

The Role of Service Quality in Increasing Brand Loyalty through Customer Satisfaction in Expedition Companies in Jakarta in 2024

Alviana^a, Rosiana Bethesda Helena^b, Euis Saribanon^c, Novembriani Irenita^d

^{abc}Faculty of Management and Business, Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

^dFaculty of Transportation and Logistics System, Institut Transportasi dan Logistik Trisakti, Indonesia

Corresponding author: alviana6423@gmail.com

Abstract: This study aims to analyse the influence of service quality on brand loyalty through customer satisfaction at Anteraja in Jakarta. This type of research uses quantitative research. The analysis method used in this research is Structural Equation Model (SEM) analysis using SmartPLS 4.0 software to test the relationship between variables. The population in this study is Anteraja Jakarta users. Based on the Lemeshow formula with a margin of error of 10%, it resulted in a sample calculation of 96.04, which was rounded to 100. The sampling technique in this study uses non-probability sampling, namely purposive sampling with respondent criteria that the author has determined. The data collection technique used in this study was carried out by distributing questionnaires using Google Forms. The results of this study show that service quality indirectly significantly influences brand loyalty through customer satisfaction.

Keywords: *Expedition, Quality, Service, Customer Satisfaction, Brand Loyalty*

1. Introduction

In today's digital era, many people take advantage of technological advances to make it easier for them to meet their life needs. One of them is using electronic devices such as gadgets to carry out shopping activities. The digital era encourages the ease of online purchasing Mandell and is an opportunity for Indonesia's digital economy to continue to grow and develop.

With this phenomenon, many expedition service companies help business people facilitate the delivery of goods to consumers. The number of expedition service companies today has resulted in competition between Indonesian expedition service companies so that expedition companies can compete to provide good service quality to their customers.

One of them is an expedition company under the auspices of PT. Tri Adi Bersama is Anteraja, involved in developing the expedition service industry. Anteraja is a company that offers technology-based delivery services designed specifically for people who want convenience and comfort in picking up and sending packages. Anteraja, an expedition service company with SATRIA (Alert, Safe, Trusted, Friendly, Integrity, and Trust) values, has grown to become one of Indonesia's leading expedition service companies that integrates technological

advances in each of its services.

However, in 2022, according to a survey conducted by the Institute for Development of Economics and Finance (INDEF), most online merchants use online logistics services, as seen in the chart.

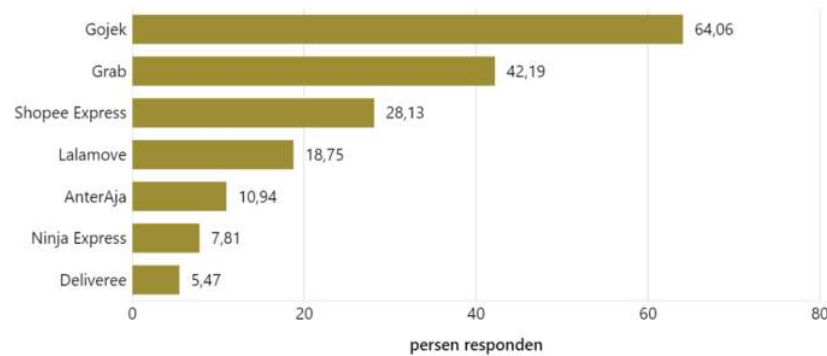


Figure 1. Online logistics services used (August-September 2022)

Source: Institute for Development of Economics and Finance (INDEF)

Based on the graph above, brand loyalty to Anteraja is in 5th place, while the top ranking is occupied by Gojek, followed by Grab. In 2024, Anteraja continues to experience an increase in customer complaints related to various things, such as delivery delays, damaged goods, lost goods, and unfriendly service.

One of the critical factors that also affects customer loyalty to a brand is the quality of service. Service quality refers to the customer's assessment of the service. This assessment is based on the customer's experience using the service, such as the timeliness of delivery, the condition of the package when received, and the quality of customer service. This can be interpreted as a positive perception of service quality that can increase customer satisfaction, leading to higher brand loyalty (Permatasari et al., 2022). Prana & Nainggolan (2022). The higher the level of service quality the company offers, the greater the level of brand loyalty. However, if there is a decrease in service quality, it can also encourage a reduction in brand loyalty.

