

Impact of Service Quality and Brand Image on Grabelectric Usage Decision in Jakarta 2023

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Abstract: This study aims to analyze the effect of service quality and brand image on decisions to use GrabBike motorcycle taxi services in Jakarta (case study of Grabelectric customers in Jakarta). Given that one of the application-based transportation service providers that dominate the market is Grab, which provides a variety of services including electric motorbikes. In a dense urban context like Jakarta, companies like Grab have an important role in meeting the mobility needs of citizens and customers who are increasingly aware of environmental impacts. The method used in this research is a quantitative method. This study uses 100 samples from Grab service users, especially those who have used (Grabelectric) services. This study uses multiple linear regression data analysis to test the hypothesis. The results showed that the variables of customer satisfaction and brand image have a significant effect on service purchase decisions positively.

Keywords: *Service Quality, Brand Image, Purchasing Decision.*

1. Introduction

Transportation plays an important role in people's lives, especially as the population continues to grow. The high use of transportation by the public is the main motivation to continue developing transportation services that can meet their current needs. The rapid development of information technology also significantly affects the evolution of the transportation business and the community where now people tend to leave conventional systems, people now want it to be easier to use transportation services they want to use transportation services that can be accessed on the internet (Simarmata et al., 2019). But in the fast-paced internet era with increasingly fierce competition and policies aimed at reducing pollution in Jakarta, this provides its own challenges for transportation service providers such as Grab. However, Grab, as a company that sees challenges as opportunities, has introduced electric vehicles in its Grabbike service as a response to the policy to reduce pollution in Jakarta. This Grabbike service is called (Grabelectric).

Grab as a transportation service provider company was present in Indonesia in 2014, spreading its services to more than 100 cities. Opening a new service has its own challenges, and in Grab's case, facing the significant challenge of price differentiation from competitors is very important. As we know, price competition in the transportation services industry is very tight, but Grab must provide more value than just competitive prices but must also be able to

provide added value that is different from competitors, namely through differentiation such as service quality, time efficiency, brand image, ease of access. app, as well as positive reviews and recommendations from satisfied customers. It is widely acknowledged that competition in the price of transportation services is fierce, but Grab must provide value that is not only competitive in price but also offers additional benefits that differentiate them from competitors. To earn reviews and maintain positive recommendations, it is important for us for companies to consistently satisfy customers and ensure that their service consistently meets or even exceeds customer expectations.

It is undeniable that service quality is a very important factor in making services attractive to customers. This not only creates customer satisfaction, but also affects brand image, trust, and service business growth. Meanwhile, brand image includes customer perceptions of the Grab brand, the values espoused by the brand, and the reputation it has earned. But in addition to brand image and service quality factors, there are other factors, namely price, as stated by (Saidah & Endang Wahyuni, 2021) a product in the form of goods or services will sell well in the market if the product provides a low price. This factor is also one that is often considered by customers before buying, (Tamzil et al., 2021). But brand image and service quality remain the most important thing because brands that represent service quality will provide perceptions that will arise in the minds of consumers when remembering products from a particular brand, (Sintesa et al., 2022).

Thus, a good brand image and customer satisfaction are interrelated. High service quality creates customer satisfaction, which in turn improves brand image. Conversely, a positive brand image can attract new customers and retain existing customers. It is imperative for Grab to continuously improve its service quality to ensure customer satisfaction, strengthen brand image, and build deep trust. It is not only about providing services that meet customers' current needs, but also about creating positive experiences and building long-term relationships with customers.

The purpose of this study was to determine the effect of service quality and brand image on decisions to use Grabbike services (especially Grabelectric in Jakarta). This research is expected to be a valuable tool for deeper information and insight for Grab companies that run GrabBike services in particular (Grabelectric) in improving service quality and strengthening their brand image to be the best, so that they can maintain and increase their market share in the Jakarta area.

2. Literature review

Service Quality

The company strategy to improve its efforts is selling its service including provide quality service to customer, all forms service that will be provide to customer should meet customer expectation, because service quality will be one measure for customer.(Tjiptono, 2007) in (Wibowo, 2014) argues that service quality is an effort to fulfill consumer needs both from products and services and the accuracy of their delivery to balance consumer expectations.

