

The Influence Of Promotion, Customer Satisfaction, and Brand Image On Customer Loyalty at PT LALAMOVE

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Abstract: The research aims to examine the influence of promotion, customer satisfaction, and brand image on customer loyalty in the context of PT Lalamove, an on-demand delivery service provider in Jakarta, Indonesia. The study employed a quantitative approach with a sample of 160 Lalamove users. The data analysis using Partial Least Squares (PLS) revealed that promotion and customer satisfaction have a significant positive impact on brand image and customer loyalty. Furthermore, brand image was found to mediate the relationship between promotion and customer satisfaction, as well as between customer satisfaction and customer loyalty. The study's findings highlight the importance of effective promotion, high customer satisfaction, and a strong brand image in fostering customer loyalty for PT Lalamove.

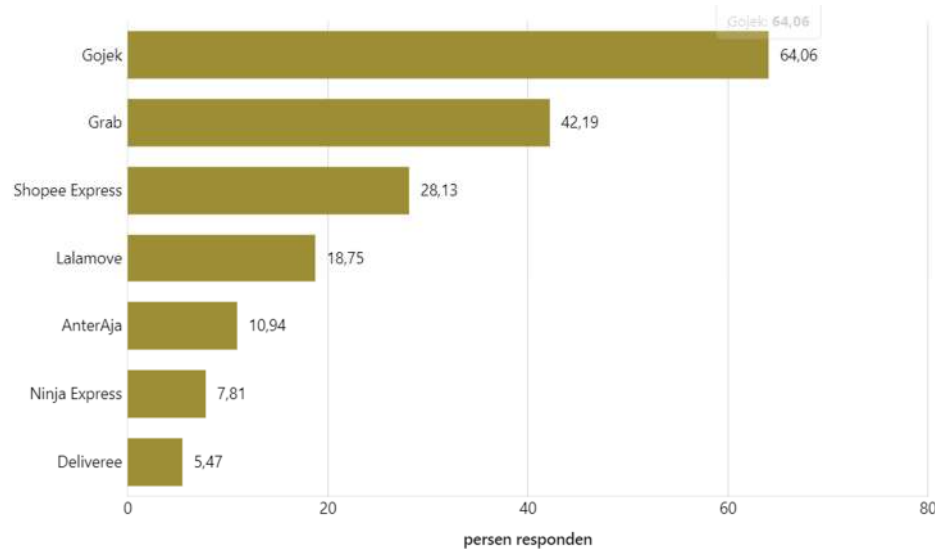
Keywords: *Promotion, Customer Satisfaction, Brand Image, Customer Loyalty, PT Lalamove*

1. Introduction

Nowadays, delivery services are in high demand because people can access several online shops easily. They used delivery services to deliver their packages. The delivery services that can be used are Gojek, Grab, Shopee Express, Ninja Express, Lalamove, Anteraja, Deliveroo. Each delivery service has different offers from others. Gojek, Grab, and Shopee Express have offers like discounts or seasonal promos such as Kemerdekaan discounts and Mother's Day discounts. Lalamove also uses the same seasonal promo as the others. Compared to Gojek, Grab, and Shopee Express, which have a large user base and are heavily promoted, Lalamove still needs a higher level of brand awareness among the general public. Reviews of Lalamove show that the service provides a satisfying delivery experience for most users. Notable strengths include speed, ease of use of the app, and professionalism of the driver (Ruben, 2024). This indicates that customer satisfaction plays an essential role in Lalamove's success. The positive reviews show that Lalamove is successfully meeting customer expectations, perhaps even exceeding them, especially in terms of speed, ease of use of the app, and professionalism of the drivers. This shows that Lalamove has built strong relationships with its customers, which can increase their loyalty and drive business growth.