Several studies suggest that other factors, namely customer satisfaction, can create brand loyalty. Soomro et al. (2022) state that if customers use the services of a particular company and are satisfied with the services provided, it will create a condition where customers will continue to use services with that company. This is also supported by Cahyani, Muljani, & Lukito (2022), who state that customer satisfaction is highly valued and can increase customer loyalty to a brand.

Therefore, brand loyalty can be created from how satisfied customers who use Anteraja's courier services are by the quality of service. This is proven by several previous studies that have found that service quality can increase loyalty through customer satisfaction (Octoriviano et al., 2022). In his research, Pratama et al., (2021) can prove a significant influence on loyalty through customer satisfaction. Satisfaction with the quality of service provided to customers can encourage customer commitment and loyalty to a brand (Yudistira Kawisana & Ekawati, 2024).

However, some of the studies found different results from this, namely, in the research conducted by Kasturi, Suharyati, & Nastiti (2019) that loyalty is not significantly affected by the quality of service. In line with this, other researchers also stated through the results of their research that service quality does not affect loyalty, which means that customers do not attach importance to a service they receive, so in their study, they are not able to form an attitude of loyalty (Rachim et al., 2023).

Therefore, based on the background of the problems in the Anteraja company and the theoretical gap in the research conducted, the author is interested in researching brand loyalty, especially in the Anteraja Jakarta expedition service company. Based on this research, the author hopes that Anteraja can continue to increase its brand loyalty by understanding various factors that can affect brand loyalty. So, the Anteraja company is no longer in the 5th position in online delivery services and can compete with other expedition companies. It also aims to determine the influence of service quality on brand loyalty through customer satisfaction.

2. Literature review

Expedition

Expedition is a type of freight forwarding that usually uses couriers (Aminullah & Hanafi, 2024). Expeditions are part of the logistics process, which is related to the delivery of goods and documents through various means of transportation (Kirono et al., 2019).

Service Quality

Quality is vital for organizations to survive in a highly competitive industry. Quality is the number of attributes of a product that contribute to its capacity to meet a stated or demonstrated demand (Indrasari, 2019). Rumagit et al. (2022) state that quality is related to processes, goods, and services that meet expectations.

Customer service generally refers to any activity that provides or aims to satisfy customers. Through this service, the wishes and needs of customers can be met (Indrasari, 2019). Aprilia & Sukaris (2022) Declare that service is an effort to meet and balance customer expectations.

According to Saputra & Riyadi (2023), quality of service is the activity or act of contact between the provider and the recipient of the service or the service provided by the provider in an intangible way that a physical person cannot perceive. Ramadhanti & Sulistiono (2022) state that service quality refers to the customer's assessment of the quality of services the company provides.

Customer Satisfaction

Customer satisfaction is the most important because it is the level of feeling a person has after comparing the perceived performance (or result) with their expectations and the difference between the level of importance and the perceived performance or outcome (Octavia, 2019). According to the research that has been conducted, customer satisfaction is a feeling of happiness or disappointment that arises after comparing the performance or results of the product that is thought of with the performance or expected results (Lustono & Darmawan, 2020).

Brand Loyalty

Brand loyalty can be defined as when consumers agree to use the service provider again, show a positive attitude towards the service provider, and intend to purchase the service only when necessary (Rahman et al., 2024). In line with this, Hongsakul & Subongkod (2023) argue that brand loyalty refers to the principle of customer trust and engagement with a particular brand. This means that customers have trust and are more likely to use the goods or services the brand offers. Herawani et al. (2023) Stating that brand loyalty can occur if a customer remains loyal to the company's products or services and does not want to switch to another manufacturer, it shows that the customer is loyal to the company's products or services.