Grab as a company that offers products in the form of services must pay attention to the wishes of each customer and must also provide services that provide optimal privileges and characteristics to customers who use services as said by (Ghotbabadi et al., 2015) Companies need to understand customer experience and their perceptions of the services used to provide better service in order to achieve current customer satisfaction and acquire new customers. For this reason, companies need a comprehensive model to measure customer perceptions of service quality.

According to (Wusko, 2015) The importance of service quality is to meet the needs and desires of service users, which in this case can result in service user satisfaction which is an indicator of success Service quality is applied by providing good service and in accordance with what is expected by service users. However, basically good service quality is not only achieved, but also maintained and maintained given the shifting needs, expectations, and desires of service users.

This is like what is said (Sutardi et al., 2019) that service quality is not a static entity but is a condition that continues to change along with interactions with various elements, including products, labor, processes, tasks, and the environment. (Anugerah et al., 2022) The focus is on ensuring that these conditions can effectively meet consumer needs and expectations. In this context, service quality becomes more than just meeting basic customer needs. The goal is to create an experience that engages customer wants and expectations, by combining various aspects such as product quality, labor skills, process efficiency, as well as the environment in which the service is provided.

From above opinions, it can be said that service quality can be accepted by customers if the product or service from the company must have a level of service that is in accordance with the wishes and customer expectations, has a specialty or characteristic of the product or service to be offered to customers.

Brand Image

Brand image is the most important thing in representing the Company's brand to consumers, the brand can also provide a picture or impression that is imprinted in the minds of consumers, the brand image includes all aspects related to the brand, both in the form of product quality, user experience, brand values, and visual image or brand aesthetics. For example, if a brand is known for providing high-quality products, good customer service, and has a positive image in society, of course consumers tend to have a positive view of the brand. Therefore, in the era of more and more competition in the business world, companies must continue to prioritize a good corporate image so that consumers can remember and can also attract consumer interest in buying the products or services offered, according to the opinion (Ain & Ratnasari, 2015) brands that have a strong image will usually be easily recognized by customers and in the next stage customers will try a brand and try to evaluate the purchase.

In addition to the brand image presenting the company's brand to consumers, according to (STIE Muhammadiyah Jakarta, 2015) Brand image is also a seller's promise that must be

given consistently to provide certain privileges, benefits, and services to customers. This will certainly make the brand image easily imprinted on every customer who uses the brand they choose. Of course, in representing a brand also has indicators that the company's brand will be acceptable as stated by (Prasetyo, 2016) brand image has indicators or levels of brand awareness, namely recognition: a brand can describe its existence in the minds of customers, reputation: a status that can be formed by the company itself by improving overall quality, affinity: is an emotional connection that arises between the brand and the customer, domain: concerns how wide the reach that the brand has the potential to get to the product itself.

According to (Herdiana & Purnama Alamsyah, 2017) brand image is explained as consumers' overall understanding of a brand. The point to emphasize is that brand image is not only related to giving a good brand name to the product, but also related to the strategy of introducing the product to consumers. The goal is for the product to create a positive impression and maintaining a positive relationship with consumers is a way that can build a brand image and will affect consumers' overall perception of the product (Setiawan, 2018) Thus, brand image is not just about how a brand is mentioned or identified, but also about how consumers perceive it, why they choose it, and how it differentiates itself from competitors. By understanding and managing brand image well, companies can build long-term relationships with consumers and create a competitive advantage in the market.

Purchasing Decision

In general, purchasing decisions are a process in which consumers make selections and evaluations of various existing options. In this process, consumers can utilize or use all the information they know to then make a purchase decision that is considered the most appropriate. However, (Mujiyana & Elissa, 2013) argue that purchasing decisions must have alternative choices, thus decisions can be made by customers on choices and are ready to make purchases. however, (Kurniawan et al., 2017) argues that customer purchasing decisions are based on buying a preferred brand by considering the factors that are in the purchase intention and decision.

However, customers in deciding on a choice have several indicators of buying interest as stated by (Ferdinand, 2009) in (Susantio & Candraningrum, 2019) buying interest can be identified as follows:

- a) Transactional interest, namely person tendency to buy a product.
- b) Prefentcial interest, which describes the behavior of a person who has a primary preference for the product, this prefency can only be changed if something happens to someone else.
- c) Exploratory interest, this interest describes the behavior of a person who is always looking for information about the product he is and looking for product information to support the positive properties of the product.

