

Analysis of The Influence of Customer Loyalty to GoFood Products in Indonesia

Damis Veri Budianto¹, Tri Kartika Pertiwi^{2*}, Muhadjir Anwar³

^{1,2,3} Faculty of Economics and Business (FEB), Universitas Pembangunan Nasional “Veteran” Jawa Timur, East Java, Indonesia (60212)

e-mail: ¹damisvb@gmail.com, ²tri.pertiwi.mnj@upnjatim.ac.id, ³muhadjira.ma@upnjatim.ac.id

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Abstract

Loyalty is an effort to establish long-term relationships with customers. This study examines the effects of e-service quality and sales promotion on customer loyalty and satisfaction, considering satisfaction as a mediating variable in the context of GoFood products. The main objective of this research is to analyze the causal relationship between the independent variables and the dependent variable with the presence of intervening variables. This study employed a quantitative research design with primary data source for this study is GoFood application users with questionnaire. Data was collected from a total of 327 customers across Indonesia who are GoFood users. This study employed statistical tools such as descriptive statistics, T-Test, and Partial Least Squares (PLS) analysis to analyze data and explore the relationships between e-service quality, sales promotion, customer satisfaction, and loyalty in the context of GoFood products. The majority of GoFood customers in the sample are women (61%), have undergraduate education (56%), are students (50%), and have an income ranging from five hundred thousand rupiahs to one million one hundred thousand rupiahs (25%). The results obtained from this study are as follows: First, e-service quality contributes to customer satisfaction. Second, sales promotion contributes to customer satisfaction. Third, customer satisfaction contributes to customer loyalty. Fourth, e-service quality contributes to customer loyalty. Fifth, sales promotion contributes to customer loyalty. Sixth, sales promotion influences customer loyalty through the intermediary variable of satisfaction. Seventh, e-service quality influences customer loyalty through the intermediary variable of satisfaction.

Keywords: E-Service Quality; Sales Promotion; Satisfaction; Loyalty

1. Introduction

Indonesia is currently a country with significant opportunities in the digital startup sector in Southeast Asia (Beschorner, 2021). Various potentials and opportunities strengthen Indonesia's position in the digital economy in Southeast Asia, including the support of a large market population and the increasing number of internet users, which has led to advancements in startup businesses in Indonesia (Sapulette & Muchtar, 2023).

The Directorate General of Dukcapil at the Ministry of Home Affairs (Kemendagri) updated the population data for 2021. As of January 31, 2022, the total population of Indonesia was recorded as 277,7 million, representing an increase of 2,8 million (1%) from the total population in January 2021, which was 273,8 million.

The number of internet users in Indonesia reached 204.7 million people (73.7% of the total population) in January 2022. This indicates an increase of 2.1 million people (1%) compared to January 2021, where the total number of internet users was 202.6 million people. The following table provides an overview:

Table 1. Internet User Penetration as a Percentage of the Total Population

No. Year	Total population (Million)	Number of Internet Users (Million)	Penetration (%) Population
1 2020	273,8	202,6	74 %
2 2021	277,7	204,7	73,7 %

Source : <https://datareportal.com/>

PT. The Karya Anak Bangsa application, the holding company for Gojek, was founded in 2010 in DKI Jakarta City by Nadiem Makarim (Geraldine, 2021). Initially, it relied on orders through a call center. By the end of 2014, it had transformed into a software application that could be installed on various types of gadgets owned by the community. Presently, it operates in fifty cities across Indonesia, and the Gojek Indonesia application has been downloaded and used by Android and iOS smartphone users over 50 million times. Furthermore, Gojek has expanded its services to Southeast Asian countries such as Singapore, Thailand, and Vietnam (Geraldine, 2021).

GoFood is Gojek's flagship product, as it taps into the ever-popular food industry and possesses



significant monetization potential. According to Nila Marita, Chief Corporate Affairs at Go-Jek Indonesia, "GoFood services are indeed one of the company's main contributors, with GoFood being the largest contributor after GoRide and GoCar." Currently, the number of GoFood partners has reached 400,000, and the existence of GoFood has significantly aided our partners' food businesses" (Saraswati, 2018).

