



## Analysis of trust factors, brand image, and promotions influencing customer loyalty to GoFood services in Solo Raya

Zahroh Febriani Saputri<sup>1</sup>, Putri Maisara<sup>2</sup>

### ABSTRACT

This study employed a quantitative research approach, with data collection conducted through a questionnaire distributed to respondents. The sample size comprised 140 individuals residing in Solo Raya who were regular users of GoFood services. Sampling was conducted using non-probability sampling, specifically purposive sampling. The research aimed to assess customer loyalty to GoFood, given the proliferation of advanced brands in online transportation services, particularly the Online Food Delivery (OFD) feature. The study examined several factors influencing customer loyalty, including trust, brand image, and promotion, as independent variables. In conclusion, the findings indicated that trust and brand image had a positive and significant impact on customer loyalty, while promotion had a positive but non-significant influence. Thus, all independent variables played a crucial role in shaping customer loyalty towards GoFood services, although promotion did not significantly impact GoFood customer loyalty.

**Keywords:** Trust, brand image, promotion, and customer loyalty

### Affiliation

<sup>1</sup>Management Economics Study Program  
Surakarta College of Economics  
Jl. Slamet Riyadi No.435-437, Dusun I, Makamhaji, Kec. Kartasura, Kab. Sukoharjo, Jawa Tengah 57161  
Email: zahrohsaputri15@gmail.com

<sup>2</sup>Management Economics Study Program  
Surakarta College of Economics  
Jl. Slamet Riyadi No.435-437, Dusun I, Makamhaji, Kec. Kartasura, Kab. Sukoharjo, Jawa Tengah 57161  
Email: putrimaisara9@gmail.com

### INTRODUCTION

The growth rate in the era of globalization continues to be driven by technological developments, especially digital technology, which provides comfort and convenience in practical aspects of life (Skare & Soriano, 2021). One private transportation company experiencing rapid growth in Indonesia is PT Gojek Indonesia, commonly known as Gojek. PT Gojek Indonesia operates in the online transportation service sector, demonstrating creativity and innovation by not only focusing on transportation but also catering to a wide range of public needs accessible through smartphones with ease and practicality (Radhi & Pramuditya, 2021). The Gojek application attained the Top Brand Index (TBI) for online transportation services in Indonesia in 2023. Furthermore, Gojek has surpassed competitors like Grab in previous years.

**TABLE 1. Top Brand Index (TBI) Service Transportation Indonesia**

Brand	2020	2021	2022	2023
Gojek	47.30	53.00	54.70	55.00

<b>Grab</b>	43.50	39.70	36.70	35.30
-------------	-------	-------	-------	-------

Alongside the demands of culinary businesses for convenient food delivery services and consumers' desire for hassle-free food fulfillment, online food delivery services have emerged as a viable solution (Frederick & Bhat, 2022). Often sought after by the community, these services typically involve collaborations between companies and business partners across various locations, enabling consumers to order food via dedicated applications or websites easily. This eliminates the need for consumers to visit establishments and wait in queues physically. Gojek, through its online food delivery feature called GoFood, boasts over 900,000 registered business partners offering a wide array of food and beverage options.

The rapid evolution of technology is evident in the proliferation of online transportation platforms and the continuous introduction of innovative features such as online food delivery services (Bonfanti et al., 2023). Among these platforms, GoFood stands out as the most popular, as indicated by a survey conducted by Tenggara Strategics in 2021, which reported higher usage and interest compared to other online food delivery applications (Putri et al., 2022). GoFood's prominence is further underscored by its 50% top-of-mind awareness and 76% download rate in 2021 (Margaret & Sidharta, 2023). Additionally, GoFood has established partnerships with numerous businesses, particularly in the Solo Raya region, with over 500 partners reported in Surakarta alone (Palguna & Abiyasa, 2020).

