxis has a positive and significant effect on customer loyalty. This can be seen from the path coefficient that is positive at 0.41 with a t-count value of 3.45, which is greater than the t-table 1.96. Thus, the research hypothesis stating that service quality affects the loyalty of online taxi passengers is proven. The results of this study are in accordance with previous studies such as Muhammad et.al. (2013) service quality has a positive effect on loyalty. According to Priansa in Nusjirwan (2020) "Implementation of communication activities to customers within the company is carried out formally, however, currently there are also companies that practice their communication activities to consumers in an informed manner so that they can explore in-depth information from customers". Regarding the background, this research considers the customer value as an important element for an industry, both in service and manufacture. Moreover, the maximum customer value can be made only if positive influence of marketing and individual environment association does exist (Kusumadewi, 2019). The quality of products that are in great demand by consumers can be seen from several factors including packaging, price, quality, and benefits obtained by consumers (Romdonny, 2019).

Findings: The results of this study support previous studies such as Muhammad et.al. (2013) about service quality affects loyalty.

Increasing loyalty needs to improve the quality of online taxi travel services. Need to improve service quality indicators such as reliability, responsiveness, assurance, empathy and tangibles.

c. The Influence of Brand toward Customer Loyalty

Based on the results of data analysis, with brand scale analysis on online taxi, which was developed through measuring the dimensions of corporate identity, reputation, services performed (level of service), physical environment (tangible cues), contact person based on perception respondents' responses were poor with a score of 3. The range of 3.3 to 43.3 and above 4.2 to 5 was a positive and very positive range.

Construct of corporate identity, reputation, level of service, physical environment (tangible cues), contact person is measured the validity and reliability that these dimensions are declared valid and reliable to build loyalty, while loyalty is formed and measured through cognitive loyalty, affective loyalty, connotative loyalty, action loyalty.

The research hypothesis states that the brand value of online taxis has a positive and significant effect on customer loyalty. This can be seen from the path coefficient that is positive 0.54 with a t-count value of 3.75, which is greater than the t-table of 1.96. Thus, the research hypothesis stating that the brand has an effect on the loyalty of online taxi passengers is proven. The results of this study are in accordance with previous studies such as Sara et.al. (2013) brand image has a positive effect on loyalty.

Findings: Thus, this study strengthens previous research such as Sara et.al. (2011) about the effect of brand image on loyalty.

Increasing loyalty needs to increase the dimensions of corporate identity, reputation, services performed (level of service), physical environment (tangible cues), and contact person.

d. The Influence of Word of Mouth, Service Quality, and Brand Simultaneously toward Customer Loyalty

Based on the analysis and partial discussion of the word of mouth, service quality, and brand image variables simultaneously show a positive and significant effect on loyalty with a significance level of f arithmetic > f table (4.53 > 3.2) and termination coefficient (R^2) = 0.79 is the total influence of exogenous word and mouth, service quality and image variables on loyalty of 0.79.

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L = 0.33*WoM + 0.41*SQ + 0.54* B, Errorvar.=
   0.26  , R² = 0.79(0.078)  (0.067)    (0.17)
                        (0.041)
      5.46     3.45      3.75              4,53
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The findings of this study can be explained that loyalty to online taxi, by showing the variables of word of mouth, service quality, and brand. From these data, the most dominant variable that influences loyalty is the brand variable (B), compared to other variables (word of mouth and service quality variable) on loyalty with a total effect on the level (R^2) = 0.79 or 79%. This proves that the results of testing all hypotheses can be accepted, based on the t test and measurement results on the suitability of the goof of fit index structural equation. The magnitude of the total effect (exogenous to endogenous) with a coefficient of R^2 (R squer) of 79% is obtained from the total effect of direct word of mouth, service quality and brand on customer loyalty. Thus, word of mouth, service quality and brand on online taxi are proven to have an effect on customer loyalty. From the data, the most dominant variable influences the brand with a path coefficient of 0.54, compared to the service quality variable with a path coefficient of 0.41 and word of mouth with a path coefficient of 0.03, while the results of the measurement of other factors studied are not on zeta of 0.21 or 21%, namely variables outside the word of mouth, service quality and brand.

4.6 Finding

In an effort to increase online taxi loyalty based on this empirical evidence, improvements to online taxis are carried out through programs that take into account the dimensions of word of mouth, service quality and a good brand image according to customer expectations.

V. Conclusion

5.1 The Result of Structural Equation Model (SEM) Analysis

1. Word of mouth has a significant influence on customer loyalty of 0, 33 with the most dominant indicator is a key factor.
2. Service quality has a significant influence on customer loyalty of 0,41 with the most dominant indicator tangible.
3. Brand has a significant influence on customer loyalty of 0.54 with the most dominant indicator having the most influence on the services performed.
4. Word of mouth, service quality, and brand simultaneously influence customer loyalty of 79%. Brands with an influence of 0.54 are the most dominant compared to the word of mouth and service quality variables.

5.2 Online Taxi

Online taxi to be able to increase customer loyalty must fix the negative elements of the results of the SEM analysis. The answers to the research problem above according to the resluts of the research show that:

1. Word of mouth is proven to have a significant effect on customer loyalty in online taxi.
2. Service quality is proven to have a significant effect on customer loyalty in online taxi.
3. Brands are proven to have a significant effect on customer loyalty in online taxi.
4. Word of mouth, service quality, and brand simultaneously have been shown to have an effect on customer loyalty in online taxi.

5.3 Online Taxi

For online taxis, it is better to unite to be managed by a company, so that passenger management can be evaluated periodically through word of mouth, service quality and brand factors. Then, loyalty can increase while the company can be managed more efficiently and effectively. Improvement can be made based on the results of the above research.

Based on the research above, online taxis will be able to increase loyalty to one key factor if they match customer expectations (X4), where loyalty will be high if the company is able to build excellent service quality while traveling with online taxi, good taxi driver appearance, and good communication with driver runs smoothly (X14).

5.4 Suggestions for Further Researchers

1. Suggestions for this research need to be followed up with further research, especially to reduce the limitations or enrich this research. Both related to the use of basic theory and research instruments, adding the number of samples.
2. Expanding the research area or arena, adding a customer variable experiencing marketing, or using a different data analysis.

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