The growth of the digital economy is also a prominent trend in Indonesia, and the country is predicted to become the largest digital economy in Southeast Asia (Stievany & Jalunggono, 2022). According to data from Momentums Work processed by Kompas R&D, Indonesia is projected to have the highest Gross Merchandise Value (GMV) in Southeast Asia in 2021. GMV represents the accumulated value of user purchases through websites or applications within a specific period and serves as a benchmark for measuring business growth in startups. Indonesia's GMV is estimated at 4.6 billion US dollars, making it the largest in Southeast Asia (Statista, 2022). This figure has grown by 24.3% compared to the previous year. The transactions contributing to this GMV come from three platforms: Grab (49%), Gojek (43%), and Shopee Food (8%) (Statista, 2022).

Furthermore, Grab and Gojek have experienced market declines in Indonesia due to the emergence of Shopee Food, which holds an 8% market share in the food delivery industry in Indonesia, with a GMV of US\$0.4 billion. Please refer to the table below for more details:

Table 2. Development of Gross Merchandise Value (GMV) in the Indonesian Food Industry

No. Platforms		In 2020		In 2021	
		GMV (US Dollar Billions)	Percentage	GMV (US Dollar Billions)	Percentage
1	Grab	2,0	53%	2,2	49%
2	Gojek	1,7	47%	2	43%
3	Shopee food	0	0%	0,4	8%

Source : (Nugraheni, 2022)

Based on Table 2 in Indonesia, it can be observed that two of the most popular applications for online food delivery services are Gojek and Grab. However, both applications have experienced a decline compared to the previous year. According to researchers, this could be attributed to several factors, including the lack of adoption of aggressive promotional tactics and suboptimal e-service quality in retaining customers. Therefore, the focus of the current research is to select Gojek as the research object to improve these factors, which are still below the industry average for similar food delivery services.

The trend of food delivery service applications has been beneficial for micro, small, and medium

enterprises (MSMEs) in marketing and promoting their products. Applications like Grab and Gojek also play a role in directly connecting MSME products with consumers. With necessary skill adjustments, the utilization of online food delivery services can significantly enhance business sales turnover (Taufik et al., 2020). Research conducted by Fahrika et al. (2019) revealed that e-service quality has a positive and significant effect on customer loyalty. When customers perceive good service on the website provided by an online shop, they tend to exhibit loyalty by making repeat purchases, recommending the shop to others, and being less inclined to switch to competitor products. However, a different study by Berliana & Zulestiana (2020) found no significant effect of e-service quality on customer loyalty.

GoFood frequently offers discounts, promotions, and vouchers to consumers. The GoFood voucher promo is available to millions of GoFood customers in 11 cities in Indonesia, including Surabaya, Medan, Yogyakarta, Makassar, Bandung, Semarang, Palembang, Bali, Solo, Malang, and Greater Jakarta. Research conducted by Insani & Madiawati (2020) confirmed that sales promotion has a positive and significant effect on customer loyalty, as it encourages increased purchases and enhances loyalty. Similarly, a previous study by Rahayu et al. (2023) demonstrated that e-service quality positively and significantly affects customer loyalty through Gojek customer satisfaction as an intervening variable. On the other hand, Iswati & Lestari (2021) found no significant impact of sales promotions on loyalty when customer satisfaction was considered as an intervening variable.

Research conducted by Fiona & Hidayat (2020) shows that e-service quality has a positive influence on customer satisfaction, as it compares perceived product performance with customer expectations. When expectations are met or exceeded, customers tend to be satisfied or even highly satisfied. However, research by Berliana & Zulestiana (2020) suggests that e-service quality has no effect on loyalty. Hence we propose the hypotheses that:

H1: E-Service Quality Affects GoFood Customer Satisfaction at PT Goto Gojek Tokopedia Tbk.

Tjiptono & Chandra (2017) state that sales promotion is a strategic approach that aims to create customer-oriented value and present it in the most appealing way based on customer desires. Although specific research on sales promotions and GoFood customer satisfaction is not mentioned, it can be assumed that effective sales promotions will positively impact customer satisfaction. Hence we propose the hypotheses that:

H2: Sales promotions affect GoFood customer satisfaction at PT Goto Gojek Tokopedia Tbk.

