

## Brand Experience and Service Quality: Key Drivers of Customer Satisfaction in Gojek Apps

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### Abstract

This study analyzes the impact of brand experience and perceived service quality on customer satisfaction with Gojek and its implications in the context of transportation services. Using a quantitative method, primary data were collected from students at Universitas Pembangunan Panca Budi who used Gojek's services. The analysis indicates that both brand experience and perceived service quality significantly influence customer satisfaction. These findings complement previous research highlighting the crucial role of customer satisfaction in branding. The practical implications of this study underscore the importance for Gojek to focus on brand experience and service quality to enhance customer satisfaction and maintain its competitiveness in the digital transportation service market.

**Keywords:** Brand Experience, Perceived Service Quality, Customer Satisfaction, Online Transportation Services

### INTRODUCTION

Service-oriented companies depend heavily on the quality of services provided to their customers, with a strong focus on establishing trust and comfort in evaluating customer satisfaction. High levels of customer satisfaction are crucial for long-term success, as satisfied customers are more likely to remain loyal and less likely to switch to alternative transportation options. According to the 2022 Indef survey, Gojek stands out as the most widely used transportation service application, with an impressive 82% of respondents reporting its use despite the availability of other applications. Additionally, 57.3% of respondents use motorcycle taxi services from Grab, and 19.6% opt for Maxim, while only 4.9% use InDrive motorcycle services. Furthermore, Gojek is also recognized as the leading online logistics service, with 64.06% of consumers indicating frequent use, underscoring the company's success in delivering a high-quality service experience.

The relationship among brand experience, perceived service quality, and customer satisfaction has garnered significant attention, with customer satisfaction often acting as a mediator. Previous studies have illuminated the mediating role of customer satisfaction between perceived service quality, brand-customer relationships, and brand loyalty (Sotheara et al., 2015; Meirani & Abror, 2019). Perceived service quality is identified as a precursor to customer satisfaction, which in turn influences customer loyalty (Adi et al., 2019). Al Mohaimmeed (2020) explored the impact of brand experience on customer satisfaction and electronic word-of-mouth promotion, finding a substantial effect on both. A proposed model highlights the dynamics between service quality, customer satisfaction, perceived value, and their combined impact on transforming company image and reputation into customer loyalty (Özkan et al., 2019). Similarly, Narteh (2018) demonstrated a significant and positive correlation between perceived service quality and customer satisfaction in the Ghanaian retail banking sector, a finding supported by Mariyudi and Matriadi (2018). In essence, brand experience encompasses the responses and behaviors elicited by brand interactions, playing a crucial role in determining customer satisfaction by

reflecting the perceived value of the brand. Companies should prioritize exceptional service delivery to meet or exceed customer expectations, thereby fostering customer satisfaction and loyalty.

### **Literature Review and Hypotheses Development**

#### **1. Brand Experience**

Brand experience is a critical concept in marketing and consumer behavior, referring to customers' perceptions and responses to a brand's physical attributes and experiences (Teng & Chen, 2021). It involves creating unique associations and meanings in consumers' minds through engaging interactions with the brand (Botschen et al., 2017). Positive brand experiences can lead to desirable outcomes such as increased brand loyalty and brand equity (Zhang, 2019; Mishra, 2014; Mominzada et al., 2021). When consumers engage positively with a brand, their trust and knowledge of the brand enhance, fostering a strong relationship (Chevtchouk et al., 2021). Research suggests that brand affective quality and personality shape brand memories and overall experience (Sung & Kim, 2010), while interactivity and personal characteristics are key components of brand experience (Marmat, 2021). Brand experience directly influences brand identity and indirectly affects brand loyalty through brand characteristics and satisfaction (Jeong et al., 2017). Sensory and intellectual stimulation are vital dimensions of brand experience, contributing to brand equity (Coelho et al., 2019; Kumar et al., 2013). Coelho et al. (2019) identify four main dimensions of brand experience: sensory (touch stimulation), affective (emotional responses), cognitive (impact on thinking), and behavioral (integration into lifestyles).

#### **2. Perceived Service Quality**

Perceived service quality reflects customers' subjective evaluations of a service's quality, which significantly impacts their satisfaction and loyalty (Ertürk, 2019). Unlike objective measures, perceived service quality is based on individual assessments and varies among customers (Lee et al., 2018). Negative perceptions can lead to dissatisfaction and attrition, while exceeding expectations fosters high service quality perceptions and enhances satisfaction (Dirgantari, 2019). Service quality perceptions are shaped by comparing actual performance to expectations, emphasizing the cognitive aspect of perceived service quality (Şimşek & Demirbağ, 2017; Chun & James, 2020). The multidimensional nature of perceived service quality includes reliability, assurance, tangibles, empathy, and responsiveness (Swain & Kar, 2018). Intan et al. (2020) explored electronic service quality through process, outcome, and recovery dimensions, enhancing understanding of customer evaluations in online environments. Effective management of perceived service quality is critical for meeting customer expectations and improving market competitiveness (Li et al., 2015; Asma et al., 2018; Huang & Li, 2010).

#### **3. Customer Satisfaction**

Customer satisfaction is an emotional term encompassing various aspects such as pleasure, relief, novelty, and surprise (Oke et al., 2018). It can also be viewed through a performance-based lens, focusing on the confirmation of customer expectations (Briggs et al., 2016). Santini et al. (2020) highlight satisfaction's predictive role concerning customer engagement across diverse contexts. Demographic factors like income, age, and education, as well as intrinsic and extrinsic product attributes, influence satisfaction (Shava, 2021; Malekpour et al., 2022). Service quality and customer interactions are crucial determinants of satisfaction, with positive service interactions enhancing evaluation and satisfaction (Jiang et al., 2019).

