

Enhancing Customer Loyalty in Online Transportation: The Role of Price, Service Quality, Trust, and Satisfaction

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Abstract

Customer loyalty is crucial for the long-term success of service businesses, particularly in the online transportation industry. It involves customers consistently choosing to use a company's services or products. This research seeks to examine how both pricing and service quality can influence customer loyalty within the online transportation industry by looking at factors like customer trust and satisfaction. The study utilizes a quantitative methodology with a descriptive design. The population in this study were users of K-JEK services whose number was unknown but had used K-Jek transportation services, while the number of samples was 273.25 and rounded up to 280 samples of K-Jek transportation service users. The method of collecting data involved using a survey with a Likert scale. The analysis of the data employed SEM (Structural Equation Modeling) or Structural Equation Model through the SmartPLS software. The outcomes show that Service Quality and Price impact Customer Loyalty through Customer Satisfaction and Trust. High-quality service enhances satisfaction and trust, leading to greater loyalty. Competitive pricing also improves customer perception, fostering stronger trust and retention. The findings confirm that Customer Satisfaction and Customer Trust play a crucial mediating role in strengthening these relationships. This study suggests that online transportation providers should prioritize service quality and fair pricing strategies to enhance customer loyalty. Maintaining high service standards and transparent pricing can improve customer satisfaction and trust, ultimately securing long-term success.

Keywords: Customer Loyalty, Customer Satisfaction, Price, Service Quality, Trust.

1. Introduction

The technological revolution has brought significant changes to the transportation industry in Indonesia. Online transportation services, such as Gojek and Grab, have transformed the transportation landscape by offering ease of access, time efficiency, and more competitive pricing compared to conventional transportation (R. T. Rahman et al., 2024). This transformation has led to a decline in the use of traditional transportation services, prompting some conventional service providers to adapt by launching digital-based applications, one of which is K-Jek.

The State of Mobile (2024) report indicates that Gojek was the most downloaded online transportation application in 2023, with an average of 957,000 downloads per month, despite experiencing a 29% decline compared to the previous year. On the other hand, Maxim and Taxsee Driver saw an increase in downloads by 15.39% and 19.46%, respectively, demonstrating that competitors with a focus on competitive pricing have their own appeal. In



this context, K-Jek can leverage a differentiation strategy to target markets that remain untapped by major players.

Kotler et al. (2016) emphasize that customer loyalty is a crucial factor in business sustainability, including in the online transportation industry. Various factors, including price, service quality, satisfaction, and trust, can impact customer loyalty. A study by Kaura et al. (2015) reveals that competitive pricing and high service quality can enhance customer loyalty through increased satisfaction and trust.

In Karangasem, Bali, K-Jek emerges as an online transportation solution offering more competitive prices compared to public transportation and conventional taxis. Based on an interview with the CEO of K-Jek, the service aims to provide a more affordable transportation option for local communities. Data from the Karangasem Regency Transportation Agency indicates that 72% of residents use transportation services, both conventional and online, considering the high number of traders and the increased mobility during Balinese traditional celebrations.

However, based on an analysis of customer reviews on the K-Jek application, several complaints were found regarding service quality and inconsistent pricing due to promotional changes. According to Pine and Gilmore (2011), positive customer experience heavily depends on service quality, including speed, safety, and ease of application use. Therefore, K-Jek needs to improve these aspects to strengthen customer loyalty.

In 2024, a study was done on 30 K-Jek customers, and it was found that the majority of them are satisfied with the affordability and performance of the service provided (R. T. Rahman et al., 2024). Studies by Silalahi (2023) reveal that online transportation customers tend to be more loyal if the fares are competitive and the service quality is good. Additionally, customer trust in a service plays an important role in fostering long-term engagement (Maslowska et al., 2022).

Previous research has shown conflicting opinions on how price, service quality, and satisfaction impact customer loyalty within the online transportation sector. The goal of this study is to delve deeper into the relationship between pricing, service quality, and customer loyalty in the online transportation industry, focusing specifically on the K-Jek market. Additionally, the study will examine the role of customer confidence and contentment as intermediary elements. The research focuses on adding value to scholarly studies and offering valuable perspectives for online transportation companies that want to improve customer satisfaction and stay ahead in the market.