According to Santika & Mandala (2019), their research confirmed that customer satisfaction has a significant effect on customer loyalty. This is further

supported by the findings of Septiani & Nurhadi (2020), which indicate a positive and significant relationship between satisfaction and customer loyalty. High customer satisfaction is both a goal and a marketing tool for companies, as it plays a key role in customer retention. Hence we propose the hypotheses that:

H3: Customer satisfaction influences GoFood customer loyalty at PT Goto Gojek Tokopedia Tbk.

Previous studies show that e-service quality influences customer satisfaction (Fiona & Hidayat, 2020) and customer satisfaction is linked to customer loyalty Septiani & Nurhadi (2020). Therefore, it is assumed that e-service quality indirectly affects customer loyalty through customer satisfaction. Hence we propose the hypotheses that:

H4: E-Service Quality Affects GoFood Customer Loyalty at PT Goto Gojek Tokopedia Tbk.

According to Tjiptono & Chandra (2017) that effective sales promotions can lead to increased customer satisfaction (supported by previous research) and, subsequently, customer loyalty (Santika & Mandala, 2019; Septiani & Nurhadi, 2020). Hence we propose the hypotheses that:

H5: Sales promotions affect customer loyalty of GoFood at PT Goto Gojek Tokopedia Tbk.

Previous studies reveal that e-service quality affects customer satisfaction (Fiona & Hidayat, 2020) and customer satisfaction, in turn, influences customer loyalty (Santika & Mandala, 2019; Septiani & Nurhadi, 2020). Hence we propose the hypotheses that:

H6: E-Service Quality influences customer loyalty through GoFood customer satisfaction at PT Goto Gojek Tokopedia Tbk.

According to Tjiptono & Chandra (2017) effective sales promotions can enhance customer satisfaction, which, in turn, influences customer loyalty. Hence we propose the hypotheses that:

H7: Sales promotions affect customer loyalty through GoFood customer satisfaction at PT Goto Gojek Tokopedia Tbk.

The current study brings novelty to the field by focusing on the impact of e-service quality and sales promotion on customer loyalty towards GoFood products in Indonesia, specifically at PT Goto Gojek Tokopedia Tbk. By examining this specific context, the study adds to the existing literature on the subject. Furthermore, the study introduces customer satisfaction as a mediating variable to investigate its role in the relationships between e-service quality, sales promotion, and customer loyalty. This comprehensive approach, drawing from various theories and previous research literature, aims to provide valuable insights into the dynamics of these variables.

In terms of research gap, although previous studies have explored the influence of e-service quality on customer satisfaction and loyalty, there are inconsistent findings regarding the relationship between e-service quality and customer satisfaction. This study seeks to contribute by examining this relationship in the specific context of GoFood. Additionally, the role of customer satisfaction as an intervening variable in the relationship between sales promotions and customer loyalty has yielded conflicting results in prior research.

The current study aims to address this gap and explore the relationship between sales promotions, customer satisfaction, and customer loyalty. Moreover, conflicting findings exist regarding the relationship between customer satisfaction and loyalty, and this study aims to provide further insights into this relationship within the GoFood ecosystem. Lastly, by focusing on the Indonesian market and its rapidly growing digital economy, the study aims to provide relevant and applicable insights specific to this context.