The factors that encourage customers to make purchases are not only limited to the

indicators mentioned earlier, but also involve aspects of purchase intention. Customer buying interest can be triggered by motivations that encourage them to try new products or services, even from brands they have never tried before. This motivation arises as a thought impulse born in the minds of consumers, one example is like wanting to try Grabelectric, this motivation arises as a thought impulse born from the minds of consumers, one example is like wanting to try Grabelectric, this is as written by (Izzah Nur Masyithoh & Ivo Novitaningtyas, 2021) that buying interest arises from experience and thought so that it creates motivation and becomes a strong desire to meet needs by actualizing these needs.

Of course, various factors to determine a purchase decision or use certain services are very crucial for companies according to (Pratamasari & Sulaeman, 2022) The decision to buy a product made by consumers is one of the things that is considered important for companies because this is the attitude of consumers deciding to actually buy or not a product, where this decision can change quickly according to influences that come from outside and from consumers themselves. Therefore, it is important for service companies such as Grab to take the opportunity to be able to improve service quality and make Grab's brand image recognizable in the minds of customers and give a positive impression to customers who have tried Grabelectric services.

3. Research Method

In this research, we will apply a quantitative approach to collect and analyze data relevant to the influence of service quality and brand image on decisions to use Grab electric motorbike services in Jakarta. (Sugiyono, 2020) in (Siregar & Khoiri, 2023) said that quantitative research methods are used to examine certain populations or samples. The sampling technique was carried out using data collection techniques using research instruments using statistical software such as the SPSS ver.27 application to analyze data and test research hypotheses.

According to (Sugiyono, 2020) in (Siregar & Khoiri, 2023) the sample is part of the number and characteristics of the population. If the population is large, and it is impossible for researchers to study everything in the population, for example due to limited funds, personnel, and time, then the sample is part of the number and characteristics of the population. Because the population of Grabelectri users in Jakarta is unknown, the author uses the lameshow formula to obtain a minimum sample size of 100 people, (Rahma & Canggi, 2021). The research sample will be randomly selected from the population of Grab motorbike customers (especially Grabelectric in Jakarta).

$$n = \frac{Z_{1-\alpha/2}^2 P(1-P)}{d^2}$$

Description:

n = Sample Size

z = Z score at 95% confidence: 1,96

p = Maximum Estimation: 0,5

d = Alpha (0,10) / Sampling Error: 10%

Then:

$$n = \frac{1,96^2 \cdot 0,5(1-0,5)}{0,1^2} = \frac{3,84160,25}{0,01} = 96.04 \text{ (rounded up to 100)}$$

The research sample will be randomly (random sampling) selected from the population of Grab motorbike customers especially (Grabelectric in Jakarta). The population to be studied will be selected based on the categories that the author has determined, namely based on age, namely 19 to 44 years and who have also traveled using Grabelectric. The survey will take the form of a Google form link which will be shared online via social media platforms, the author will provide clear instructions on how to complete the survey. The questionnaire was measured using a Likert Scale consisting of five answer options, namely 5 for strongly agree, 4 for agree, 3 for doubt, 2 for disagree, and 1 for strongly disagree. This scale is used to determine the extent to which the respondent's level of agreement with the statements in the questionnaire.

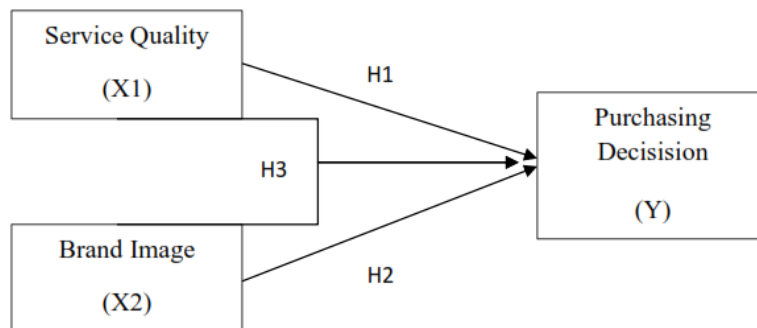


Fig. 1. Framework

From the theoretical basis and framework above, the hypothesis in this study is:

H1: Service quality has a significant effect on the decision to use the GrabBike service especially (Grabelectric).

H2: Brand image has a significant effect on the decision to use the GrabBike service especially (Grabelectric).