The relationship between service quality and brand loyalty

Service quality can significantly affect brand loyalty (Soomro et al., 2022). In line with the research, Prana & Nainggolan (2022) In his study, he also stated that the high quality of service provided by the company to its customers can increase brand loyalty. On the other hand, if the quality of service the company offers is poor, it encourages a decrease in brand loyalty. Ahmadi, Eviana, Soerjanto, & Widiarto (2023) Good service quality can strongly influence brand loyalty.

H1: Suspected service quality affects brand loyalty**The relationship between service quality and customer satisfaction**

Lustono & Darmawan (2020) stated that service quality can significantly affect customer satisfaction. That is, customers will feel satisfied if the company can provide good service. The following research also discusses the same thing, namely the significant influence between service quality and customer satisfaction, concluding that service is critical in determining customer satisfaction because a better customer experience during the service delivery process will increase customer satisfaction (Musdalifah & Noor, 2022).

H2: It is suspected that there is an influence of service quality on customer satisfaction

The relationship between customer satisfaction and brand loyalty

Cahyani, Muljani, & Lukito (2022) state that customer satisfaction can affect brand loyalty; if the satisfaction felt by customers is at a high value, it will increase brand loyalty. Furthermore, the research conducted by Arsyian & Mahfudz (2022) also said the same thing: brand loyalty can be significantly influenced by customer satisfaction; the higher the satisfaction felt, the higher the brand loyalty.

H3: There is an alleged influence of customer satisfaction on brand loyalty**The relationship of service quality to brand loyalty through customer satisfaction**

Service quality can affect brand loyalty through customer satisfaction; i.e. if the company provides quality service, customer satisfaction will show a greater tendency to mediate the relationship between service quality and brand loyalty (Soomro et al., 2022). Furthermore, the research conducted by Sinta, Lumbanraja, & Sembiring (2023) also states that customer satisfaction can mediate the influence of service quality on brand loyalty.

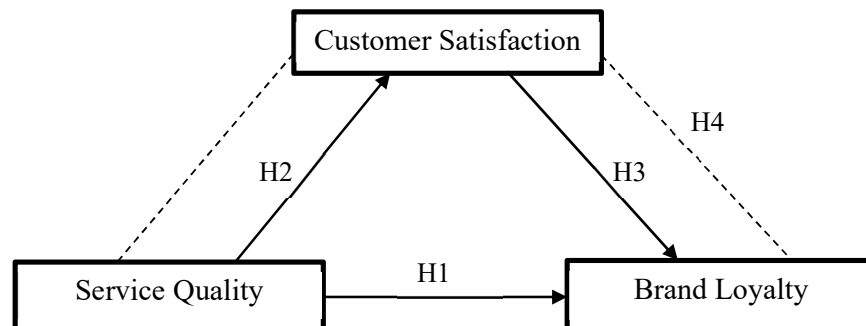
H4: There is an alleged influence of service quality on brand loyalty through customer satisfaction**Conceptual Framework**

Figure 2. Research model

3. Research method

The research design used by the researcher in this study includes a quantitative descriptive analysis approach. This approach involves collecting data using research instruments and quantitative and statistical analysis of the data to describe and test established hypotheses (Sugiyono, 2017). This study only has 3 (three) variables to be discussed, namely Service Quality as an independent variable, Customer Satisfaction as a mediating variable, and Brand

Loyalty as a dependent variable. Research data was collected by distributing questionnaires prepared with a Likert scale measurement scale through Google Forms, using the non-probability sampling technique, namely purposive sampling. Where the sampling technique used is determined based on certain criteria so that not all individuals are given the same opportunities and opportunities (Sugiyono, 2017). The criteria in this sample are someone who has used Anteraja for package delivery services and someone who lives in the Jakarta area, including East Jakarta, North Jakarta, South Jakarta, West Jakarta, and Central Jakarta. The population in this study is all Anteraja users in Jakarta, with the population not yet known for sure due to the large number of Anteraja users. Therefore, the sample taken from the population must represent the population involved in this study, namely Anteraja users in the Jakarta area, with an unknown number. The sample size used in this study with the Lemeshow formula is due to the uncertainty of the number of populations in (Safitri et al., 2022) are as follows:

$$n = \frac{Z^2 p(1-p)}{d^2}$$

Information:

n = number of samples

Z = standard value = 1.96

p = maximum estimate = 50% = 0.50

d = sampling error = 10% = 0.1

Because of this formula, the following calculation results will be obtained:

$$\begin{aligned} n &= \frac{1.96^2 \times 0.5(1-0.5)}{0.1^2} \\ n &= \frac{1.9208(1-0.5)}{0.01} \\ n &= \frac{0.9604}{0.01} \\ n &= 96.04 \end{aligned}$$