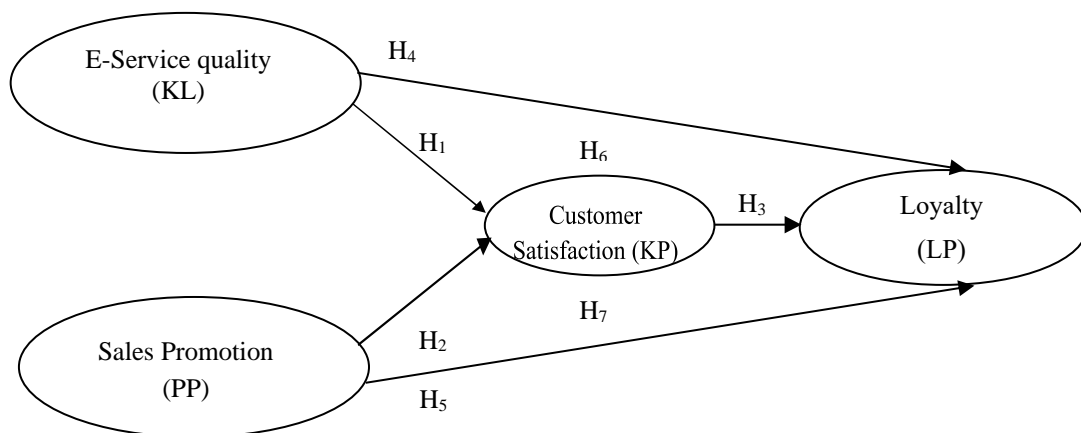


Figure 1. The Proposed Model

2. Research Methods

This study employed a quantitative research design to examine the relationships between e-service quality, sales promotion, customer satisfaction, and loyalty in the context of GoFood products. A quantitative approach allowed for the collection of numerical data, which was analyzed statistically to explore patterns, associations, and trends among the variables of interest.

Primary data for this study was collected through a structured questionnaire. The questionnaire was designed to obtain relevant information aligned with the research objectives and ensured the highest possible validity. It consisted of closed-ended questions, where respondents were provided with predetermined alternative answers. The use of a structured questionnaire facilitated consistent data collection and enabled efficient analysis.

This study employed a combination of statistical tools to analyze the data and investigate the relationships between e-service quality, sales promotion, customer satisfaction, and loyalty in the context of GoFood products. Descriptive statistics, such as mean and loading factor, were utilized to summarize the respondent profiles and the average scores for each variable, providing a clear overview of the characteristics and distribution of the data. The T-Test was used to assess the significance of the path coefficients in the causality tests, enabling the determination of the statistical significance of the relationships between variables. Partial Least Squares (PLS) analysis, a method of structural equation modeling, was employed to conduct the inner weight analysis and path modeling. PLS analysis allowed for the estimation of path coefficients, evaluating both the direct and indirect effects between variables. It provided a comprehensive understanding of the relationships, considering the mediating role of customer satisfaction. The combination of these statistical tools enabled a rigorous examination of the research questions and facilitated the interpretation of the findings, ultimately contributing to a comprehensive understanding of the relationships among e-service quality, sales promotion, customer satisfaction, and loyalty in the context of GoFood products.

In this study, the measures used to evaluate implemented sales promotion programs are based on Shimp (2006) framework, which includes four measures: 1) Coupons, 2) Price Packages, 3) Sweepstakes, and 4) Subscription rewards. For assessing e-service quality, the study adopts Parasuraman's (as cited in Wuisan (2021)) framework consisting of six factors: 1) Efficiency, 2) System Availability, 3) Fulfillment, 4) Privacy, 5) Responsiveness, and 6) Compensation. In terms of measuring customer satisfaction, Tjiptono's (as cited in Eggert & Ulaga (2002)) four core concepts are utilized, namely: 1) Overall customer satisfaction, 2) Dimensions of customer satisfaction, 3) Confirmation

of expectations, and 4) Repurchase intention. Finally, for assessing customer loyalty, the study refers to Fandy Tjiptono's (as cited in Wuisan (2021)) indicators, which include: 1) Repeat purchases, 2) Brand consumption habits, 3) Continued preference for the brand, 4) Confidence in the brand as the best option, and 5) Recommendation of the brand to others. These established measures provide a robust framework for evaluating and analyzing the various constructs in the study.

3. Result and Discussion

3.1. Respondent Profile

Most of the respondents were female, totaling 200 people or 61%. Education level was primarily S1 (Bachelor's degree) with 183 people or 56%. In terms of occupation, students comprised the majority, totaling 166 people or 50%. The monthly income range of respondents was between five hundred thousand rupiahs and one million one hundred thousand rupiahs, with a total of 82 people or 25%. Approximately 52% of respondents reported buying more products per month, approximately four times or above, totaling 171 people.

Table 3. Description of E-Service Quality Variable Analysis

Notation	Indicators	Mean	Loading Factor
KL1	Efficiency	4.54	0.736
KL2	System availability	4.17	0.509
KL3	Fulfillment	4.42	0.833
KL4	Privacy	4.17	0.605
KL5	Responsiveness	4.31	0.694
KL6	Compensation	4.39	0.783
KL7	Contact	4.37	0.729

In Table 3, based on the average value (Mean), demonstrates that the highest score is attributed to KL1 notation, specifically the efficiency indicator. The majority of respondents assessed the GoFood application as easy to use. This implies that the GoFood application is well-organized and functions smoothly due to its clear and prompt structure.