2. Literature Review

2.1. Price

Price is a flexible element of the marketing mix, as it can change at any time depending on market conditions and location. Price is not merely a numerical value displayed on a product label; rather, it takes various forms and serves multiple functions, including costs, wages, tariffs, rental fees, service payments, and salaries. All these represent the price that must be paid to acquire goods and services. According to Kotler and Armstrong (2018), the concept of price relates to the monetary value that a customer gives in order to acquire a product or service, along with the perceived worth received in return. Among the components of marketing, price is seen as a dynamic aspect that can be swiftly modified, unlike product characteristics and distribution terms (Patwa et al., 2023).

In this study, the price variable is measured using four indicators based on Kotler (2018) as cited in Rahman et al. (2022) are: 1) The affordability of K-Jek's pricing in relation to

consumers' purchasing power; 2) The alignment of price with the quality of the products provided by K-Jek; 3) The competitiveness of K-Jek's pricing compared to similar companies; 4) The appropriateness of price in relation to the benefits offered by K-Jek.

2.2. Trust

Priansa (2017) argues that trust is essential in business, as establishing and nurturing trust with customers is crucial for developing customer loyalty. Trust is built when all parties involved feel confident in each other. Referring to Kotler and Armstrong (2018), trust in a business is defined as its willingness to rely on its collaborators. It can be affected by numerous internal and external factors, such as capabilities, integrity, openness, and goodwill. Trust is crucial for the prosperity and endurance of a business, indicating a firm's dedication to satisfying customer needs and expectations by consistently providing quality products and services.

2.3. Service Quality

According to Goetsch and Davis (2016), service quality is a constantly changing state linked with service offerings, human engagement, operations, and surroundings that have the potential to surpass or meet customer anticipations. A company's service quality must be maintained and improved continuously, as customers expect high-quality service and often demand service levels that exceed their initial expectations.

Service quality is defined by the different attributes and traits of a service that impact how effectively it fulfills customer requirements. According to Tjiptono (2019), there are five factors used to assess service quality: Tangibles (Physical Evidence), Consistency, Quickness, Confidence, and Understanding. Customer satisfaction is linked to service quality, as top-notch service enhances relationships with customers. This eventually allows companies to gain deeper insights into customer preferences and requirements, ultimately boosting satisfaction and allegiance. To ensure high service quality, companies must focus on various dimensions that contribute to customer satisfaction and long-term engagement.

2.4. Customer Loyalty

Customer loyalty is a key factor in determining the success of a business. Keeping loyal customers not only boosts performance but also maintains the longevity of the company. The main goal for businesses is to continuously appeal to and hold onto their customers. Oliver's definition of customer loyalty, as mentioned in Hurriyati and Sultan (2020) research, describes a strong dedication to repeatedly buying or using a product or service in the long term, regardless of external factors or marketing strategies that could influence behaviour.

According to Tjiptono (2019), loyalty can be described as how often a customer buys from a certain company, holds a favourable view of that company, and only chooses that company when they require a service. A loyal customer does not only make repeat purchases but also maintains a positive attitude and actively recommends the brand to others. According to Tjiptono (2019), the caliber of goods and services is crucial in impacting customer contentment, loyalty, referrals, repeat purchases, customer dedication, market visibility, and profitability. Griffin (2005) identifies four key indicators of customer loyalty: Regular Purchases, Purchases Across Product Lines, Recommendations to Others, Resistance to Competitors' Offer.

2.5. Customer Satisfaction

Customer satisfaction is a fundamental aspect of business performance and a key driver of customer retention. To achieve high levels of customer satisfaction, companies must offer

high-quality products and services, as customers naturally expect the best outcomes from their purchases.

In the view of Kotler and Armstrong (2018), satisfaction is the emotional response of customers when they compare how well a product performed with what they were expecting. Tjiptono (2019) explains customer satisfaction as assessing whether a product met or exceeded expectations after purchase. There are five main elements that affect customer contentment: the product's excellence, the pricing, the level of service, emotional aspects, as well as the convenience and expenditure involved.