Lalamove was founded to provide every customer with same-day delivery. It has many different driver partners to operate different types of delivery vehicles for different types of demand in the market (Libo-On, 2021). The need for fast and reliable delivery services is increasing, especially for businesses operating in various locations. PT Lalamove is here to answer this challenge by offering flexible and reliable delivery services. Lalamove has recorded significant growth, with over 80% of its business partners coming from UMKM. Lalamove's commitment as One Stop Instant Delivery Solutions for UMKM continues to innovate with instant intercity delivery, free API Integration, the addition of large fleet types, and expanding service areas to 14 cities in Java (Infobisnis, 2023).

Fig.1 Online Logistics Services Used by Respondents (August-September 2022)



Source : <https://databoks.katadata.co.id/datapublish/2022/12/08/gojek-dominasi-pasar-logistik-online-di-indonesia>

Figure 1 above states that Gojek is more dominant than the other delivery. It is 64,4%. Then it followed by Grab (42,19%) and Shopee Express (28,13%). Lalamove positions itself as a notable player in the industry, with 18,75%. The total number of respondents was 1,152 people from among merchants who utilize online logistics services to send goods. 41% of respondents were male and 59% were female. The majority of respondents were between 18-29 years old (45.83%) and 30-41 years old (41.67%), with an average monthly income of IDR 2.5 million-Rp5 million (31.58%) and IDR 5 million-Rp10 million (28.95%). (databoks 2022). This competitive landscape underscores the importance of understanding factors influencing customer choice and loyalty within the shipping sector. This indicates significant potential but also highlights the need to maintain customer loyalty amidst intensifying competition, and understanding the factors that contribute to customer loyalty is crucial to maintaining a competitive market share.

A good brand image is a major factor in determining customer loyalty since it can be strategically used to affect consumers' attitudes and actions. The objective of this research is to examine the influence of Promotion, customer satisfaction, and Promotion of customer loyalty in the context of PT Lalamove; by examining the relations of these factors, this research seeks to provide valuable insights into how PT Lalamove can optimize its marketing strategies to build a loyal customer base. Understanding the impact of brand image on customer perception and the subsequent influence on promotion effectiveness and customer satisfaction is crucial for developing targeted and impactful marketing initiatives. Ultimately, this study will contribute to the body of knowledge on brand management and customer loyalty in the dynamic on-demand delivery sector. Therefore, the author raises the research entitled "*The Influence of Promotion, Customer Satisfaction, and Brand Image on Customer Loyalty at PT Lalamove.*"

2. Literature Review

2.1 Promotion

According to Kotler, Promotion is the communication link between the seller and buyer that informs, persuades, and reminds potential buyers about products and services offered (Kotler, 2012). Promotion is a type of communication that provides an explanation that convinces potential customers about goods and services (Sirait, 2021). Promotion informs, persuades, and reminds consumers to respond to the product or service offered. The desired response can take various forms, from awareness of the existence of a product or service to an actual purchase (Salehuddin et al., n.d.). Promotion is an activity carried out by a company to communicate the benefits of its products and to convince consumers to buy (Ismail et al., 2021). According to Kotler (2019), There are five dimensions of sales promotion: 1) advertising, 2) sales promotion, 3) individual selling, 4) public relations, and 5) direct selling.

2.2 Customer Satisfaction

Customer satisfaction is an emotional response to the experience of using an item or service. Customer satisfaction occurs when the assessment at least exceeds customer expectations (Sakti & Mahfudz, 2018). Hossain and Dwivedi believe that customer satisfaction is one of the oldest topics and is still important among researchers today. Customer satisfaction is a variable that can be represented as a continuum ranging from "not at all satisfied" to "completely satisfied". "Satisfaction is the level of one's feelings after comparing performance or perceived results with expectations. Satisfaction is closely related to loyalty; a consumer is likely to be loyal if his satisfaction is at a high level (Hutabarat & Prabawani, 2020). Every organization should have a strategy on how to identify, respond to, and satisfy client needs effectively. According to Pratiwi in the journal (Afrilliani, 2020), it is important to retain clients. There are indicators of customer satisfaction, namely: (1) conformity to expectations, (2) intention to return, and (3) willingness to recommend.