Table 4. Description of Sales Promotion Variable Analysis

Notation	Indicators	Mean	Loading Factor
PP1	Coupon	4.62	0.782
PP2	Pricing plans	4.39	0.762
PP3	Sweepstakes	4.12	0.551
PP4	Subscription Rewards	4.42	0.668

Table 4, based on the average value (Mean), reveals that the highest score is associated with PP1

notation. The majority of measurement indicators/variables in the form of coupons were employed to entice new users to download the Gojek application.

Table 5. Description of Customer Satisfaction Variable Analysis

Notation	Indicators	Mean	Loading Factor
KP1	Overall customer satisfaction	4.39	0.535
KP2	Dimensions of customer satisfaction	4.42	0.849
KP3	Confirmation on hope	4.44	0.845
KP4	Repurchase intention	4.27	0.554

Table 5, based on the average value (Mean), demonstrates that the customer satisfaction indicator with the highest response score is denoted as KP3, specifically the expectation confirmation indicator. The majority of respondents strongly agree that GoFood can genuinely fulfill their needs when required.

Table 6. Description of Customer Loyalty Variable Analysis

Notation	Indicators	Mean	Loading Factor
LP1	Repeat purchase	4.34	0.608
LP2	Habit of consuming the brand	4.29	0.783
LP3	Recommend the brand to others	4.37	0.734
LP4	Confident that the brand is the best	4.33	0.625
LP5	It remains to choose the brand	3.81	0.639
LP6	Always loved the brand	4.18	0.706

Table 6, based on the average value (Mean), indicates that the customer loyalty indicator with the highest response score from the respondents is denoted as LP3, specifically the recommendation of the brand to others indicator. The majority of respondents agreed and suggested recommending GoFood as a food delivery application to their relatives.

The result of direct influence with causality test (inner weight) on table 7 can be described as follows:

1. Service quality has a significant positive effect on customer satisfaction, with a path coefficient of 0.572 (p-value = 0.000), which is smaller than the significance level $\alpha = 0.05$ (5%). This finding suggests that when service quality is high, customers are more likely to be satisfied with their experience.

2. E-Service quality has a significant positive effect on customer loyalty, with a path coefficient of 0.384 (p-value = 0.000), which is smaller than the significance level $\alpha = 0.05$ (5%). This indicates that customers who perceive high e-service quality are more likely to exhibit loyalty towards the brand or platform.
3. Customer satisfaction has a significant positive effect on customer loyalty, with a path coefficient of 0.342 (p-value = 0.000), which is smaller than the significance level $\alpha = 0.05$ (5%). This finding implies that satisfied customers are more likely to remain loyal to the company and continue their patronage.
4. Interestingly, customer satisfaction also has a significant positive effect on customer satisfaction itself, with a path coefficient of 0.216 (p-value = 0.000), which is smaller than the significance level $\alpha = 0.05$ (5%). This suggests that customer satisfaction can act as a reinforcing factor, contributing to a higher overall satisfaction level among customers.
5. Furthermore, sales promotion demonstrates a significant positive effect on customer loyalty, with a path coefficient of 0.178 (p-value = 0.001), which is smaller than the significance level $\alpha = 0.05$ (5%). This indicates that effective sales promotions can positively influence customer loyalty, potentially leading to increased customer retention and repeat purchases.

3.2. Results of Inner Weight

The result of indirect influence with causality test (inner weight) on table 8 can be described as follows:

1. E-service quality has a significant positive effect on customer loyalty through customer satisfaction, with a path coefficient of 0.196 (p-value = 0.000), which is smaller than the significance level $\alpha = 0.05$ (5%). This finding suggests that the positive impact of e-service quality on customer loyalty is partially mediated by the level of customer satisfaction. Improving e-service quality can enhance customer satisfaction, thereby indirectly influencing customer loyalty.
2. Similarly, sales promotion has a significant positive effect on customer loyalty through customer satisfaction, with a path coefficient of 0.074 (p-value = 0.000), which is smaller than the significance level $\alpha = 0.05$ (5%). This indicates that sales promotions can influence customer loyalty indirectly by positively impacting customer satisfaction. Implementing effective sales promotion strategies can enhance customer satisfaction levels, leading to increased customer loyalty.

