

The Impact of Customer Involvement, Service Quality on Loyalty Mediated by Satisfaction in Online Ordering Services

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ABSTRACT: The focus of this study is to find out what can influence *loyalty* mediated by *satisfaction*. Quantitative research methods, which often use random sampling procedures, include the distribution of surveys and analysis of specific populations or samples containing quantitative data. The population of this finding is *online* motorcycle taxi service users in Batam City, where this study was conducted by distributing questionnaires composed of closed questions distributed online, using *Google Forms*. The demographic target of this study includes 170 respondents. Based on the results of the study, *Customer Involvement* was unable to have a significant impact on *Satisfaction* or *Loyalty* through *Satisfaction* as a mediating variable, so that hypotheses H1 and H6 were rejected. On the other hand, *Service Quality*, *Perceived Value*, and *Brand Image* were proven to have a positive and significant impact on *Satisfaction*, which then contributed positively to *Loyalty*, supporting the acceptance of hypotheses H2, H3, and H4. In addition, *Satisfaction* plays a significant mediation role in the relationship between *Service Quality*, *Perceived Value*, and *Brand Image* on *Loyalty*, as evidenced by the acceptance of hypotheses H7, H8, and H9. These findings confirm that the main factors driving customer satisfaction and loyalty in online motorcycle taxi services are service quality, perceived value, and brand image, while customer engagement does not have a significant influence.

KEYWORDS: Service Quality, Perceived Value, Brand Image, Satisfaction, Loyalty

I. INTRODUCTION

The rapid advancement of technology and information systems because of globalization has had a significant impact on people's lives, especially in carrying out their daily activities, which were originally carried out directly, can now be carried out *online*. This is triggered by the presence of the internet. The internet can change various perspectives, perceptions and thoughts of the community regarding efforts to carry out their daily activities. Likewise with entrepreneurs who are increasingly inseparable from the presence of the internet, because the internet is marked as very helpful for them in carrying out their business activities, interacting with customers, and in supporting their business promotion and marketing activities. In addition, the internet can also be a means that facilitates users to be able to transact with sellers/entrepreneurs easily, practically, without time or space limitations.

The *online* motorcycle taxi phenomenon has created various innovations in applications to increase consumer loyalty. Some of the well-known online motorcycle taxi services in Indonesia are Gojek and Grab, which continue to present innovative features to provide the best experience for users. Gojek has features such as *GoRide* (motorcycle transportation service), *GoCar* (car service), *GoFood* (food delivery), *GoSend* (goods delivery), and *GoPay* (digital wallet). In addition, Gojek also presents the *GoClub* feature, a loyalty program that provides benefits for loyal users. Grab, as its main competitor, offers similar features such as *GrabBike*, *GrabCar*, *GrabFood*, *GrabExpress*, and OVO as its digital wallet. Grab also has a loyalty program called GrabRewards, where users can exchange points for various promos and discounts. With these various innovations, online motorcycle taxis are not only a means of transportation but also a service ecosystem that increases consumer convenience and loyalty (Rachmawati *et al.*, 2021).

There have been many *online motorcycle taxis* circulating, many similar companies such as Grab, Gojek, Maxim, Shopee that provide similar services, with their respective advantages. Therefore, Grab needs to implement a strategy to maximize its loyalty strategy. Loyalty can be influenced by various factors, including *customer involvement*, *service quality*, *perceived value*, *brand image*, and *satisfaction*. Research conducted by Rachbini *et al.* (2020) and Karim and Rabiul (2024) confirmed the significant influence of *customer involvement* on *satisfaction* and *loyalty*. This indicates that when customers are involved in the decision-

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making process, such as participating or providing input in product development, they can feel more recognized and appreciated, so that there is a feeling of satisfaction in customers. Then, Dam and Dam (2021) and Rachbini *et al.* (2020) indicates that a higher level of *service usually leads to increased* customer satisfaction. Related to *perceived value on satisfaction*, it is proven by research by Fu (2023) and Devi and Yasa (2021), due to the belief in the positive value offered by the product. This is supported by the existence of a positive brand image, as explained by Zia and Mirza (2021) which can be an important antecedent in forming a sense of satisfaction. Finally, related to the influence of *customer satisfaction on brand loyalty*, it is explained in the research of Rimadias *et al.* (2021) that satisfied customers will tend to be more likely to make repeat purchases or recommend their products to others.