Based on this formula, the minimum sample in this study is 96.04, rounded to 100. In this case, the author used as many as 100 respondents. In the study, data analysis was used, namely, the Structural Equation Model (SEM), which tested convergent validity, Average Variance Extracted (AVE), composite reliability, Cronbach's alpha, R square, and path coefficients data processing using the SmartPLS 4.0 application.

Table 1.

Variable Measurement

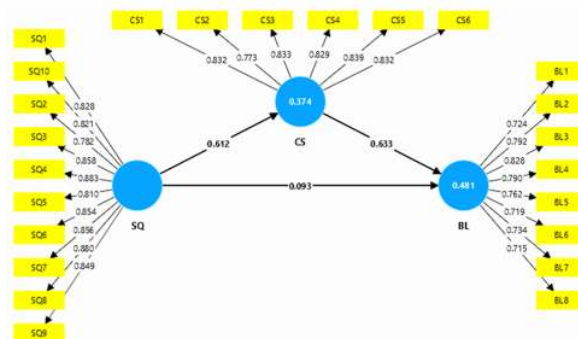
Variable	Operational definition	Items	Source
Quality of Service	Service quality is a measurement that assesses the	1. Reliability 2. Responsive	Setiawan et al. (2022)

	extent to which the level of service the company provides meets customer expectations.	3. Guarantee 4. Empathy 5. Tangible	
Customer Satisfaction	Customer satisfaction is a way to measure and assess the level of emotional response of customers to their experience when using a company's services, whether it is a feeling of happiness or disappointment.	1. Alignment with expectations 2. Interest in revisiting 3. Willingness to recommend	Saputra & Riyadi (2023)
Brand Loyalty	Brand loyalty is a measurement that assesses customer loyalty to a specific brand.	1. Repeated use of the product 2. Product Advantages 3. Product Information 4. Recommend products	Nugroho (2021)

4. Results and discussion

In the analysis of this study, based on the calculation of the sample that has been carried out, 100 respondents who use Anteraja freight forwarding services are determined using a Likert scale of 1 – 5. Measurements were conducted to determine the influence on each research variable by testing the outer and inner models using SmartPLS 4.0.

Outer model testing



Picture 1. Outer Model Testing
Source: SmartPLS4.0 (processed by the author)

According to Sugiyono (2017), The outer model, or what can be called a measurement model, shows how the manifest/observed variable can indicate that the latent variable is to be measured. The convergence validity value indicates the validity of the measurement indicator. The loading factor values for both endogenous and exogenous variables can be used to determine convergent validity. The recommended value for convergent validity is more than 0.7 in research models that have been relatively studied (Musyaffi et al., 2021).

Validity Test (Convergent Validity)

Table 2.
Convergent Validity

	SQ	CS	BL
SQ1	0.828		
SQ10	0.821		
SQ2	0.782		
SQ3	0.858		
SQ4	0.883		
SQ5	0.810		
SQ6	0.854		
SQ7	0.856		
SQ8	0.880		
SQ9	0.849		
CS1		0.832	
CS2		0.773	
CS3		0.833	
CS4		0.829	
CS5		0.839	
CS6		0.832	
BL1			0.724
BL2			0.792
BL3			0.828
BL4			0.790
BL5			0.762
BL6			0.719
BL7			0.734
BL8			0.715

Source: SmartPLS4.0 (processed by the author)

Based on the calculation results of the outer model calculation in the data above, each indicator in the research variable has a value of >0.7 . The recommended value for convergent validity is more than 0.7 in research models that have been relatively studied (Musyaffi et al., 2021). From the data showing that there is no outer loading value below <0.7 , the indicators in this study are considered feasible and valid for further testing and analysis.