2.6. Previous Research

According to earlier studies examining service quality, customer satisfaction, and behavioural intent, it is clear that the relationship between these three factors is significant (Shah et al., 2020). The standard of service and satisfaction of customers are key factors in determining how customers behave, impacting their probability of coming back and suggesting a service to others.

Accordingly, this study builds upon and integrates key findings from two prior studies—Uzir et al. (2021) and Prakoso (2017) to develop a more comprehensive research model. A recent investigation conducted by Uzir et al (2021) delved into the interconnections among service quality, perceived value, customer satisfaction, and trust within the realm of home delivery services. The results unveiled that trust plays a crucial role as a mediator, bolstering the connection between customer satisfaction and perceived value, as well as between customer satisfaction and service quality.

Prakoso (2017) explored the impact of trust, service quality, and pricing on customer satisfaction and loyalty in air transportation. The study identified key factors affecting loyalty, including willingness to reuse the service, readiness to recommend it, and sharing positive feedback.

This research seeks to offer a more comprehensive view on customer satisfaction and behavioral intention by combining two separate studies. Various factors like service quality, pricing, perceived value, and trust will be considered to acquire a more profound comprehension. The combination of Uzir's (2021) mediation model in home delivery services and Arvan's (2021) findings on pricing and loyalty in air transportation enables a more comprehensive framework that better explains the dynamics of customer satisfaction, trust, and loyalty across different service industries.

Drawing upon the results of past studies, it is possible to construct the following hypotheses:

H1: There is a significant relationship between service quality and customer loyalty.

H2: There is a significant relationship between price and customer loyalty.

H3: There is a significant relationship between service quality and customer satisfaction.

H4: There is a significant relationship between price and customer satisfaction.

H5: There is a significant relationship between service quality and trust.

H6: There is a significant relationship between price and trust.

H7: Customer satisfaction significantly mediates the relationship between service quality and customer loyalty.

H8: Customer satisfaction significantly mediates the relationship between price and customer loyalty.

H9: Trust significantly mediates the relationship between service quality and customer loyalty.

H10: Trust significantly mediates the relationship between price and customer loyalty.

3. Methods

This research utilised a targeted sampling method with a quantitative approach. The investigation involved administering online surveys via Google Forms. The questionnaires were in Bahasa Indonesia and targeted K-Jek users in Bali, resulting in the acquisition of 280 completed responses. In addition to primary data, secondary sources such as journals, articles, online newspapers, books, conference papers, and other reliable sources were consulted. Data analysis was carried out using SmartPLS version 3.0 software. Following data collection, causal descriptive analysis techniques were applied to explore the relationships between variables and offer insights, rather than making overarching conclusions.

4. Results and Discussion

The information gathered from the surveys distributed online was analysed using SmartPLS 3.0. Each factor was evaluated for its validity through convergent and discriminant validity, and the proposed theories were put to the test.

4.1. Research Results

The information gathered via online questionnaires was analysed with the assistance of SmartPLS 3.0. Each factor was evaluated for its reliability and accuracy, focusing on convergent and discriminant validity. Various theories were put to the test during the analysis.

4.1.1. Outer Models

In SEM-PLS, validity was evaluated through outer loadings, with scores above 0.70 indicating strong validity (Indrawati, 2015). The Average Variance Extracted (AVE) values exceeded 0.50, confirming convergent validity (Hair et al., 2016). Reliability is established with Composite Reliability and Cronbach’s Alpha over 0.70 and 0.60, respectively. In this study, all variables exceeded 0.70, indicating strong consistency and reliability.

Table 1. Measurement item of the study

Variables	Items	Loading	Cronbach's Alpha	CR	AVE
Service Quality	TG1	12.621	0.717	0.785	0,615
	TG2	21.036			
	TG3	24.693			
	RL1	21.259			
	RL2	15.101			
	RL3	13.452			
	RS1	33.899			
	RS2	42.335			
	AS1	22.829			
	AS2	30.656			
	EP1	18.224			
	EP2	21.379			
Price	KH1	18.196	0.706	0.819	0,532
	KH2	32.618			
	KH3	18.346			
	KA1	23.278			
	KA2	22.192			
	KA3	19.109			
	DS1	11.415			