This study is presented to fill the gap *obtained* from previous studies, such as Dam and Dam's (2021) research which revealed the influence of *service quality, brand image on customer satisfaction and customer loyalty*. However, this study did not discuss the variables of *perceived value* and *customer involvement* as raised in this study. Furthermore, Devi and Yasa's (2021) research emphasized the influence of *service quality and perceived value on customer satisfaction and loyalty*. This is different from this study which uses other variables such as *customer involvement*. The novelty of this study lies in the use of research objects in *online motorcycle taxi companies*, specifically targeting consumers in Batam City. The selection of these objects is based on efforts to respond to the increasing use of service-based applications in this digital era, so efforts are needed to examine the contribution of relevant factors to consumer loyalty.

The purpose of this study is to investigate some elements that influence consumer loyalty to online transportation providers. This paper specifically investigates how satisfaction is influenced by *customer involvement, service quality, perceived value, and brand image*. Furthermore, what is examined in this paper is how loyalty is influenced by satisfaction. In addition, this study investigates the function of satisfaction as a mediator in the relationship between customer involvement, service quality, perceived value, and brand image on loyalty. Therefore, this study provides knowledge about the factors that influence consumer loyalty in the application-based transportation industry. This study is expected to help authors and readers to gain greater information and awareness about the factors that influence customer loyalty, namely *customer involvement, service quality, perceived value, brand image, and satisfaction*. Furthermore, the findings of this study are expected to help Grab companies and registered partners so that they pay more attention to the elements that influence higher customer loyalty. Academically, especially concerning the elements that influence consumer loyalty, this study is expected to help shape science in the field of marketing research. Furthermore, this work can serve as a guide for subsequent projects involving objects or variables that are changed, thereby increasing knowledge in this field.

2. LITERATURE REVIEW

Loyalty refers to consumer loyalty to a particular commodity or brand. Loyalty can also indicate a consumer's tendency to regularly choose and purchase a particular brand of goods and recommend the brand to others (Aljuhmani *et al.*, 2023). *Loyalty* is an important aspect in building long-term relationships between brands and consumers and is an important indicator of a business's success (Watson *et al.*, 2024; Rimadias *et al.*, 2021). In the context of *branding*, *loyalty* is able to reflect a psychological commitment to a brand, which is also in line with repeat purchasing behavior which is only related to making purchases of the same brand more than once (Rachbini *et al.*, 2020; Devi & Yasa, 2021).

Customer involvement refers to the level of customer participation or involvement in the decision-making process related to products or services (Cheung & To, 2021; Mursid & Wu, 2022). When customers are involved in the decision-making process, such as participating or providing input in product development, they can feel more recognized and appreciated (Rachbini *et al.*, 2020). Then, customers who have high participation tend to interact with the seller, thus creating a more positive experience (Karim & Rabiul, 2024). In other words, customers can feel more connected to the brand, so that their satisfaction also increases (Woo *et al.*, 2021).

Service quality refers to the level of excellence or superiority of services provided by an organization, which includes factors including responsiveness, reliability, empathy, assurance, and tangible evidence (Devi & Yasa, 2021; Zhong & Moon, 2020). Service quality is also able to reflect the extent to which customer expectations are met or exceeded by the service received, and even influences the level of customer satisfaction (Supriyanto *et al.*, 2021). Given that higher levels of service quality typically result in greater customer satisfaction, these two variables exhibit a significant positive relationship (Dam & Dam, 2021; Rachbini *et al.*, 2020). When a business consistently delivers high-quality service, customers are more likely to feel valued, trust the brand, and develop loyalty, leading to repeat business and positive word-of-mouth recommendations (Woo *et al.*, 2021).

Brand image refers to consumers' impressions and relationships with a brand formed by elements such as marketing campaigns, brand heritage, and product quality (Watson *et al.*, 2024; Fu, 2023). A strong and positive *brand image* can significantly increase

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customer satisfaction by aligning with consumer expectations and creating a good impression (Zia & Mirza, 2021) . When consumers perceive a brand positively, they tend to have positive experiences and high levels of satisfaction, as someone might say that the brand meets or exceeds their expectations (Pranata & Permana, 2021) . The fit between *brand image* and customer experience strengthens customer satisfaction with the brand. Conversely, if there is a disconnect between *brand image* and actual customer experience, it can lead to dissatisfaction and damage the brand's reputation (Rimadiaz et al., 2021) .