Reliability Test

Table 3.
Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)	Result
SQ	0.954	0.959	0.961	0.710	Reliable
CS	0.905	0.907	0.927	0.678	Reliable
BL	0.895	0.908	0.916	0.576	Reliable

Source: SmartPLS4.0 (processed by the author)

Based on the results of the data calculation, with reliability testing criteria on the research variables, namely, at Cronbaach's alpha value of > 0.7 , at the composite reliability value of >0.7 , and the average variance extracted value > 0.5 . From the results above, the values on each reliability test criterion can be met. This means that each variable can be said to be reliable.

Inner model testing

R Square

Table 4.
R Square Test

	R-square	R-square adjusted	Result
CS	0.374	0.368	Moderate
BL	0.481	0.470	Moderate

Source: SmartPLS4.0 (processed by the author)

The explanatory strength of the variation is divided into several criteria: R square 0.19 indicates weak, 0.67 indicates strong, and 0.33 indicates moderate. The table shows that customer satisfaction is 0.374 or 37.4%, meaning the value level is moderate. Then, the calculation of the

Brand Loyalty results has a value of 0.481 or 48.1%, and it can be said that the result has a moderate value level because the value is more significant than 0.33.

Hypothesis Test

Table 5.
Path Coefficient

	Original sample (O)	T statistics (O/STDEV)	P values	Result
SQ -> CS	0.612	4.786	0.000	Accepted
SQ -> BL	0.093	0.534	0.593	Rejected
CS -> BL	0.633	4.484	0.000	Accepted
SQ -> CS -> BL	0.387	4.134	0.000	Accepted

Source: SmartPLS4.0 (processed by the author)

The test on the hypothesis of this study is by comparing the p-value; that is, if the p-value obtained < 0.05 , the hypothesis is accepted. So, based on this data, it can be stated that Service Quality on Customer Satisfaction with a p-value of < 0.05 has a significant effect. Meanwhile, the Quality of Service for Brand Loyalty has a p-value of > 0.05 , so it can be said that there is no direct influence on these variables. Customer Satisfaction significantly influences Brand Loyalty because it has a p-value < 0.05 . However, in the calculation results above, the p-value value in the coefficient of the Service Quality through Customer Satisfaction to Brand Loyalty path is $0.000 < 0.05$, which means that Service Quality can increase Brand Loyalty through Customer Satisfaction.

The calculations show that the service quality does not have a significant direct influence on brand loyalty. This means that the service quality provided by Anteraja delivery services does not affect increasing brand loyalty in using Anteraja delivery services. These results contradict research conducted by Rahman, Manzoor, Yasmin, Yaqub, & Ali (2024), which states that service quality significantly influences brand loyalty. However, the results of this study are in line with the research conducted by Rachim, Yantih, & Masri (2023); Kasturi, Suharyati, & Nastiti (2019) that the quality of service does not always have a direct effect on loyalty.

Based on the calculation data, it was found that service quality can significantly affect customer satisfaction. This means that the better the service Anteraja provides to consumers, the higher the level of satisfaction they feel because their desires and expectations can be fulfilled. This is in line with previous research conducted by Fida, Ahmed, Al-Baluhsi, & Singh (2020); Musdalifah & Noor (2022), who stated that service quality is critical to customer satisfaction because the customer's positive experience of the service provided will create a sense of satisfaction in customers.

The results obtained from the research that has been conducted can show that customer satisfaction has a significant influence on brand loyalty. This means that when customers feel that their desires or expectations can be fulfilled by a service used, it will increase their commitment and loyalty to continue using the service. In several studies that have been conducted before, it is also in line with this, namely brand loyalty can be significantly influenced by customer satisfaction (Arsyan & Mahfudz 2022); (Al-Dmour, Alkhatib, Al-Dmour, & Amin 2023).