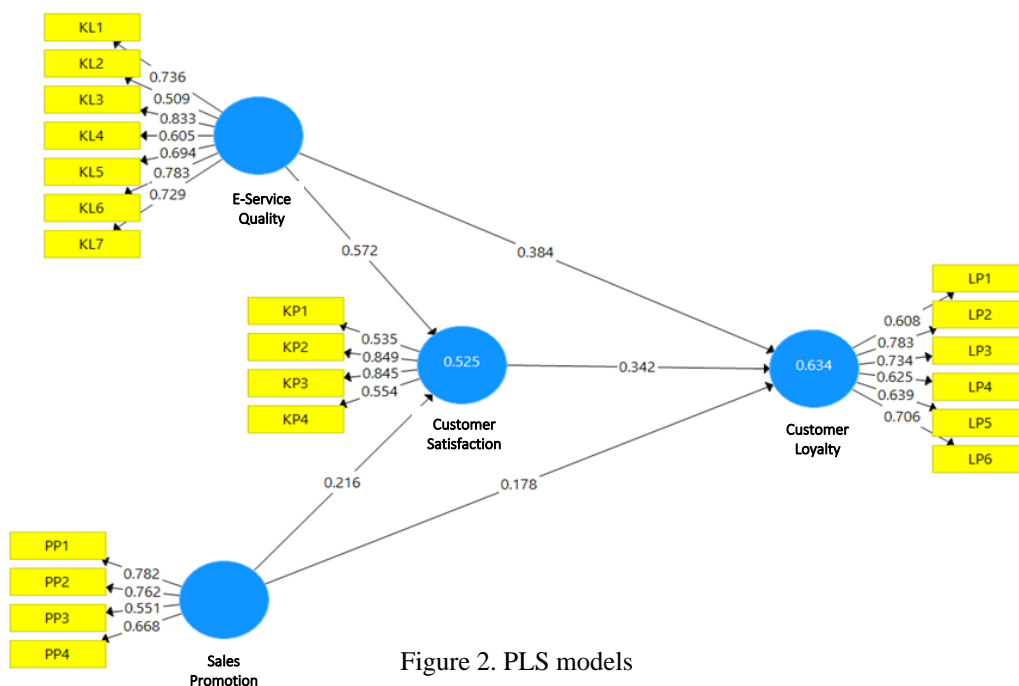


Figure 2. PLS models

1) Direct Influence

Table 7. Causality Test (Inner Weight)

	Original Sample (Q)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (Q/STDEV)	P Values
E-Service Quality --> Customer Satisfaction	0.572	0.573	0.046	12.576	0.000
E-Service Quality --> Customer Loyalty	0.384	0.389	0.061	6.248	0.000
Customer Satisfaction --> Customer Loyalty	0.342	0.339	0.063	5.450	0.000
Sales Promotion --> Customer Satisfaction	0.216	0.218	0.055	3.953	0.000
Sales Promotion --> Customer Loyalty	0.178	0.179	0.052	3.450	0.001

2) Indirect Influence

Table 8. Causality Test (Inner Weight)

	Original Sample (Q)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (Q/STDEV)	P Values
E-Service Quality --> Customer Satisfaction --> Customer Loyalty	0.196	0.195	0.042	4.712	0.000
Sales Promotion --> Customer Satisfaction --> Customer Loyalty	0.074	0.073	0.021	3.522	0.000

Several studies have explored the impact of e-service quality on customer satisfaction and loyalty, yielding interesting findings. A study conducted on PT. Kidang Rangka Mebel Jakarta revealed a significant and positive relationship between e-

service quality and customer satisfaction and loyalty (Darojat, 2020). This suggests that companies that offer high-quality e-services can effectively enhance customer satisfaction and foster loyalty.