Satisfaction refers to how closely a good or service meets or exceeds consumer expectations. (Aljuhmani et al., 2023) . Consumers who are happy with their experiences often begin to view the brand positively (Devi & Yasa, 2021) . This positive perception is an important precursor to brand loyalty, which is characterized by repeat purchases, continued support, and preference for the brand over competitors. (Rimadiaz et al., 2021) . Happy consumers are more likely to recommend the brand to others and return for subsequent purchases, thus creating a positive reinforcement loop (Watson et al., 2024; Dam & Dam, 2021)

3. RESEARCH METHOD

According to Sugiyono (2021:2) , research design is defined as an effort carried out in a structured, systematic, and orderly manner to obtain accurate and precise data. In this case, the research is causal comparative, namely carried out with the aim of analyzing the causal relationship between independent and dependent variables, which also considers the influence of relevant mediating variables.

The population of this study were users of online motorcycle taxi services in Batam City, where this study was conducted by distributing questionnaires consisting of closed questions distributed online, using Google Forms. The Hair et al. (2019) method was used for sampling in this study: if the exact population size is still unclear, samples were collected using a 1:10 ratio, where each question item may represent ten answers. With sixteen items in this survey, 160 people are the perfect minimum number of respondents. The sample selection effort was carried out by applying the purposive sampling method, which is a sample selection based on certain criteria or requirements used by the researcher. The sampling was obtained by distributing questionnaires to respondents who met the requirements raised by the author, namely Grab service users, and domiciled in Batam City.

In the framework of this study, the data collection approach used is by distributing questionnaires. According to Sugiyono (2021:142) , a questionnaire is a *google form* that provides respondents with a series of questions as one approach to collecting information. This questionnaire has closed questions, where each question is measured using a scale of 1-5, which reflects the level of agreement from strongly disagree to strongly agree.

Descriptive statistical analysis is a technique used to characterize data features through several measurements including mean, variance, standard deviation, minimum value, maximum, total, kurtosis, and range (Hair et al., 2019) . The average measurement aims to determine the mean value of the data, while the standard deviation functions to measure the variance of the data. The maximum value is used to identify the largest data, while the minimum value functions to determine the smallest data.

This study was conducted using a program known as SEM-PLS (*Structural Equation Modeling*), which is a structural equation model. This statistical technique is designed to test statistical models in the context of cause-and-effect relationships (Hair et al., 2019) . This model can identify, observe, and build structural modeling. PLS itself is a model that does not require assumptions about the distribution of research data, so it is not tied to certain distribution characteristics. In this study, researchers conducted *outer model* and *inner model tests*. The assessment of the outer model includes validity and reliability, while the evaluation of the inner model attempts to explain the relationship between variables by examining path coefficients, indirect effects, R², and quality indices. *The outer model* test is carried out through efforts to apply the *outer loading technique*, which is related to measuring the factor loads on each variable indicator. This *outer loading value* functions as a validity indicator for the questions contained in the questionnaire. A question is considered valid if its outer loading value is greater than 0.6 (Hair et al., 2019) .

Determination Coefficient Test (R²)

This assessment aims to measure the model's capacity to explain the dependent variable. By examining the adjusted R Square value, which considers the degrees of freedom of the sum of squares used in the calculation, we can understand this process. The coefficient of determination ranges from 0 to 1, with a stronger influence as the number approaches 1 (Sarstedt & Cheah, 2019) .

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4. ANALYSIS AND DISCUSSION

One runs a *path coefficient test* to test the structural model free from mediation. This test helps one find whether the dependent variable is directly influenced by the independent variable. A relationship is said to be significant with a significance threshold of 0.05 if the calculated T value is higher than the T table and the p-value is less than 0.05 (Hair et al., 2019) .

To test the structural model through mediation, indirect effect analysis is used to identify the magnitude of the influence between variables. The significance score of this relationship can be seen through the indirect effect table, especially in the T test column. The influence between variables is considered significant if the p-value is less than 0.05 and the T score is greater than 1.96 (Hair et al., 2019) .

Table 1. Hypothesis Test Results

X → Y	p-value	Conclusion	Information
<i>Customer Involvement -> Satisfaction</i>	0.212	Not Significant	H1 Rejected
<i>Service Quality -> Satisfaction</i>	0,000	Significant Positive	H2 Accepted
<i>Perceived Value -> Satisfaction</i>	0.022	Significant Positive	H3 Accepted
<i>Brand Image -> Satisfaction</i>	0,000	Significant Positive	H4 Accepted
<i>Satisfaction -> Loyalty</i>	0,000	Significant Positive	H5 Accepted
<i>Customer Involvement -> Satisfaction -> Loyalty</i>	0.224	Not Significant	H6 Rejected
<i>Service Quality -> Satisfaction -> Loyalty</i>	0,000	Significant Positive	H7 Accepted