2.3 Brand Image

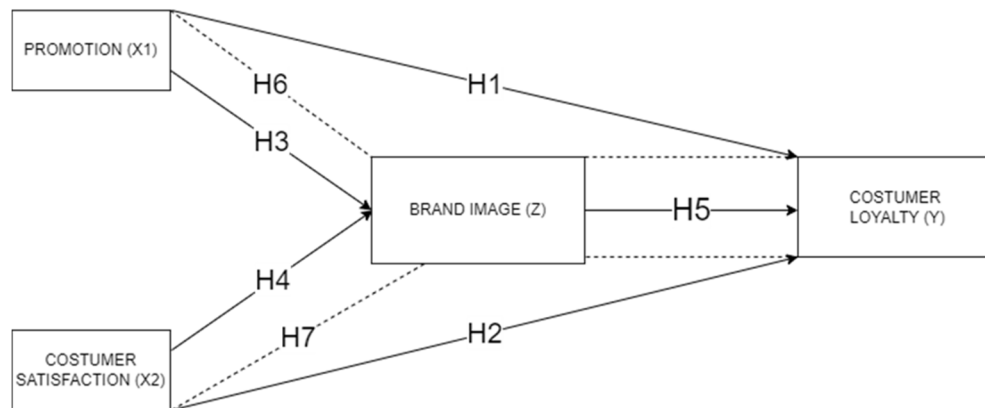
According to Purwianti et al. (2022), brand image is defined as the overall perception or overall brand impression of consumers, enabling consumers to estimate the results or characteristics of a product or service. Brand image is important in providing information about the company in terms of its performance, besides connecting the company's brand to the customer's memory (Wardhani et al., 2020). Through advertising and marketing, brand image develops through promotional efforts and advertising. When a consumer uses a product and expresses his experience of the product in front of others, this is what forms the brand image of the product. According to Setiono & Hsieh (Verbeke et al., 2020), successful brand image enables consumers to recognize needs, which the brand accomplishes to distinguish itself from its competitors and thus, improve the possibility that consumers possess the strength of mind to purchase the brand. According to Kotler in the journal (Nissi & Budiono, 2019), brand image has three indicators, namely: (a) company image (corporate image), (b) user image, and (c) product image.

2.4 Customer Loyalty

In the midst of competitive business competition, there is a changing trend in competition where various companies invest more to create loyal customers. Customer loyalty is the decision-making behavior that leads to the continuous purchase of the company's selected goods or services (Surahman et al., 2020). Customer loyalty is considered an important key to the success and profit of the organization. Customer loyalty can be obtained by a company if customer

satisfaction and trust have been achieved (Elizar et al., 2020). Customer loyalty is a good thing and the target of every service company. Loyal customers are better than customers who are less loyal. Moreover, having loyal customers usually generates profits throughout the company's business journey. According to Keller (2007), in research (Trihudiyatmanto, 2021), there are several indicators of customer loyalty that become a reference, namely: (a) Loyalty to Product Purchases (Repeat Purchase), (b) Resistance to Negative Influences on the Company (Retention), (c) Referring in Total to the Company's Existence (Referrals).

Fig 2. Framework



3. Research Methodology

3.1 Research Design

The research design is a plan of how the research will be conducted, and it should provide an overview of the research procedure and the steps that will be taken to carry it out. The research design should also show how the research will look after it is completed (Fachruddin, 2009).

3.2 Research Approach

Descriptive research methodology is the methodology used. Descriptive research is research that uses techniques to characterize research results. The purpose of descriptive research is to describe, explain, and validate the phenomenon being studied, as the name implies. (Dr. Muhammad Ramdhan, n.d.) Quantitative methods are applied in the research process. Inferential in nature, quantitative research draws conclusions from the results of statistical hypothesis testing using empirical data (Aksara, 2021).