H3: Service quality and brand image significantly influence the decision to use the GrabBike service especially (Grabelectric).

4. Result and Discussion

Data analysis was conducted to examine the potential impact of variables X_1 , and X_2 on Y . Quantitative data analysis revealed that the survey included responses from 100 participants who had used Grabelectric, with the majority being male (61.2%) and the rest being female (38.8%). In addition, most of the participants, 88.8% of the total participants, were within the age range of 20 to 44 years old. Only 6% of respondents were under 19 years old, while 5.2% were over 44 years old. Regarding the location of the respondents, the majority lived in East Jakarta, 63.4% of the 100 participants. South Jakarta is where 21.6% of the respondents live, followed by Central Jakarta with 6.7%, West Jakarta with 4.5%, and North Jakarta with 3.7% of the total respondents.

Validity Test

It is known that the result of the r_{table} value based on a significant 5% with 100 respondents obtained a r_{table} value of (0.195). Based on the results of the validity test using spss version 27. It can be seen that the results of the validity test of the Service Quality variable (X_1) based on statements 1 through 12 are proven valid because the calculated r_{value} from lowest to highest is 0.637 to 0.794, where the value is higher than the r_{table} value (0.195). The Brand Image variable (X_2) based on statements 1 through 11 is also proven valid because the calculated r_{value} from lowest to highest is 0.572 to 0.749, where the value is higher than the r_{table} value (0.195). As for the purchasing decision variable (Y) based on statements 1 to 11, it is proven to be valid because it has a calculated r_{value} from lowest to highest of 0.606 to 0.851, where the value is higher than the r_{table} value (0.195). These statements can be used in this study because all data are declared valid.

Table 1

Reliability Test.

No	Variable	Cronbach's Alpha	Description
1	Service Quaity (X1)	0,918	Realible
2	Brand Image (X2)	0,894	Realible
3	Purchasing Decession (Y)	0,908	Realible

The results of the reliability test explain that the Cronbach's alpha coefficient for the Service Quality variable (X_1) is 0.918, Brand Image (X_2) is 0.894, and Purchase Decision (Y) is 0.908. This means that the data collected in this study is considered reliable, because according to (Amanda et al., 2019) if all variables show values that exceed the threshold of 0.60 then the data is declared reliable. Thus, it can be concluded that the results of the research variables obtained from the overall scores obtained in the reliability test are worthy of further and more in-depth testing.

Normality Test**Table 2**

Normality Test.

				Unstandardize d Residual
N				100
Normal Parameters ^{a,b}	Mean			0,0000000
	Std. Deviation			3,05742647
Most Extreme Differences	Absolute			0,068
	Positive			0,068
	Negative			-0,062
Test Statistic				0,068
Asymp. Sig. (2-tailed) ^c				.200 ^d
Monte Carlo Sig. (2-tailed) ^c	Sig.			0,307
	99% Confidence Interval	Lower Bound		0,295
		Upper Bound		0,319
a. Test distribution is Normal.				
b. Calculated from data.				
c. Lilliefors Significance Correction.				
d. This is a lower bound of the true significance.				

The normality test uses the one-sample kolmogorov-smirnov test with a significance value of 0.05 and is declared normally distributed if it is greater than 0.05. Based on the results of the normality test in this study, it shows that the significant value is $0.307 > 0.05$, so this study shows that it has normally distributed data. Because the data presented is normally distributed, the authors have valid data so they can continue the research to the next stage.

Determination Coefficient**Table 3**

R Square.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.828 ^a	0,685	0,679	3,089
a. Predictors: (Constant), Brand Image, Service Quality				

Based on the results of the R test using the SPSS 27 program tools, the correlation / relationship value is 0.828. From this output, the coefficient of determination R_{Square} is 0.685. This finding means that the variable service quality and brand image based on the output above means that the effect of variables X_1 (Service Quality) and X_2 (Brand Image) simultaneously on variable Y (Purchase Decision) is 68.5%. Meanwhile, 31.5% is explained by other factors outside the regression model analyzed in this study. This significant R_{Square} value indicates that the two independent variables together have a strong influence in explaining variations in purchasing decisions for Grabbike services, especially (Grabelectric) services.

T-Test (Research Hypothesis test)**Table 4**

T-Test Analysis Result.