Source: Processed Primary Data (2025)

H1: The Influence of *Customer Involvement* on *Satisfaction*

Based on *the output of* the t-test results, it is interpreted that the p-value score of $0.212 > 0.05$ means that *Customer Involvement* is unable to provide a significant impact on *Satisfaction*. So that hypothesis 1 is rejected. This may be the result of various elements, including the dominance of service quality and advertising in determining customer satisfaction and the potential that consumers concentrate more on the efficiency and ease of service than on their active involvement in the service process. Furthermore, in the fast service sector such as online motorcycle taxis, consumers may value the reliability and responsiveness of the service more than their level of participation in contact with the service provider. (Aini & Khasanah, 2024) . This study is inconsistent with Cheung and To (2021); Mursid and Wu (2022); Rachbini et al. (2020); Karim and Rabiul (2024); Woo et al. (2021) who interpreted that *Customer Involvement* can have a significant positive impact on *Satisfaction* .

H2: The Influence of *Service Quality* on *Satisfaction*

Based on *the output of* the t-test results, it is interpreted that the p-value score of $0.000 < 0.05$ means that *Service Quality* is able to provide a significant positive impact on *Satisfaction*. So that hypothesis 2 is accepted. This study is strengthened by Devi and Yasa (2021); Zhong and Moon (2020); Supriyanto et al. (2021); Dam and Dam, (202 1) ; Rachbini et al. (2020) . *Service quality* refers to the degree of perfection or excellence of service provided by a company by considering the elements of responsiveness, dependability, empathy, certainty, and concrete data (Devi & Yasa, 2021; Zhong & Moon, 2020) . Service quality is also able to reflect the extent to which customer expectations are met or exceeded by the service received, and even influences the level of customer satisfaction (Supriyanto et al., 2021) .

Given that higher levels of service quality typically result in higher levels of customer satisfaction, these two variables exhibit a significant beneficial relationship (Dam & Dam, 202 1 ; Rachbini et al., 2020) . When a business consistently delivers high-quality service, customers are more likely to feel valued, trust the brand, and develop loyalty, resulting in repeat business and positive word-of-mouth referrals (Woo et al., 2021) .

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H3: The Influence of *Perceived Value* on *Satisfaction*

Based on *the output of* the t-test results, it is interpreted that the p-value score of $0.022 < 0.05$ means that *Perceived Value* is able to have a significant positive impact on *Satisfaction*. So hypothesis 3 is accepted. This study is strengthened by Dam and Dam (2021); Fu (2023); Ilyas et al. (2021); Devi and Yasa (2021); Kusumawati and Rahayu (2020). *Perceived value* refers to customer evaluation of the benefits offered by a product or service against the costs paid for it. (Dam & Dam, 2021; Fu, 2023). Customers will be happy if they believe the value they get is equal to or greater than the price they pay (Ilyas et al., 2021). However, if the perceived value is low, even if the product is of good quality, customer satisfaction may decrease (Devi & Yasa, 2021). By providing clear value, whether through quality, service, or experience, companies can increase customer satisfaction. (Kusumawati & Rahayu, 2020).

H4: The Influence of *Brand Image* on *Satisfaction*

Based on *the output of* the t-test results, it is interpreted that the p-value score of $0.000 < 0.05$ means that *Brand Image* can have a significant positive impact on *Satisfaction*. So that hypothesis 4 is accepted. This study is strengthened by Watson et al. (2024); Fu (2023); Zia and Mirza (2021); Pranata and Permana (2021); Rimadiaz et al. (2021). *Brand image* refers to the impression and relationship of consumers with a brand formed by elements such as marketing campaigns, brand heritage, and product quality (Watson et al., 2024; Fu, 2023). A strong and positive *brand image* can significantly increase customer satisfaction by aligning with consumer expectations and creating a good impression. (Zia & Mirza, 2021). When consumers perceive a brand positively, they tend to have positive experiences and high levels of satisfaction, because the brand is seen as meeting or exceeding their expectations (Pranata & Permana, 2021). The fit between *brand image* and customer experience strengthens customer satisfaction with the brand. Conversely, if there is a disconnect between *brand image* and actual customer experience, it can lead to dissatisfaction and damage the brand's reputation. (Rimadiaz et al., 2021).