Variables	Items	Loading	Cronbach's Alpha	CR	AVE
	DS2	13.924			
	DS3	12.331			
	KK1	35.344			
	KK2	36.897			
	KK3	23.211			
Customer Satisfaction	PL1	17.826	0.721	0.795	0,565
	PL2	22.307			
	PL3	12.588			
	PL4	47.183			
Trust	KJ1	69.3	0.748	0.761	0,661
	KJ2	21.65			
	KB1	31.017			
	KB2	20.073			
	KP1	33.194			
	KP2	69.3			
Loyalty	KT1	36.149	0.712	0.776	0,652
	KT2	30.053			
	KN1	36.149			
	KN2	30.053			
	MF1	18.565			
	MF2	15.42			
	ML1	28.343			
	ML2	23.519			

The researchers evaluated the discriminant validity using the Heterotrait-Monotrait Ratio (HTMT), where Hair et al. (2016) stated that a value of 0.90 is needed to demonstrate sufficient discriminant validity. The data in Table 2 show that the factors analyzed in the research meet this criterion, thus verifying the distinctiveness of the measurement framework.

Table 2. The heterotrait-monotrait ratio of correlations (HTMT)

	Service Quality	Price	Customer Satisfaction	Trust	Loyalty
Service Quality	0.693				
Price	0.748	0.73			
Customer Satisfaction	0.637	0.727	0.752		
Trust	0.712	0.681	0.792	0.712	
Loyalty	0.724	0.79	0.76	0.731	0.707

The square root of the mean of each element surpasses the connections to other variables. The data presented in the chart indicates that the elements satisfy the conditions for distinctive validity.

4.1.2. R-square Value

The R-squared value measures how well independent variables explain the variation in the dependent variable. According to Hair et al. (2016), a value of 0.75 indicates a strong model, 0.50 indicates a moderate model, and 0.25 indicates a weak model.

Table 3. Coefficient Determination

	R Square	R Square Adjusted
Customer Satisfaction	0.549	0.545
Trust	0.761	0.714
Loyalty	0.719	0.716

4.1.3. Hypothesis Results

Indrawati (2015) stated that hypothesis testing is an effort to predict expected outcomes from empirical data. The study used a one-tailed hypothesis test to examine the relationships between variables in a specific direction. The results can be analyzed using path coefficients, t-values, and p-values. The data depicted in the table illustrates the relevance and correlation of each hypothesis, highlighting the robustness and significance of the connections under investigation.

Table 4. Hypothesis Results

Hypothesis	Relationship	Path Coefficient	T-Statistic	P Values	Results
H1	Service Quality (X1) -> Loyalty (Y)	1.002	6.662	0	Support
H2	Price (X2) -> Loyalty (Y)	0.395	3.255	0.001	Support
H3	Service Quality (X1) -> Customer Satisfaction (M1)	0.863	6.801	0	Support
H4	Price (X2) -> Customer Satisfaction (M1)	0.691	4.161	0	Support
H5	Service Quality (X1) -> Trust (M2)	0.655	7.277	0	Support
H6	Price (X2) -> Trust (M2)	0.448	5.917	0	Support
H7	Service Quality (X1) -> Customer Satisfaction (M1)-> Loyalty (Y)	-0.27	4.196	0	Support
H8	Price (X2) -> Customer Satisfaction (M1) -> Loyalty (Y)	-0.228	3.288	0.001	Support
H9	Service Quality (X1) -> Trust (M2) -> Loyalty (Y)	-0.129	3.44	0.001	Support
H10	Price (X2) -> Trust (M2) -> Loyalty (Y)	-0.175	3.267	0	Support