To foster customer loyalty, companies like Gojek employ strategic approaches such as building trust, which plays a crucial role in fulfilling promises and ensuring customer satisfaction (Lenak et al., 2019; Harun et al., 2023). Within the Gojek application, customer reviews serve as key indicators of trustworthiness (Amalia et al., 2023; Kartono & Tjahjadi, 2021; Barusman, 2024). Furthermore, GoFood's brand image, highlighted by Tenggara Strategics' 2021 report on CNBC Indonesia, contributes significantly to customer loyalty, as it is often the first brand consumers recall (Budianto et al., 2023; Hidayat & Pudjoprastyono, 2023; Triputra et al., 2023; Malik & Muthohar, 2023). Promotions also influence customer loyalty, as evidenced by research conducted by Azizah (2023), although findings from Astianita and Lusia (2022) suggest that promotional activities may not always yield significant effects on customer loyalty. Given these considerations, this study aims to explore the relationships between trust, brand image, promotional activities, and customer loyalty towards GoFood services in the Solo Raya region.

## LITERATURE REVIEWS

### Customer Loyalty Theory (Y)

According to Vandra & Dewi, as cited in the research by Nisza (2020), loyalty refers to a customer's commitment to a service or product. If a customer exhibits high loyalty, they are less susceptible to influence from other services or products and tend to engage in repeated use of the services or products, often requiring at least two uses within a certain timeframe. Griffin (2002) defines a loyal customer as one who demonstrates loyalty by consistently using and possessing detailed knowledge about products or services offered by a company. In this study, the measurement of customer loyalty utilizes indicators identified by Nisza (2020), which include considerations of initial choice, word-of-mouth recommendations about the company, encouraging others to use the company's services, expressing positive opinions about the company, and maintaining ongoing loyalty to the company's services.

### The Relationship Between Trust (X1) and Customer Loyalty (Y)

According to Nisza (2020), trust is an essential obligation for every company, playing a crucial role in establishing long-term connections with consumers and fostering loyalty. Similarly, according to the Big Indonesian Dictionary (KBB) (2021), trust refers to an individual's belief or assumption in the authenticity or truthfulness of something they hold dear. Griffin, as cited in the research by Musfiroh and Lutfiani (2022), identifies important factors for establishing trust, including a company's understanding and accountability for customer conflicts, respectful treatment of customers, and fostering open communication to address customer needs, all of which contribute to building customer belief. Egan J, as cited in Nisza's work (2020), highlights indicators of trust such as consistent service, fulfilling customer obligations, prioritizing security, showing respect for customers, and instilling confidence in the service. Trust (X1) towards customer loyalty (Y), as indicated by Nisza (2020), demonstrates a positive and significant impact on customer loyalty. Additionally, research by Wijaya et al., (2022) confirms that the trust variable significantly influences customer loyalty. Based on these findings, this research proposes the hypothesis:

H1: trust exerts a positive and significant influence on customer loyalty.

### The Relationship Between Brand Images (X2) on Customer Loyalty (Y)

A company must prioritize its brand image as it holds significant importance. A positive brand image can evoke

favorable emotions, increasing the likelihood of consumer usage or purchase, while also enhancing the emotional value experienced by consumers when engaging with the company's products or services. This assertion is supported by Sundjoto & Hadi, as cited in Wijaya et al., (2022). According to Rangkuti, as referenced in Effendi et al., (2021), internal indicators for forming a brand image include recognition, reputation, and attractiveness. Wijaya et al., (2022) assert that the brand image variable significantly influences customer loyalty, a finding corroborated by the results of data analysis by Effendi et al., (2021), who concluded that brand image has a positive and significant impact on customer loyalty. Similarly, research by Astianita and Lusia (2022) confirms that brand image exerts a positive and significant effect on customer loyalty. Based on these findings, this research proposes the hypothesis:

H2: The brand image variable has a positive and significant influence on the customer loyalty variable.

### The Relationship Between Promotion (X3) and Customer Loyalty (Y)

Tjiptono, as referenced in the research by Astianita and Lusia (2022), defines promotion as a marketing strategy aimed at promoting or offering products, expanding the company's target market, and influencing buyer interest to accept, purchase, and remain loyal to the company's products. Similarly, Kurniawan & Kunto, as cited in the research by Azizah (2023), state that promotion seeks to alter the behavior of consumers who are initially unaware of a product, making them aware of it, remembering it, and ultimately becoming customers who utilize the service or product. This study utilizes promotion indicators derived from the research of Azizah (2023), including advertising, personal selling, sales promotion, and public relations. The research findings of Azizah (2023) indicate that the promotion variable significantly influences customer loyalty, a conclusion supported by the study of Kusumayanti et al., (2022), which also reveals a significant impact of promotional variables on customer loyalty. Therefore, this research proposes the hypothesis:

H3: Promotion has a positive and significant effect on the customer loyalty variable.