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3,198	2,993		1,068
	Service Quality	0,152	0,073	0,156	0,039
	Brand Image	0,755	0,078	0,718	0,000
a. Dependent Variable: Y (Purchasing Decision)					

Based on the T-Test results in the table above, it shows the results that the sig value for the variable value of service quality (X_1) on the variable value of purchasing decisions (Y) is $0.39 < 0.05$ and the t_{value} is $2.089 > t_{\text{table}} 1.984$, it can be interpreted that H_0 is rejected and H_a is accepted because there is a significant value and a positive influence between the variable value of service quality on purchasing decisions. Furthermore, the sig value for the value of the brand image variable (X_2) on the value of the Purchasing Decision variable (Y) is $0.000 < 0.05$ and the t_{value} is $9.620 > t_{\text{table}} 1.984$, it means that H_0 is rejected, and H_a is accepted

because there is a significant value and a positive influence between the brand image variable on purchasing decisions.

Multiple Linear Regression Test Result

Table 5

Multiple Linear Regression Test.

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	3,198		1,068	0,288
	Service Quality	0,152	0,073	0,156	0,039
	Brand Image	0,755	0,078	0,718	0,000

a. Dependent Variable: Y (Purchasing Decision)

Based on the table above, it can be explained that the multiple linear regression equation is as follows:

$$Y = 3,198 + 0,152 X_1 + 0,755 X_2$$

Information:

Y = Purchasing Decision

X₁ = Service Quality

X₂ = Brand Image

The interpretation of the result of the equation is as follow:

The constant value (^a) has a positive value of 3.198. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable, this indicates that if all independent variables including X₁, and X₂ are 0, then Y on average is 3,198.

It is known that the regression coefficient value for variable (X₁) (Service Quality) has a positive value of 0.152, which means that when (X₁) Service Quality increases by 1, then (Y) Purchase Decision using Grabbike services will increase by 0.152 assuming that the other independents are considered constant. The positive sign indicates a unidirectional influence between the independent variable and the dependent variable.

It is known that the regression coefficient value for the (X₂) Brand Image variable has a positive value of 0.755, this indicates that if (X₂) Brand Image increases by 1, then Y (Purchasing Decision) using the Grabbike service will increase by 0.755 assuming that the other independent variables are considered constant. The positive sign indicates a unidirectional influence between the independent variable and the dependent variable.

From the above data, in which the coefficient values X_1 , X_2 on Y have positive values and also the Sig value of Service Quality (X_1) $0.039 < 0.05$ and Brand Image (X_2) $0.000 < 0.05$, so it can be known that the influence of X_1 (Service Quality) with value 0.152 and X_2 (Brand Image) with value 0.755 have a significant impact on the choice to use Grabbike service especially (Grabelectric).

Feasibility Test Result

Table 6

F-Test.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2013,122	2	1006,561	105,503	.000 ^b
	Residual	925,438	97	9,541		
	Total	2938,560	99			
a. Dependent Variable: Purchasing Decision						
b. Predictors: (Constant), Brand Image, Service Quality						

Based on the simultaneous panel test or F_{test} where the following data is obtained, the calculated F_{value} is $105.503 > F_{table}$ is $(2;97) = 3.09$ with a sig value of 0.000. Based on these data, a significant value of $0.000 < 0.05$. So, in this study it can be concluded, the model is considered meaningful and feasible to use based on the sig value obtained, that all independent variables simultaneously have an influence on the dependent value, namely the decision to use Grabelectric.

5. Conclusion

Based on the result of the studies, it can be concluded that: T-Test analysis of 2 variables between service quality X_1 with a calculated T_{value} of 2.089 and a significance value of $0.039 < 0.05$ and brand image variable X_2 with a calculated T_{value} of 9.620 and a significant value of $0.000 < 0.05$ indicates that service quality X_1 and brand image X_2 simultaneously affect service quality and customer trust in Grab brand image. This can also be seen from the F_{count} value of 105.503 which has a significant value of $0.00 < 0.05$. Thus, service quality and brand image have a positive and significant influence on purchasing decisions. Thus, it can be concluded that service quality and brand image play an important role in influencing the purchasing decisions of Grabbike customers in particular (Grabelectric). These results can provide valuable guidance for Grab company businesses through Grabbike services in particular (Grabelectric), such as increasing the vehicle fleet to attract more customers and consolidate positions in the market to improve their marketing strategies and further maximize their service quality and brand image to improve purchasing decisions.

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