The acquisition of calculation data on the hypothesis tests that have been carried out shows that service quality indirectly influences brand loyalty. This means that the higher level of service quality provided by Anteraja and increased customer satisfaction will also create a high level of loyalty. In other words, if the quality of service meets the expectations of customers who use it, customers will feel satisfied and will make a repeat purchase. In this way, brand loyalty to Anteraja, a courier service company, can increase. This is evidenced by several previous studies that have found that service quality through customer satisfaction can increase brand loyalty. The results of this study are in line with the research conducted by Sinta, Lumbanraja, & Sembiring (2023); Soomro et al., (2022) Also stated that service quality influences brand loyalty through customer satisfaction.

5. Conclusion

The authors of this study can summarize the main findings briefly and emphasize the importance of providing a solution to this research. This study shows that service quality significantly influences customer satisfaction but does not directly affect brand loyalty. Customer satisfaction has a significant influence on brand loyalty. These results show that, through the mediating variable of customer satisfaction, service quality significantly influences brand loyalty. This means that companies that improve the quality of service are more likely to make customers feel satisfied, and high customer satisfaction increases customer loyalty to the brand. Thus, the results of this study show that customer satisfaction has an important role in mediators of service quality and brand loyalty.

6. Implications

The results of this study have broad theoretical and practical implications. From a practical point of view, Anteraja expedition service company should focus on improving the quality of services provided to its customers to increase customer satisfaction and ultimately increase brand loyalty Anteraja company by increasing on-time delivery, strengthening real-time tracking system, improving customer service, improving delivery security, as well as improving clear and compelling claims handling operational standards. Theoretically, this study can improve the author's understanding of the relationship between customer satisfaction, service quality, and brand loyalty.

7. Research limitations

The scope of this study is only limited to the Jakarta area. At the same time, Anteraja already has many branches in each area, so this result cannot be equated with other regions. The sampling technique used in this study uses non-probability sampling, which is not possible to generalize to a larger population because the sample may not be able to reflect the population well. This research is carried out only by assessing and testing at a specific time, making it possible for Anteraja to continue to change and develop even better.

References

- Achmadi, R., Eviana, N., Soerjanto, & Widiarto, S. (2023). Increase Brand Loyalty Through Customer Satisfaction at Restaurants. *African Journal of Hospitality, Tourism and Leisure*, 12(1), 98–113. <https://doi.org/10.46222/ajhtl.19770720.356>
- Al-Dmour, R., Alkhatib, O. H., Al-Dmour, H., & Basheer Amin, E. (2023). The Influence of Social Marketing Drives on Brand Loyalty via the Customer Satisfaction as a Mediating Factor in Travel and Tourism Offices. *SAGE Open*, 13(2), 1–13. <https://doi.org/10.1177/21582440231181433>
- Aminullah, A., & Hanafi, H. (2024). *THE MODEL OF LEGAL CONTRACT BETWEEN COURIER AND EXPEDITION COMPANY IN PAMEKASAN REGENCY*. 6(1), 1–16.
- Apriliana, A., & Sukaris, S. (2022). Analisa Kualitas Layanan Pada Cv. Singoyudho Nusantara. *Jurnal Maneksi*, 11(2), 498–504. <https://doi.org/10.31959/jm.v11i2.1246>
- Arsyan, M. F., & Mahfudz, M. (2022). PENGARUH PROMOSI, KUALITAS PELAYANAN, DAN KEPERCAYAAN TERHADAP LOYALITAS MEREK DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING (Studi Pada Pelanggan ShopeePay Semarang). *Diponegoro Journal of Management*, 11, 1–12.
- Cahyani, K. S. D., Muljani, N., & Lukito, R. S. H. (2022). Pengaruh Brand Image, Service Quality Dan Perceived Value Terhadap Brand Loyalty Dengan Customer Satisfaction Sebagai Variabel Intervening Pada Gojek Di Surabaya. *Jurnal Ilmiah Mahasiswa Manajemen : JUMMA*, 11(1), 78–89. <https://doi.org/10.33508/jumma.v11i1.3884>
- Fida, B. A., Ahmed, U., Al-Balushi, Y., & Singh, D. (2020). Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman. *SAGE Open*, 10(2). <https://doi.org/10.1177/2158244020919517>
- Herawani, E., Siregar, B. A., & Lubis, M. S. (2023). *PENGARUH PERCEIVED CREDIBILITY, PERCEIVED REPUTATION DAN BRAND TRUST TERHADAP BRAND LOYALTY MITRA P. I. C. LAYANAN TASPEN PADA WILAYAH KERJA PT. TASPEN*. 946–958.
- Hongsakul, B., & Subongkod, M. (2023). Antecedents of Brand Loyalty of the Airline Business in Thailand. *Thammasat Review*, 26(2), 369–394. <https://doi.org/10.14456/tureview.2023.25>
- Indrasari, M. (2019). *PEMASARAN DAN KEPUASAN PELANGGAN*. Unitomo Press.
- Kasturi, D., Suharyati, S., & Nastiti, H. (2019). Pengaruh Kualitas Produk, Kualitas Layanan, dan Citra Merek Terhadap Loyalitas Melalui Kepuasan. *PERWIRA - Jurnal Pendidikan*