### Conceptual Framework

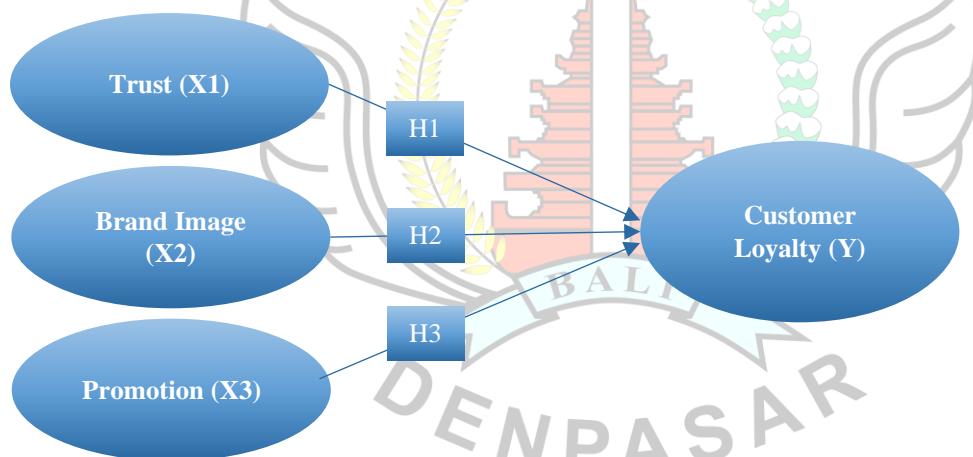


FIGURE 2. Conceptual Framework

### METHODS

In this study, the population size consisted of all GoFood service users residing in Solo Raya. The approach employed was quantitative, with primary data obtained through the distribution of questionnaires to respondents who are customers of GoFood services via the Gojek application in Solo Raya. Sampling was conducted using a non-probability method, specifically purposive sampling, where considerations were made to select respondents with desired characteristics, including those who have repeatedly used GoFood services (more than twice) on the Gojek application in Solo Raya. To determine the sample size from the research population, the formula proposed by Permatasari et al., (2020) was utilized, which involves multiplying the number of indicators (n) by a factor ranging from 5 to 10. Since this study utilized 17 indicators in the questionnaire, the calculation resulted in  $n = 17 \times 7.5 = 135$ . Therefore, the sample size for this study was determined to be 140 respondents. The measurement employed in this research was the Likert scale, with data processing conducted using the Likert scale, where respondents provided ratings on a scale from 1 to 5. The scores assigned to the respondents' answers were then analyzed.

## RESULTS AND DISCUSSION

### Result

#### Identity Respondent

The identity of the respondents in this study was analyzed in terms of gender and domicile of residence, revealing the distribution of respondents utilizing GoFood services. Among the respondents, 124 individuals, constituting 88.6%, were female, while 16 individuals, accounting for 11.4%, were male. These findings are summarized in Table 2, illustrating the characteristics of respondents based on gender. Overall, the study comprised a total of 140 respondents, with gender distribution as described.

**TABLE 2. Characteristics Respondent Based on Type Sex**

No	Type Sex	Amount	Percentage (%)
1.	Woman	124	88.6
2.	Man	16	11.4
	<b>Total</b>	<b>140</b>	<b>100</b>

Table 3 presents the distribution of respondents who use GoFood services based on their domicile or residence, comprising a sample size of 140 respondents across various regions. Surakarta emerged with the highest number of respondents, totaling 73 individuals or 52.1% of the sample. Conversely, Wonogiri had the lowest number of respondents, with only 1 individual accounting for 0.7%. The remaining respondents were distributed across other areas, including Sukoharjo, Boyolali, Karanganyar, Sragen, and Klaten. Overall, the table provides a comprehensive overview of the characteristics of respondents based on their domicile of residence, indicating the varied representation of regions within the study sample.