3.3 Research Location and Time

Lalamove delivery service users are the research subjects of this study, which will be conducted in Jakarta. This research will be conducted between May 2024 and August 2024.

3.4 Population and Sample

Purposive sampling is a non-random selection technique in which the researchers select representative quotes by identifying a unique identity that aligns with the study goals and is anticipated to address the research case (Lenaini & Artikel, 2021). Hair's approach is used to calculate the sample size, according to which there should be 5–10 times more samples than statements in the questionnaire (Hair & Alamer, 2022). Based on the research, it is known that there are 20 indicators, so the sample size is $8 \times 20 = 160$, which means there will be 160 respondents in this study.

3.5 Variable Measurement

Table 1

Measurement of variables in the questionnaire

Variable	Dimension	Indicator
Promotion (Ismail Yogi Indra Pranata, Zakaria Wahab, 2021)	- Advertising	- Lalamove utilizes digital advertising
		- Lalamove's advertising messages reach the target audience.
	- Sales Promotion	- Lalamove offers user discounts
		- Lalamove offers Promotion
	- Individual selling	- Lalamove allows customers to track their orders.
		- Lalamove provides communication directly to driver
		- Lalamove receives positive media coverage
	- Public relations	- Lalamove utilizes its mobile app and website
	- Direct selling	
Customer Satisfaction (Pratiwi dalam Afrilliana, 2020)	- conformity with expectations	- Delivery service as expected
		- Lalamove application is easy to access
	- Intention to return	- I am willing to use the Lalamove service
		- I am interested in using the Lalamove service again because the value and benefits are good
	- Willingness to recommend	- I am satisfied with the Lalamove service, so that I recommend it to others
		- I am willing to recommend the Lalamove
Brand Image (Nissi & Budiono, 2019)	- Corporate image	- I prefer to use Lalamove services compared to other expedition services
		- lalamove has a good reputation in the eyes of the public
	- User image	- Lalamove is easy to find in the DKI Jakarta area
		- Lalamove provides comfort to customers.
	- Product image	- There is information about the movement of the package when the goods are sent
		- Lalamove service has good quality
Customer Loyalty	- Repetition	- I am a loyal customer of Lalamove

- Retention
 - I intend to use Lalamove services in the future
 - Customer service speed in responding to customer complaints
 - I have no effect on other expedition services
- Recommendation
 - I am satisfied with the Lalamove service, so I recommend it to others.

4. Results and Discussion

4.1 Description of Respondents

Lalamove delivery service users who live in DKI Jakarta (North Jakarta, West Jakarta, East Jakarta, and South Jakarta) are the respondents of this study. Before selecting the respondent, the researchers categorized the respondent based on the age and gender of service consumers was first carried out. The following table will provide a summary of the characteristics of respondents described in the tabulation of the names of respondents taken from a sample of 160 respondents. To provide an overview of the respondents' personal circumstances, information regarding the respondents' identity is presented.

Table 2
Characteristics of Respondent

No.	Category Characteristic	Characteristic	frequency	percentage
1	Age	>20	122	76%
		20-30	20	13%
		30-50	10	12%
		>50	8	5%
2	Gender	Male	80	44%
		Female	90	56%

Source: Respondent Results (2024)

Based on Table 2, respondents can be classified based on gender and age. For this research questionnaire, females outnumber males in the gender category, according to the data in Table 2.1. The age category in Table 2 shows that 122 respondents were >20 years old. As a result, consumers in this age group are more likely to use Lalamove.

4.2 Statistical Analysis of Data

This study evaluates the hypotheses using the statistical method known as partial least squares (PLS). PLS is a strong substitute for the more conventional Structural Equation Modeling (SEM), setting itself apart with an analytical framework centered on variance. This methodological decision is especially beneficial because PLS has the natural capacity to manage datasets with tiny sample sizes, which is a feature that fits in nicely with the possible limitations that come with some

study designs. PLS also has the unique advantage of not requiring the limiting assumptions that might hinder the application of other statistical techniques.