- Kewirausahaan Indonesia*, 2(2), 155–175. <https://doi.org/10.21632/perwira.2.2.155-175>
- Kirono, I., Armanu, A., Hadiwidjojo, D., & Solimun, S. (2019). Logistics performance collaboration strategy and information sharing with logistics capability as mediator variable (study in Gafeksi East Java Indonesia). *International Journal of Quality and Reliability Management*, 36(8), 1301–1317. <https://doi.org/10.1108/IJQRM-11-2017-0246>
- Lustono, L., & Darmawan, R. (2020). Pengaruh Kualitas Layanan Dan Harga Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Pengguna Ojek Online Grab (Studi Pada Mahasiswa Stie Tamansiswa Banjarnegara). *Medikonis*, 11(1), 1–15. <https://doi.org/10.52659/medikonis.v11i1.22>
- Musdalifah, M., & Noor, M. F. (2022). Pengaruh Kualitas Pelayanan dan Harga terhadap Kepuasan Pelanggan. *Journal of Economics and Business UBS*, 8(1), 1–17. <https://doi.org/10.52644/joeb.v8i1.13>
- Musyaffi, A. M., Khairunnisa, H., & Respati, D. K. (2021). *Konsep Dasar Structural Equation Model - Partial Least Square (SEM - PLS) Menggunakan SmartPLS*. Pascal Books.
- Nugroho, R. P. (2021). *Pengaruh Social Media Marketing terhadap Brand Loyalty melalui Customer Engagement pada Maskapai Citilink (Studi Pada Pengikut Akun Instagram Citilink)*. 117.
- Octavia, R. (2019). Pengaruh Kualitas Pelayanan Dan Kepuasan Nasabah Terhadap Loyalitas Nasabah Pt. Bank Index Lampung. *Jurnal Manajemen Pemasaran*, 13(1), 35–39. <https://doi.org/10.9744/pemasaran.13.1.35-39>
- Octoriviano, F. A., Simarmata, J., Pahala, Y., Setiawan, A., & Saribanon, E. (2022). Pengaruh Citra Merek dan Kualitas Layanan Terhadap Kepuasan Pelanggan Kargo dan Dampaknya atas Loyalitas Pelanggan Pada PT Citilink Indonesia. *Jurnal Manajemen Bisnis Transportasi Dan Logistik*, 8(2), 62–76. <https://doi.org/10.54324/j.mbt.v8i2.1375>
- Permatasari, A. S., Listyorini, S., & Prihatini, A. E. (2022). *TERHADAP LOYALITAS MEREK (STUDI PADA PENGUNJUNG MG SETOS HOTEL SEMARANG) Pendahuluan Berkembangnya bisnis dapat diukur melalui begitu kuatnya persaingan antara satu pegiat No. 11(2), 301–309.*
- Prana, S., & Nainggolan, B. M. H. (2022). *Meningkatkan Loyalitas Merek dengan Kualitas Layanan dan Citra Merek : Peran Kepercayaan Merek sebagai Mediator di Hotel Mercure Jakarta Cikini*. 1–18.
- Rachim, F. A., Yantih, N., & Masri, I. (2023). *PENGARUH CITRA MEREK, KUALITAS PRODUK DAN KUALITAS LAYANAN TERHADAP KEPERCAYAAN KONSUMEN YANG BERDAMPAK PADA LOYALITAS (STUDI KASUS PADA KLINIK KECANTIKAN X DI CIKARANG)*. 3, 1–23.
- Rahman, A. ur, Manzoor, W., Yasmin, N., Yaqub, R. M. S., & Ali, M. S. (2024). From Service Quality to Brand Loyalty: The Mediating Effect of Student Satisfaction in Public Sector Universities. *Pakistan Journal of Humanities and Social Sciences*, 12(2), 1225–1240. <https://doi.org/10.52131/pjhss.2024.v12i2.2215>