**TABLE 3. Characteristics Respondent Based on Domicile**

No	Domicile	Amount	Percentage (%)
1.	Surakarta	73	52.1
2.	Sukoharjo	42	30.0
3.	Boyolali	5	3.6
4.	Karanganyar	13	9.3
5.	Sragen	2	1.4
6.	Wonogiri	1	0.7
7.	Klaten	4	2.9
	<b>Total</b>	<b>140</b>	<b>100</b>

#### Analysis Data

This research employs validity and reliability tests to determine the extent of influence of the variables trust (X1), brand image (X2), and promotion (X3) on customer loyalty (Y). The following table presents the results of the validity and reliability tests:

#### Validity Test

The calculated r values for each question item across all variables surpass the r table value, set at 0.1660, demonstrating calculated  $r > r$  table. Therefore, it can be concluded that all the variable questions tested have been validated as shown below.

**TABLE 4. Validity Test Results**

Variable	Indicator	Question	r count	r table	Information
<b>Trust (X1)</b>	Consistent service	KP1	0.668	0.1660	Valid
	Fulfill customer obligations	KP2	0.762	0.1660	Valid
	The company attaches great importance to security	KP3	0.635	0.1660	Valid
	Show respect for customers	KP4	0.769	0.1660	Valid
	Customers have confidence in the service	KP5	0.800	0.1660	Valid
			KP6	0.682	0.1660
<b>Image (X2)</b>	Introduction	CM1	0.615	0.1660	Valid
	Reputation	CM2	0.864	0.1660	Valid
	Attractiveness	CM3	0.867	0.1660	Valid
<b>Promotion (X3)</b>	Advertising	PM1	0.607	0.1660	Valid

	Personal Selling	PM2	0.685	0.1660	Valid
	Sales promotion	PM3	0.772	0.1660	Valid
	Public relations	PM4	0.827	0.1660	Valid
		PM5	0.674	0.1660	Valid
		PM6	0.716	0.1660	Valid
<b>Customer Loyalty (Y)</b>	Consider the first option	LP1	0.738	0.1660	Valid
	Inform others about the company	LP2	0.745	0.1660	Valid
	Recommend others to use the company's services	LP3	0.816	0.1660	Valid
	Say positive things about the company	LP4	0.760	0.1660	Valid
	Remain loyal to using the company's services	LP5	0.620	0.1660	Valid

### Reliability Test

The results of the reliability test showed that all variables in this study, namely trust (X1), brand image (X2), promotion (X3), and customer loyalty (Y) have a Cronbach's Alpha ( $\alpha$ ) value greater than the reliability limit, namely 0.60, then the data is declared reliable so that the next data processing steps can be carried out.

**TABLE 5. Reliability Test Results**

Variable	Cronbach's Alpha	Limit Reliability	Information
Trust (X1)	0.811	0.60	Reliable
Brand Image (X2)	0.690	0.60	Reliable
Promotion (X3)	0.800	0.60	Reliable
Customer Loyalty (Y)	0.788	0.60	Reliable

### Normality Test

The Kolmogorov-Smirnov test is known Asymptotic Significance of research variables this is 0.200 more than 0.05 or  $0.200 > 0.05$ , so the conclusion can be said that the entire research data is normally distributed.

**TABLE 6. Normality Test Results**

Asymp.Sig. (2- tailed)	Alpha	Information
0.200	0.05	Normal

### Multicollinearity Test

The results of the multicollinearity test below showed that all the independent variables in this study, namely trust (X1), brand image (X2), and promotion (X3), are stated to not have multicollinearity, because the Variance Inflation Factor (VIF) values of all these variables are low. Of 10 or  $VIF < 10$ , and can be seen from the tolerance value of all variables greater than 0.10 or tolerance  $> 0.10$ .

**TABLE 7. Multicollinearity Test Results**

Variable	Tolerance	VIF	Information
Trust (X1)	0.371	2,693	No Happen Multicollinearity
Brand Image (X2)	0.388	2,580	No Happen Multicollinearity
Promotion (X3)	0.392	2,549	No Happen Multicollinearity

### Heteroscedasticity Test (Glacier Test)

It showed that all independent variables in this study do not have symptoms of heteroscedasticity, because the requirement for no heteroscedasticity to occur is the sig value.  $> 0.05$ . You can see in the table the sig value column. Of all independent variables big from 0.05, so fulfill the condition that no there is symptom heteroscedasticity.