The study will be carried out with the use of SmartPLS 4.0 software, an effective instrument for PLS-based modeling and analysis that makes it easier to extract significant insights and come to solid conclusions about the theories being studied.

4.3 Outer Model Results

Furthermore, the outer model results can be seen in the following figure.

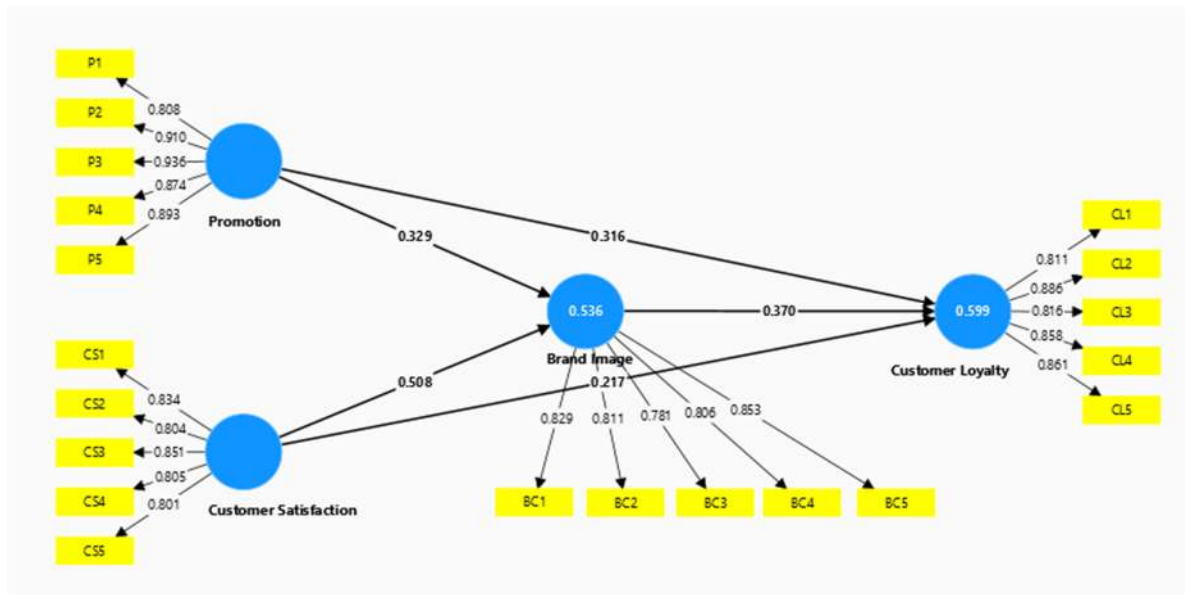


Fig. 3

Outer Model Results

4.4 Data Quality Test

The data quality test can be seen in the table below:

Table 3

CA, rho-A, RK dan AVE

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image	0.875	0.881	0.909	0.666
Customer Loyalty	0.901	0.902	0.927	0.717
Customer Satisfaction	0.878	0.881	0.911	0.671
Promotion	0.930	0.937	0.948	0.784

Source: SmartPLS Output (2024)

The precision of the study's data is evaluated using Partially Analysed Least Square (PLS), a variant of Structural Equation Modelling (SEM) that focuses on variance or components. The analysis employs SmartPLS software. A validity test is deemed successful if its result surpasses 0.5. Convergent validity, or marker validity, is assessed by comparing the square root of the

average variance extracted (AVE) from the test results. The data shows that both Composite Reliability and Cronbach's Alpha values from the reliability test exceeded 0.7.