- Ramadhanti, N. A., & Sulistiono, S. (2022). Peran Kepuasan Konsumen Sebagai Mediator Pengaruh Persepsi Kualitas Layanan Dan Persepsi Harga Terhadap Loyalitas Konsumen. *Jurnal Ilmiah Manajemen Kesatuan*, 10(1), 129–140. <https://doi.org/10.37641/jimkes.v10i1.1275>
- Rumagit, M. F., Tumbuan, W. J. F. A., Lintong, D. C. A., Penggunaan, P. K., Pelayanan, K., Promosi, D. A. N., Keputusan, T., Menggunakan, P., Di, L. G., Rumagit, M. F., Tumbuan, W. J. F. A., Lintong, D. C. A., Manajemen, J., & Ekonomi, F. (2022). *PENGARUH KEMUDAHAN PENGGUNAAN, KUALITAS PELAYANAN, DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN MENGGUNAKAN LAYANAN GO-FOOD DI KOTA MANADO*. 10(4), 2176–2185.
- Safitri, L. I., Rahma, A., Yulianto, A., & Indriyanti, I. (2022). Analysis of Service Quality and Safety on Consumer Satisfaction on Go-Jek Users. *Analysis of Service Quality and Safety on Consumer Satisfaction on Go-Jek Users*, 5778, 70–81. <https://proceedings.itltrisakti.ac.id/index.php/ATLR/article/view/486%0Ahttps://proceedings.itltrisakti.ac.id/index.php/ATLR/article/download/486/532>
- Saputra, M. R., & Riyadi, A. (2023). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Konsumen Jasa Pengiriman Barang Pada Pt Surya Jaya Cargo Di Sandul. *Jurnal Penerapan Ilmu Manajemen Dan Kewirausahaan*, 8(2), 165–174.
- Setiawan, F., Dewi, S. W. K., & Musafa. (2022). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan Gojek Di Kota Bandung. *Jurnal Sains Manajemen*, 4(1), 57–64. <https://doi.org/10.51977/jsm.v4i1.695>
- Sinta, F., Lumbanraja, P., & Sembiring, B. K. F. (2023). the Impact of Brand Trust and Perceived Quality on Brand Loyalty in Mediation Customer Satisfaction: a Case Study of Kopi Kenangan Consumers in Medan City. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, 3(5), 1555–1571. <https://doi.org/10.54443/ijerlas.v3i5.1043>
- Soomro, Y. A., Bhutto, M. Y., Ertz, M., Shaikh, A.-H., Baeshen, Y., & Al Batati, B. (2022). Does Brand Love Precede Brand Loyalty? Empirical Evidence from Saudi Airline Customers in Strategic Alliance Setting. *Journal of Asian Finance*, 9(6), 81–0093. <https://doi.org/10.13106/jafeb.2022.vol9.no6>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif*. Alvabeta.
- Yudistira Kawisana, M. G. A., & Ekawati, N. W. (2024). the Role of Perceived Value in Mediating the Influence of Service Quality on Customer Satisfaction. *Jurnal Impresi Indonesia*, 3(1), 48–58. <https://doi.org/10.58344/jii.v3i1.4602>