**TABLE 8. Heteroscedasticity Test Results**

Variable	Alpha	Sig.	Information
Trust (X1)	0.05	0.918	No Happen Heteroscedasticity
Brand Image (X2)	0.05	0.337	No Happen Heteroscedasticity
Promotion (X3)	0.05	0.749	No Happen Heteroscedasticity

### Analysis Regression Linear Multiples

Based on results calculation with the use of data primary obtained results:

$$Y = 0.209 + 0.447X1 + 0.283X2 + 0.190X3$$

Interpretation from the coefficient of each variable is as follows:

- The constant value in the table is 0.209, indicating a positive value of the dependent variable, namely customer loyalty (Y), if the independent variables, namely trust (X1), brand image (X2), and promotion (X3) have a constant value equal to 0 or none.
- The magnitude of the regression coefficient for the trust variable (X1) states that a positive value of 0.447 means that the better the trust in GoFood services, the more it can increase or strengthen customer loyalty (Y) of 0.447.
- Coefficient size image variable regression brand (X2) shows that worth positive with a value of 0.283 which means that the better the brand image created on GoFood services, so will strengthen, or increase loyalty customer (Y) as big as 0.283.
- The regression coefficient value of the promotion variable (X3) shows that the positive value is 0.190, which means that the better or higher the promotion applied to GoFood services, the conclusion is that it will be able to increase customer loyalty (Y) with a value of 0.190.

**TABLE 9. Results Test Regression Linear Multiple**

Unstandardized Coefficients		Standardized Coefficients		
Variable	B	Std. Error	Beta	Sig.
(Constant)	0.209	0.308		0.499
Trust (X1)	0.447	0.113	0.373	0,000
Brand Image (X2)	0.283	0.099	0.264	0.005
Promotion (X3)	0.190	0.098	0.179	0.053

#### t-Test (Partial)

The hypothesis tests from t-Test Partially reveal significant findings for each variable. Firstly, the trust variable (X1) demonstrates a significant effect on customer loyalty to GoFood services, as indicated by a significance level (sig.) of 0.000, which is smaller than the alpha value of 0.05. This significance is further supported by the calculated t value of 3.959, exceeding the critical t value of 1.977. Similarly, the brand image variable (X2) exhibits a significant influence on customer loyalty, with a sig. value of 0.005, although slightly higher than the alpha value. The calculated t value of 2.585 also surpasses the critical t value, affirming its significance. Conversely, the promotion variable (X3) shows a sig. value of 0.053, exceeding the alpha value. Additionally, the calculated t value of 1.948 falls short of the critical t value, suggesting that the promotion variable does not have a significant effect on customer loyalty to GoFood services.

**TABLE 10. Hypothesis Test**

Variable	Sig.	t count	t table	Information
Trust (X1)	0,000	3,959	1,977	H1 Accepted
Brand Image (X2)	0.005	2,585	1,977	H2 Accepted
Promotion (X3)	0.053	1,948	1,977	H3 Rejected

#### Coefficient Determination Test (R<sup>2</sup>)

The Adjusted R Square value stands at 0.541 or 54.1%. This indicates that approximately 54.1% of customer loyalty can be explained by the tested variables: trust, brand image, and promotion. However, the remaining 45.9% is attributed to other variable factors that were not examined in this research.

**TABLE 31. Results Test R2**

R Square	Adjusted R Square
0.551	0.541

## Discussion

### Impact Results Trust (X1) to Customer Loyalty

Upon thorough analysis of the collected data and rigorous hypothesis testing in this study, a significant and substantial influence of the trust variable on customer loyalty emerges as a key finding. Trust plays a pivotal role in shaping customers' perceptions and behaviors towards a service or product. In essence, when customers trust a company or service provider, they are more inclined to develop a sense of loyalty, leading to repeated engagement

and patronage. This loyalty is not merely a result of transactional satisfaction but stems from a deeper level of trust in the brand's reliability, integrity, and commitment to meeting customer expectations.

In the context of services like GoFood, trust is paramount. Customers rely on services like GoFood to consistently deliver on their promises and obligations, ensuring timely and satisfactory experiences with each interaction. The trustworthiness exhibited by GoFood, characterized by its reliability and commitment to fulfilling customer needs, fosters a strong sense of loyalty among its user bases. Customers feel assured that their expectations will be met, if not exceeded, each time they engage with the service.