Table 5 confirms all hypotheses. H1 demonstrates service quality significantly influences customer loyalty with a path coefficient of 1.002, t-statistic of 6.662, and p-value of 0.000. H2 shows a significant link between price and customer loyalty (path coefficient 0.395, t-statistic 3.255, p-value 0.001). H3 indicates service quality strongly impacts customer satisfaction (path coefficient 0.863, t-statistic 6.801, p-value 0.000) while H4 supports price's influence on satisfaction (path coefficient 0.691, t-statistic 4.161, p-value 0.000). H5 finds service quality positively affects trust (path coefficient 0.655, t-statistic 7.277, p-value 0.000) and H6 confirms price's effect on trust (path coefficient 0.448, t-statistic 5.917, p-value 0.000). H7 reveals service quality's indirect effect on loyalty via satisfaction (path coefficient -0.27, t-statistic 4.196, p-value 0.000) and H8 indicates price impacts loyalty through satisfaction (path coefficient -0.228, t-statistic 3.288, p-value 0.001). H9 emphasizes the connection between service quality, loyalty, and trust (path coefficient -0.129, t-statistic 3.44, p-value 0.001) while H10 suggests price affects loyalty via trust (path coefficient -0.175, t-statistic 3.267, p-value 0.000). These results highlight service quality and price as crucial factors in influencing customer loyalty through trust and satisfaction, aligning with existing literature.

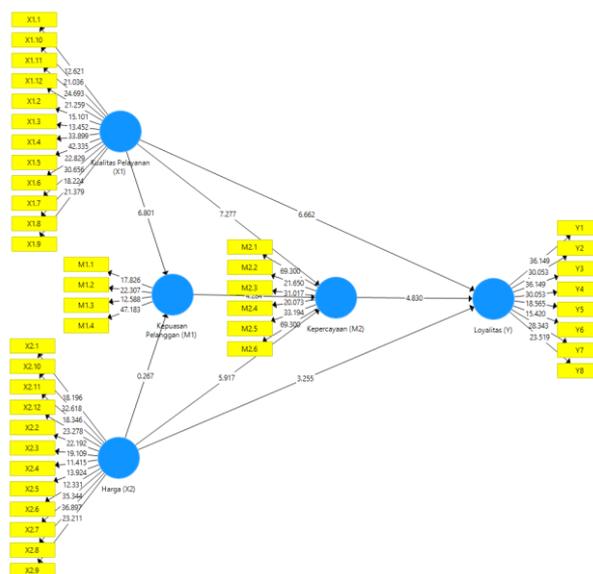


Figure 1. T-Statistics and Bootstrapping Model
Source: processed data (2024)

4.2. Discussion

This study suggests that customer loyalty is greatly influenced by service quality and pricing, either directly or indirectly through factors like customer satisfaction and trust. These results support previous research by Wiranata and Hersin (2021), Afandi et al. (2019), and Putri et al. (2025), which emphasize that improving service quality boosts customer satisfaction and trust, which in turn fosters customer loyalty. High-quality service reflects a company's commitment to fulfilling customer expectations, leading to long-term loyalty (Wiranata & Hersin, 2021).

Similarly, previous studies have shown that the price is important for customer loyalty (Anuwichanont, 2011; Dewi & Herning, 2023; Zatalini et al., 2022). Customers are highly sensitive to pricing, and competitive pricing strategies significantly influence purchasing decisions and brand preference. When customers perceive the price as fair and aligned with the product's value, their satisfaction and trust increase, which enhances loyalty (Kim et al., 2008).

Furthermore, the research indicates that customer contentment and confidence are important factors that influence the connection between the quality of service, pricing, and customer commitment. This aligns with research by Anggraini and Budiarti (2020) and Nalendra et al. (2022), which suggest that the loyalty of customers to a brand is significantly influenced by their satisfaction, as content customers are more likely to remain faithful to the brand in the long run. Trust also plays a critical role, as it reassures customers about the reliability of a company's service and pricing strategy (Kotler & Armstrong, 2018). These findings confirm that companies aiming to enhance customer loyalty should focus on improving service quality and implementing competitive pricing strategies while considering the crucial role of customer satisfaction and trust.

5. Conclusion

This research shows that customer loyalty can be influenced by service quality and pricing, either through direct impact or by influencing customer satisfaction and trust. It highlights the significance of customer satisfaction and trust as mediating factors, showing that improving service quality and providing competitive prices can increase customer loyalty.

Businesses should concentrate on tactics that improve customer satisfaction and trust through exceptional service and reasonable pricing in order to establish enduring connections and improve overall customer experience. Future research could explore additional factors that may further strengthen customer loyalty in different market segments.

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