H5: The Influence of *Satisfaction* on *Loyalty*

Based on *the output of* the t-test results, it is interpreted that the p-value score of $0.000 < 0.05$ means that *Satisfaction* is able to have a significant positive impact on *Loyalty*. So that hypothesis 5 is accepted. This study is strengthened by Aljuhmani et al. (2023); Devi and Yasa (2021); Rimadiaz et al. (2021); Watson et al. (2024); Dam and Dam (2021). *Satisfaction* refers to the extent to which a product or service meets or exceeds client expectations. (Aljuhmani et al., 2023). If customers are satisfied with their experience, they tend to develop positive perceptions of the brand (Devi & Yasa, 2021). These positive perceptions are an important precursor to brand loyalty, which is characterized by repeat purchases, continued support, and preference for the brand over competitors. (Rimadiaz et al., 2021). Happy consumers are more likely to recommend the brand to others and return for subsequent purchases, thus creating a positive reinforcement loop. (Watson et al., 2024; Dam & Dam, 2021).

H6: The Influence of *Customer Involvement* Mediated by *Satisfaction* on *Loyalty*

Based on *the output of* the t-test results, it is interpreted that the p-value score of $0.224 > 0.05$ means that *Customer Involvement* is unable to have a significant impact on *Loyalty* mediated by *Satisfaction*. So hypothesis 6 is rejected. This may be due to various factors, such as consumers who prioritize the functional features of the service, such as the quality of the application and driver services, rather than their active participation in the relationship with the service provider. Furthermore, in a competitive sector such as online motorcycle taxis, factors such as price, convenience, and service efficiency may be more important in determining consumer happiness and loyalty than the client's involvement itself (Wijono & Efrata, 2023). This study is not in line with Rachbini et al. (2020); Cheung and To (2021); Karim and Rabiul (2024); Woo et al. (2021); Mursid and Wu (2022) who interpreted that *Customer Involvement* was able to have a significant positive impact on *Loyalty* mediated by *Satisfaction*.

H7: The Influence of *Service Quality* Mediated by *Satisfaction* on *Loyalty*

Based on *the output of* the t-test results, it is interpreted that the p-value score of $0.000 < 0.05$ means that *Service Quality* is able to provide a significant positive impact on *Loyalty* mediated by *Satisfaction*. So that hypothesis 7 is accepted. This study is strengthened by Supriyanto et al. (2021); Woo et al. (2021); Zhong and Moon (2020); Dam and Dam (2021); Rachbini et al. (2020). Customer satisfaction and loyalty are influenced by the extent to which a product or service meets consumer expectations, ambitions, and needs. (Supriyanto et al., 2021). Providing high-quality service, characterized by punctuality, dependability, and personnel attention, can foster customer satisfaction (Woo et al., 2021; Zhong & Moon, 2020). This feeling of satisfaction will result in customers' intention to remain loyal to their brand and not be interested in switching to other services or brands (Dam

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& Dam, 2021 ; Rachbini et al., 2020) . When a business consistently provides high-quality service, customers tend to feel valued, trust the brand, and develop loyalty, resulting in repeat business and positive word-of-mouth referrals (Woo et al., 2021) .

5. CONCLUSION AND SUGGESTIONS

Outer Loading, *Variance Inflation Factor* (VIF), *Average Variance Extracted* (AVE), *Composite Reliability* (Rho A & Rho C), *Cronbach's Alpha* , and *R Square Adjusted* . An indicator is said to be original if its outer loading value exceeds 0.70, thus indicating the level of accuracy of latent variable measurement (Hair et al., 2019) . Since each indicator in the table has a value above 0.70, it can be said that the construct used is quite strong. In addition, multicollinearity is detected using VIF; the ideal value is less than 5 (Hair et al., 2019) in this table indicates the absence of problematic multicollinearity problems. Convergent validity is measured by AVE, which has a minimum value of 0.50 (Fornell & Larcker, 1981) , where all variables meet the requirements. *Composite Reliability* (CR) and *Cronbach's Alpha* indicate the internal consistency of the construct in terms of dependence with an optimum value above 0.70. The fact that the table results show that each variable has a high Cronbach's Alpha and CR helps one to conclude that this research instrument is reliable. *R Squared* , on the other hand, calculates the degree to which the independent variables can explain the dependent variable. The independent variables can explain 61.2% of the variability in satisfaction, according to the R2 value of 0.612 for satisfaction, and 41.5% of the variability in loyalty, according to the R2 value of 0.415 for loyalty. These findings indicate a fairly good relationship between the variables examined, as according to Chin (1998) , who stated that an R2 value greater than 0.26 is sufficient for social research. Overall, the analysis findings interpret that this research model is *valid* and reliable and can explain the elements

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