This correlation between trust and customer loyalty resonates with findings from previous research, such as the study conducted by Nisza (2020). Nisza's research similarly underscores the positive and significant impact of trust on customer loyalty, affirming the enduring importance of trust-building efforts in cultivating and maintaining a loyal customer base. In conclusion, the trust established between a company and its customers serves as a cornerstone of customer loyalty, emphasizing the need for businesses to prioritize trust-building initiatives as a strategic imperative in today's competitive landscape.

### **Impact Results from Brand Image (X2) to Customer Loyalty**

Based on the comprehensive analysis of the data and the rigorous hypothesis testing conducted in this study, it is evident that the brand image variable exerts a positive and significant influence on customer loyalty. This finding underscores the crucial role of brand image in shaping customer perceptions and behaviors. A strong brand image not only attracts customers but also fosters a sense of loyalty and trust, leading to repeated patronage and advocacy.

In the case of GoFood services, the brand image plays a pivotal role in influencing customer loyalty. By providing satisfaction and meeting the expectations of customers, GoFood has cultivated a brand image that is widely recognized and respected within the community. This positive reputation contributes to the establishment of trust and loyalty among customers, as they associate the brand with quality, reliability, and positive experiences.

This correlation between brand image and customer loyalty aligns with the findings of previous research, such as the study conducted by Effendi et al., (2021). Their research reinforces the notion that brand image indeed has a positive and significant impact on customer loyalty, further emphasizing the importance of cultivating and maintaining a strong brand image in today's competitive market landscape. In conclusion, the brand image emerges as a critical determinant of customer loyalty, highlighting the need for businesses to prioritize branding efforts as a strategic imperative in building long-term customer relationships.

### **Impact Results Promotion (X3) to Customer Loyalty**

Based on the analysis of the data and the hypothesis testing conducted in this study, it has been demonstrated that the promotion variable has a positive but not significant influence on customer loyalty. Despite the promotional efforts implemented by GoFood services, it appears that these promotions do not effectively cultivate a loyal attitude among customers, as evidenced by their limited impact on encouraging repeat usage of the service. Promotions offered by GoFood, such as discounted pricing or special offers, do not consistently translate into sustained customer loyalty. For example, promotions like discounted prices on GoFood services are not always available, and promotional activities carried out by Gojek do not consistently lead to increased customer loyalty. This finding is consistent with the research conducted by Astianita and Lusía (2022), which similarly concludes that while promotions have a positive effect on customer behavior, this effect does not significantly influence long-term loyalty. In summary, while promotions may generate short-term interest and engagement, their effectiveness in fostering lasting customer loyalty remains limited.

## **CONCLUSIONS AND SUGGESTION**

### **Conclusions**

The conclusion of this research, based on data collected from 140 respondents using GoFood services in Solo Raya through indirect questionnaire distribution, highlights the significant and positive impact of trust and brand image on customer loyalty. The findings indicate that customers who perceive GoFood as trustworthy and have a positive brand image are more likely to exhibit loyalty towards the service. However, while promotional activities show a positive influence on customer loyalty, this effect is not statistically significant, suggesting that they may not be the primary driver of long-term loyalty. This underscores the importance for GoFood to prioritize strategies that enhance trust and bolster brand image to foster lasting relationships with its customer base.

### **Suggestions**

Based on these conclusions, several suggestions are proposed. Firstly, insights gathered from distributing research questionnaires to Gojek customers, particularly those using the GoFood feature, suggest the need to enhance promotions. This could involve offering various discounts on both delivery charges and GoFood items. Customers tend to compare GoFood services with similar applications, often favoring those with more competitive pricing.

Therefore, it is recommended that Gojek introduce more attractive promotions within its application to increase customer loyalty. Additionally, to maintain its position as a leading brand in Indonesia's online transportation services, Gojek should prioritize continuous innovation, introducing the latest advancements to meet evolving customer needs and preferences. By implementing these suggestions, Gojek can further enhance customer loyalty and drive continued growth and success in the market.