Discriminant validity is determined through cross-loading values. If an indicator's cross-loading value for its variable is higher than that of other variables, it possesses discriminant validity. The cross-loading values for each indicator will be presented subsequently :

Table 4
Cross Loading Result

	Brand Image	Customer Loyalty	Customer Satisfaction	Promotion
BC1	0.829	0.598	0.543	0.472
BC2	0.811	0.589	0.627	0.512
BC3	0.781	0.404	0.492	0.333
BC4	0.806	0.648	0.552	0.501
BC5	0.853	0.584	0.524	0.538
CL1	0.568	0.811	0.554	0.493
CL2	0.628	0.886	0.483	0.613
CL3	0.636	0.816	0.571	0.526
CL4	0.577	0.858	0.503	0.538
CL5	0.557	0.861	0.542	0.546
CS1	0.603	0.554	0.834	0.470
CS2	0.482	0.421	0.804	0.382
CS3	0.516	0.535	0.851	0.421
CS4	0.549	0.471	0.805	0.397
CS5	0.595	0.563	0.801	0.392
P1	0.480	0.466	0.416	0.808
P2	0.488	0.618	0.469	0.910
P3	0.575	0.643	0.466	0.936
P4	0.518	0.553	0.386	0.874
P5	0.528	0.548	0.498	0.893

Source: SmartPLS Output (2024)

The analysis presented in Table 4.4 unequivocally demonstrates that the cross-loading values associated with each latent variable are indeed greater than those observed for indicators on other latent variables. This empirical evidence allows us to confidently conclude that the estimated model has successfully fulfilled the stringent criteria for discriminant validity, thereby establishing its feasibility and validity for utilization within the context of this particular research endeavor.

Furthermore, within the framework of evaluating the structural model or inner model, a trio of criteria, namely R-Square, F-Square, and Path Coefficient Estimation, were meticulously employed to quantitatively assess the strength of the relationship or estimation existing between latent variables or constructs. The comprehensive analysis culminated in the attainment of remarkably high R-Square values, a clear indication of the model's exceptional robustness and its ability to account for a substantial proportion of the variance in the dependent variables.

Table 5
Adjusted R-Square and R-Square values

	R-square	R-square adjusted
Brand Image (Z)	0.536	0.530
Customer Loyalty (Y)	0.599	0.591

Source: SmartPLS Output (2024)

An indicator of how successfully a measuring tool may be utilized to assess the degree to which exogenous factors impact endogenous variables is the R-squared metric. The combined or simultaneous impact of Promotion (X1) and customer satisfaction (X2) on customer loyalty (Y) has an R-Square value of 0.599 with an adjusted R-Square value of 0.591, as can be seen from the data processing findings above. Thus, the combined effect of all exogenous components (customer satisfaction and Promotion) on customer loyalty is 0.591, or 59.1%. The final build has an Adjusted R-Square value of more than 33 percent, indicating its robustness.

Promotion, customer happiness, and customer loyalty have an additive or simultaneous impact on brand image, with an adjusted R-Square value of 0.530. This connection has an R-Square value of 0.536. Thus, it is possible to explain the concurrent effects of Promotion, customer loyalty, and satisfaction on brand image, which add up to 0.530 or 53%. Because the Adjusted R-Square is more than 33%, the exogenous construction of Promotion, Customer Satisfaction, and Customer Loyalty on Brand Image is strong.

Table 6
F- Square Value

	Brand Image	Customer Loyalty	Customer Satisfaction	Promotion
Brand Image		0.159		
Customer Loyalty				
Customer Satisfaction	0.414	0.062		
Promotion	0.174	0.158		

Source: SmartPLS Output (2024)

F-square, used to assess the correlation between variables and effect size, categorizes effects as low (0.02), medium (0.15), or high (0.35) (Ghozali, 2008). In this case, the customer satisfaction variable has an F-Square value of 0.414, exceeding the threshold for a large effect size. This suggests that customer satisfaction is a reliable predictor of customer satisfaction. Also, Based on the F-Square value table above, the promotion variable, which has a value of 0.174 > 0.35, has a large effect size with the F-Square > 0.35 criteria. Thus, it can be said that Promotion is reliable.