Similarly, a study focused on Auchan Famalicão's e-commerce demonstrated that customers exhibited strong loyalty towards the brand, with satisfaction playing a crucial role in fostering loyalty (Veloso et al., 2020). Furthermore, the study identified specific aspects of e-service quality, such as employee contact attributes and adherence to delivery deadlines, that were closely associated with higher levels of customer satisfaction.

Contrasting these findings, a study conducted in Yogyakarta, Indonesia found no significant impact of e-service quality on customer loyalty (Fatmawati & Permatasari, 2019). Instead, the study emphasized the key drivers of customer loyalty as technology acceptance and customer satisfaction.

In a comprehensive research model investigating the effects of e-service quality on perceived value and customer loyalty, it was found that e-service quality positively influenced perceived value, subsequently leading to enhanced customer loyalty (Jun & Yang, n.d.). This suggests that by providing high-quality e-services, companies can increase customer loyalty through the enhancement of perceived value.

In summary, these studies suggest that e-service quality can positively influence customer loyalty through its impact on customer satisfaction and perceived value. However, it is important to consider that the relationship between e-service quality and customer loyalty may be influenced by other factors, such as technology acceptance.

These results highlight the indirect pathways through which e-service quality and sales promotion can influence customer loyalty. By understanding the mediating role of customer satisfaction, businesses can design targeted interventions to improve customer satisfaction levels, thereby strengthening customer loyalty. It is essential for organizations to consider both direct and indirect factors that contribute to customer loyalty in order to develop comprehensive and effective customer retention strategies.

4. Conclusion

Based on the findings, this research has several conclusions to draw, namely: 1) E-Service Quality contributes to customer satisfaction. This means that satisfied customers have a positive opinion about the high quality of services provided by the company. 2) Sales promotions contribute to GoFood customer satisfaction. This means that promotions carried out by GoFood have the ability to influence customer satisfaction. The intensive promotion efforts ensure that many consumers are aware of detailed information about GoFood services. Measuring effectiveness is also one of the goals of these sales promotions. 3) Customer satisfaction contributes to GoFood customer loyalty. This means that when customers are satisfied, they are more likely to become loyal and less likely to consider

other services outside of GoFood. 4) E-Service Quality contributes to customer loyalty. This means that better e-service quality ensures customer loyalty. GoFood's advantages in e-service quality, such as an easy and fast-to-use application with clearly structured information, can influence consumers to remain loyal. 5) Sales promotions contribute to customer loyalty. This means that the sales promotions provided are able to contribute to customer loyalty. These promotions are implemented for a predetermined limited period with the aim of increasing consumer demand and stimulating sales. 6) This study also examined the indirect effect of one latent variable on another variable as an endogenous construct and an exogenous construct. The research proved that there is an indirect effect of e-service quality on customer loyalty through the mediating variable of customer satisfaction. E-service quality contributes to customer loyalty through customer satisfaction. This means that companies providing good e-service quality are able to satisfy customers, and satisfied customers, in turn, ensure customer loyalty. Therefore, higher e-service quality leads to high customer satisfaction and generates customer loyalty. 7) This study also examined the indirect effect of one latent variable on another variable as an endogenous construct and an exogenous construct. The researchers found the indirect effect of sales promotion on customer loyalty through the mediating variable of customer satisfaction. Sales promotion contributes to customer loyalty through customer satisfaction. This means that sales promotions are able to meet customer needs and expectations, thereby creating customer satisfaction, which in turn leads to customer loyalty.

To ensure effective targeting, the company should pay close attention to its target market and select appropriate promotional media that align with the needs of prospective buyers. It is crucial to prioritize service innovation by offering more varied features that cater to customer needs, particularly in the GoFood sector. Enhancing the feedback and suggestion facilities within the application will provide customers with convenient opportunities to share their opinions, helping the company better understand their needs and improve aspects such as efficiency, reliability, responsiveness, support, and security. Additionally, conducting surveys and gathering experiences will enable the company to determine the optimal timing for sales promotions, maximizing their positive impact. In future research, mediating variables like emotional bonding, trust, convenience, and history with the company should be considered to gain a deeper understanding of customer loyalty. Comprehensive research across different product categories, coupled with precise classification of variables, will further elucidate the influence of different dimensions on customer loyalty regarding e-service quality and sales promotions.

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