## REFERENCES

### Articles

- [1] Abdullah, M. W., Musriani, R., Syariati, A., and Hanafie, H. (2020). Carbon emission disclosure in Indonesian firms: The test of media-exposure moderating effects. *IJEEP*, 10(6), 732–741. <https://doi.org/10.32479/Ijeep.10142>
- [2] Amalia, F., Sari, A., and Nabila, N. I. (2023). The effect of trust on loyalty with customer satisfaction as a mediation variable (Study on Gojek customers in Bandar Lampung). *Asian Journal of Economics and Business Management*, 2(1), 490-497. <http://dx.doi.org/10.53402/ajebm.v2i1.292>
- [3] Astianita, A. D., & Lusiana, A. (2022). Pengaruh kualitas layanan, citra merek, *Word of Mouth* dan promosi terhadap loyalitas pelanggan. *Jurnal Indonesia Sosial Teknologi*, 3(3), 370–380. <https://doi.org/10.36418/jist.v3i3.382>
- [4] Azizah, A. D. (2023). Pengaruh kualitas produk, harga, dan promosi terhadap loyalitas pelanggan skincare MS Glow Di Kecamatan Tanjunganom Kabupaten Nganjuk. *Jurnal Manajemen Dinamis*, 1(1), 17–26. <https://doi.org/10.59330/jmd.v1i1.8>
- [5] Barusman, A. R. R. (2024). What does service quality, perceived value, and customer trust have to do with customer loyalty for go-food users in the Gojek app? using customer satisfaction performs as a moderator. (Case Study on Students of the Faculty of Economics and Business University of Bandar Lampung). *Kurdish Studies*, 12(2), 698-723. <http://dx.doi.org/10.58262/ks.v12i2.055>
- [6] Bonfanti, A., Rossato, C., Vigolo, V., and Vargas-Sánchez, A. A. (2023). Improving online food ordering and delivery service quality by managing customer expectations: evidence from Italy. *British Food Journal*, 125(2). <https://doi.org/10.1108/BFJ-08-2022-0694>
- [7] Budianto, D. V., Pertiwi, T. K., and Anwar, M. (2023). Analysis of the influence of customer loyalty to GoFood products in Indonesia. *Jurnal Sekretari dan Manajemen*, 7(2), 151-159. <https://doi.org/10.31294/widyacipta.v7i2.16211>
- [8] Effendi, M., Susastro, Y., Prawiro, H., & Wijayanto, A. (2021). Loyalitas pelanggan kartu internet Simpati Telkomsel. *Jurnal Administrasi Bisnis*, X(2), 1005–1014. <https://ejournal3.undip.ac.id/index.php/jiab/article/view/30150>
- [9] Frederick, D. P. and Baht, S. G. (2022). Customer perception towards online food delivery services-development of conceptual model. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, 6(1), 470-505. <https://doi.org/10.5281/zenodo.6642705>
- [10] Harun, M., Taan, H., and Isa, R. A. (2023). The influence of trust and satisfaction on customer loyalty for gojek online transportation applications in Gorontalo city. *Manager: Jurnal Ilmu Manajemen*, 6(1), 31-40.
- [11] Hidayat, A. R. and Pudjoprastyono, H. (2023). the effect of promotion, brand image, and service quality on purchasing decisions for Garuda Indonesia airline tickets. *Indonesian Journal of Business Analytics (IJBA)*, 3(5), 1495-1512. <https://doi.org/10.55927/ijba.v3i5.5395>
- [12] Kartono, R. and Tjahjadi, J. K. (2021). Factors Affecting Consumers' Intentions to Use Online Food Delivery Services During COVID-19 Outbreak in Jabodetabek Area. *The Winners*, 22(1), 1-14. <https://doi.org/10.21512/tw.v22i1.6822>
- [13] Kusumayanti, K., Kamanda, S. V., & Hermansyah, T. (2022). Pengaruh moderasi citra merek terhadap hubungan antara promosi dan loyalitas pada pelanggan Shopeefood di Batuaji Batam. *Jurnal Al-Amal*, 1(1), 39–46. <https://e-journal.institutabdullahsaid.ac.id/index.php/jurnal-al-amal/article/view/125>
- [14] Lenak, S. A., Lopian, S. L. H. V. J., and Rumokoy, F. S. (2019). The effect of corporate reputation toward brand loyalty of Gojek Manado. *Jurnal EMBA*, 7(1), 421-430.
- [15] Malik, A. A. and Muthohar, M. (2023). The effect of service quality, brand image, and customer satisfaction on customer loyalty in GoFood services. *Journal Economic Resources (JER)*, 6(1), 221-229.
- [16] Margaret, F., & Sidharta, H. (2023). Integrating planned behavior and technology acceptance models: A study of GoFood after COVID-19. *The Winners*, 24(2), 97-105. <https://doi.org/10.21512/tw.v24i2.10847>
- [17] Musfiroh, M. F. S. and Lutfiani, A. N. (2022). Pengaruh kepercayaan dan pelayanan terhadap loyalitas nasabah. *Jamasy: Jurnal Akuntansi, Manajemen & Perbankan Syariah*, 2(3), 50–64. <https://ojs.unsiq.ac.id/index.php/jamasy/article/view/2917/1716>
- [18] Nisza, S. R. (2020). Pengaruh komitmen dan kepercayaan terhadap loyalitas pelanggan pada aplikasi Halodoc di Rumah Sakit Islam Ibnu Sina Padang. *Jurnal Pundi*, 4(3), 417–430. <https://doi.org/10.31575/jp.v4i3.329>