4.5 Hypothesis Test

Based on the results of the hypothesis test, it is known as the following table:

Hypothesis		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Decisions
H1	Promotion -> Customer Loyalty	0.316	0.315	0.100	3.152	0.002	Accepted
H2	Customer Satisfaction -> Customer Loyalty	0.217	0.204	0.096	2.272	0.024	Accepted
H3	Promotion -> Brand Image	0.329	0.335	0.090	3.672	0.000	Accepted
H4	Customer Satisfaction -> Brand Image	0.508	0.505	0.093	5.485	0.000	Accepted
H5	Brand Image -> Customer Loyalty	0.370	0.382	0.124	2.985	0.003	Accepted
H6	Promotion -> Brand Image -> Customer Loyalty	0.122	0.128	0.056	2.191	0.029	Accepted
H7	Customer Satisfaction -> Brand Image -> Customer Loyalty	0.188	0.198	0.087	2.163	0.031	Accepted

Based on the results of the data mentioned above, it can be concluded from the hypothesis test that each of the seven hypotheses proposed in this study, namely:

First Hypothesis

According to the findings of this study's hypothesis testing, it is accepted because the T statistics are $3.152 > 1.96$, and the P values are $0.002 < 0.005$. This suggests that customer loyalty is positively impacted by Promotion. The resulting coefficient of influence is similarly noticeably positive, showing that the Lalamove offer for Promotion is working to build up customer loyalty. These findings show a favorable and significant correlation between Promotion and Customer Loyalty among Lalamove users. These findings support research conducted by Rivaldo et al. (2022) conducted research on Bank BSI Nagoya Batam . The research was conducted with 89 customer respondents. The results showed that Promotion had a significant positive effect on customer loyalty. This means that through Promotion carried out by Bank BSI Nagoya Batam Branch through brochure media, Bank BSI Nagoya Batam Branch can produce more attractive and information-dense brochures so that customers can become loyal, confirming that Promotion has a strong positive impact on customer loyalty in the Lalamove.

Second Hypothesis

The results of the study's hypothesis testing are acceptable since they show that customer satisfaction affects customer loyalty. T Statistics: $2.272 > 1.96$, P values: $0.024 < 0.005$. This suggests that among Lalamove consumers, there is a strong and positive correlation between customer satisfaction and Customer loyalty. These findings support research conducted by Fakhri (2022) on the implications of customer loyalty, conducted with 32 respondents. The results showed that customer satisfaction had a positive and significant effect on customer loyalty. It can be concluded that Customer satisfaction has a significant effect on customer loyalty at Fadira Bookstore Fadira. The significant positive coefficient of influence confirms that customer satisfaction has a strong positive impact on Lalamove's customer loyalty.

Third Hypothesis

T statistics of $3.672 > 1.96$ and P values of $0.000 < 0.005$ support the third hypothesis' findings, which show that Promotion affects brand image. This suggests that among Lalamove users, there is a positive and significant association between promotion and brand image. These results back the study by (Montaner & Pina, 2008), which analyzes how Promotion can affect

brand image. The findings demonstrate that brand image is positively impacted by Promotion. Customers form a more favorable opinion of the Lalamove brand when they receive higher offer promotions from the company. The promotion has a considerable positive impact on Lalamove's brand image, according to the significant positive effect values.

Fourth Hypothesis

Testing the fourth hypothesis in this study revealed that customer satisfaction has an impact on brand image, as indicated by the T statistic of $5.485 > 1.96$ and P values of $0.000 < 0.005$. This suggests that among users of Lalamove, Customer Satisfaction and Brand Image have a favorable and significant link. These results back the study on research by Indarto & Qomariah (2018). The results show that Brand Image has a significant influence on customer satisfaction. According to the study findings, if the brand image attributes are better, customer satisfaction for CIMB Niaga Xtra savings at Bank CIMB Niaga Situbondo will increase. The Lalamove service's brand image is positively impacted by customer loyalty, as confirmed by the strong positive influence coefficient.