- [19] Palguna, I. G. N. B. D. and Abiyasa, A. P. (2020). The black and white of GoFood co-branding. *Jurnal Entrepreneur dan Entrepreneurship*, 9(2), 57-68.
- [20] Permatasari, I., Nurfarida, I. N., & Suroso, A. (2020). Pengaruh keragaman produk, harga, dan promosi terhadap keputusan pembelian pada Toko Joyshop Malang. *Jurnal Riset Mahasiswa Manajemen*, 6(2), 1–5. <https://ejournal.unikama.ac.id/index.php/JRMM/article/view/5224/2978>
- [21] Putri, A. S., Zakaria, R., and Yuniaristanto. (2022). Factors affecting user satisfaction with online food delivery service applications in Indonesia (GoFood, Grabfood, and Shopeefood). *PERFORMA Media Ilmiah Teknik Industri*, 21(2), 161-167. <http://dx.doi.org/10.20961/performa.21.2.57349>
- [22] Radhi, F. and Pramuditya, F. (2021). Disruptive innovation of Gojek Indonesia. *Jurnal Akuntansi, Ekonomi dan Manajemen Bisnis*, 9(1), 47-59. <http://dx.doi.org/10.30871/jaemb.v9i1.2963>
- [23] Skare, M. and Soriano, D. R. (2021). How globalization is changing digital technology adoption: An international perspective. *Journal of Innovation & Knowledge*, 6(3), <http://dx.doi.org/10.1016/j.jik.2021.04.001>
- [24] Triputra, Y., Aditya, I. B. P., Nurfitriana, S., and Krishnamurti, I. (2023). The influence of brand image and customer satisfaction towards customer loyalty in Fore Coffee Summarecon Mall Serpong. *Liaison Journal of Best*, 2(1), 94-111.
- [25] Wijaya, D., Supeni, R. E., & Rozzaid, Y. (2022). Citra merek, kepercayaan, dan komitmen terhadap loyalitas pelanggan aplikasi transportasi online. *Journal of Business, Management and Accounting Volume*, 3(2), 72–82. <https://doi.org/10.31539/budgeting.v3i2.3867>

#### Books

- [26] David, P. (2000). *Knowledge, Capabilities and Human Capital Formation in Economic Growth*. New Zealand Treasury.
- [27] Griffin, J. (2002). *Customer Loyalty: How to Earn It, How to Keep It* (2nd Ed.). Jossey Bass: Wiley Imprint.
- [28] Kasmir. (2011). *Analisis Laporan Keuangan*. Rajawali Pers.
- [29] Sugiyono. (2007). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.

#### Undergraduate Thesis

- [30] Pradini, H. S. (2013). *The analysis of information content towards greenhouse gas emissions disclosure in Indonesia companies* [Unpublished Undergraduate Thesis]. University of Diponegoro.

#### Websites

- [31] Kamus Besar Bahasa Indonesia (KBBI). (2021, September 29). *Pengertian Kepercayaan*. <https://kbbi.web.id/percaya>