Fifth Hypothesis

Testing the fourth hypothesis in this study revealed that customer satisfaction has an impact on brand image, as indicated by the T statistic of $2.985 > 1.96$ and P values of $0.003 < 0.005$. This suggests that among users of Lalamove, brand image and Customer Loyalty have a favorable and significant link. These results back the study on research for h3soy soy milk home industry consumer loyalty carried out by (Arif & Syahputri, 2021). The results show that Brand Image has a positive and significant effect on Customer loyalty in the h3soy soy milk home industry. The higher consumer happiness, the better the brand image in the h3soy soy milk home industry. According to the findings of the study, Brand image has an impact on Consumer satisfaction. The Lalamove service's brand image is positively impacted by customer loyalty, as confirmed by the strong positive influence coefficient.

Sixth Hypothesis

The hypothesis results are accepted based on the T-statistic of $2.191 > 1.96$ and a P-value of $0.029 < 0.005$. These results indicate that Promotion has an indirect effect through brand image mediation on customer loyalty for Lalamove users. The results of this study are new because promotion and customer loyalty have yet to be found through brand image. This can explain the sixth research objective, which is to identify and measure the direct effect of Promotion through brand image on customer loyalty. These results provide strong support for the existence of a significant indirect effect of Promotion through brand image on customer loyalty in Lalamove users.

Seventh Hypothesis

The hypothesis results are accepted based on the T-statistic of $2.163 > 1.96$ and a P-value of $0.031 < 0.005$. These results indicate that Customer Satisfaction has an indirect effect through brand image mediation on customer loyalty for Lalamove users. The results of this study are new because customer satisfaction and customer loyalty have yet to be determined through brand image. This can explain the sixth research objective, which is to identify and measure the direct effect of Customer Satisfaction through brand image on customer loyalty. These results provide strong support for the existence of a significant indirect effect of Customer Satisfaction through brand image on customer loyalty in Lalamove users.

5. Conclusion

Based on the results of the research conducted and data analysis as described in the research, the following conclusions are presented from the research results. Promotion has a significant positive impact on brand image and customer loyalty. It also found that customer satisfaction has a significant positive impact on brand image and customer loyalty. Moreover, brand image was found to have a positive impact on customer loyalty. The study also revealed that brand image plays a mediating role in the relationship between Promotion and customer satisfaction, as well as between customer satisfaction and customer loyalty. The findings of this research are valuable for PT Lalamove's management in developing effective marketing strategies to enhance customer loyalty. The study suggests that marketing strategies that improve customer satisfaction, increase promotional effectiveness, and strengthen brand image will lead to increased customer loyalty and ultimately improve the company's overall business performance.

6. Implication

The research provides significant theoretical and practical implications regarding the Lalamove delivery service, showing that if PT Lalamove wants to keep its customers happy and coming back, it needs to focus on a few things. First, it is really important to make sure customers are satisfied. This means making sure deliveries are on time, the app is easy to use, and the drivers are professional. Second, Lalamove should keep doing promotions that work well. These promotions help people see the company in a good light and make them want to use Lalamove again. Finally, the company needs to keep building a strong brand image. When people think of Lalamove, they should think of good things. If Lalamove does all of these things, it will likely have more loyal customers and do even better in the future.

7. Research Limitation

The study's focus on Lalamove users in Jakarta limits the generalizability of the findings to other geographical regions or even other on-demand delivery service providers. Additionally, the sample size of 160 respondents, while adequate for the statistical analysis, might not fully capture the diversity of Lalamove's customer base. Future research could expand the scope of the study to include a larger and more diverse sample, potentially across multiple regions, to enhance the external validity of the findings.

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