Satisfaction is closely linked to loyalty, with research indicating its role as a driver of customer loyalty (Tan, 2022). Various studies underscore the impact of brand experience on satisfaction (Hussein, 2018; Al Mohaimmeed, 2020; Meirani & Abror, 2019). Additionally, the influence of perceived service quality on satisfaction is well-documented (Suhartanto et al., 2018; Özkan et al., 2019; Syahzan et al., 2022; Hidayat et al., 2019). Collectively, this research underscores the significant role of both brand experience and perceived service quality in shaping customer satisfaction. Thus, the study proposes the following hypotheses: (a) H1: Brand Experience has a positive and significant relationship with Customer Satisfaction; (b) H2: Perceived Service Quality exhibits a positive and significant correlation with Customer Satisfaction; (c) H3: Brand Experience and Perceived Service Quality have a simultaneous positive and significant effect on Customer Satisfaction.

## METHOD

This research employs a quantitative approach, involving a systematic investigation of observed phenomena using computational, statistical, or mathematical methods (Bynum et al., 2020). The aim is to understand how brand experience and perceived service quality specifically influence customer satisfaction within Gojek transportation services. Individual students enrolled at the University of Pembangunan Panca Budi are the focus of analysis.

### 1. Population and Sample

Surveys were used to collect data from students who use Gojek services. Due to uncertainty about the exact number of eligible students, a specific sampling method recommended by Hair et al. (2017) was applied. The sample size was determined to be five times the total number of indicators (20 indicators), resulting in 100 respondents for this study. To address potential issues like incomplete responses, the research sample size was increased by 30%, resulting in a total targeted sample of 130 respondents. The surveys were distributed online via Google Form, targeting students who had used the Gojek app at least once in the previous week.

### 2. Measurement items

The measurement items for the variables in this study were taken from various sources. To evaluate brand experience, 6 items were chosen from the studies by Ishida et al. (2012) and Brakus et al. (2009). Similarly, to measure perceived service quality, 8 items were adapted from the research conducted by Serna et al. (2018). Regarding customer satisfaction, the researcher employed measurement items derived from Bhatt and Bhanawat (2016), comprising 6 items designed to assess different aspects of customer satisfaction. Respondents rated these constructs using a 5-point Likert scale, where 5 indicates strongly agree and 1 indicates strongly disagree.

### 3. Data analysis

This study utilizes multiple linear regression as the data analysis technique to determine how multiple independent variables influence a dependent variable. The regression equation employed is  $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$ , where  $Y$  represents customer satisfaction,  $\alpha$  denotes the constant coefficient,  $X_1$  stands for brand experience,  $X_2$  signifies perceived service quality,  $\beta_1$  indicates the brand experience coefficient,  $\beta_2$  represents the perceived service quality coefficient, and  $e$  signifies error. This analytical approach involves partial (t-test), simultaneous (F-test), and determination (R-square) tests.

The partial test (t-test) is used to assess the impact of each independent variable on the dependent variable, with a significance level set at 5%. A t-test result is considered acceptable if the P-value is  $< 0.05$ , indicating a significant influence of the independent variable on the dependent variable. The simultaneous test (F-test) evaluates whether there is a collective effect of the independent variables on the dependent variable. A P-value of  $\leq 0.05$  suggests a simultaneous effect of the independent variables on the dependent variable. The determination test (R-square) is employed to measure the extent to which the variability of the dependent variable is explained by the independent variables. R-square ranges from 0 to 1, with a value closer to 1 indicating that the independent variables provide almost all the necessary information to predict the dependent variable. Data analysis is conducted using the statistical software SPSS.

## RESULTS AND DISCUSSION

The data quality analysis demonstrates the validation of three research variables: brand experience, perceived service quality, and customer satisfaction. All computed values for these variables exceed the critical value of 0.181, indicating their validity. Brand experience consistently exceeds the critical value, reinforcing its relationship validity with other variables. Similarly, perceived service quality and customer satisfaction also exceed the critical value, confirming their relationship validity. The reliability test results reveal high levels of reliability for brand experience, perceived service quality, and customer satisfaction. Brand experience exhibits a Cronbach's Alpha of 0.782, indicating good reliability. Perceived service quality shows higher reliability with a Cronbach's Alpha of 0.887, while customer satisfaction also demonstrates high reliability with a Cronbach's Alpha of 0.875. These findings indicate that the reliability of these variables has been rigorously tested and confirmed for analysis or research purposes.

The classical assumption analysis indicates that the dataset is suitable for further regression analysis. The normality test, using the One-Sample Kolmogorov-Smirnov Test, shows a sample size of 117 with a mean close to zero and a standard deviation of 1.76954709. The most extreme differences in the data distribution are relatively small, and the Kolmogorov-Smirnov Z value is 0.721 with a p-value of 0.677. Since this p-value exceeds the commonly used significance level of 0.05, we fail to reject the null hypothesis of normality, suggesting that the data distribution is normal. The multicollinearity test reveals tolerance values of 0.402 and VIF values of 2.487 for both brand experience and perceived service quality, indicating no significant multicollinearity issues. The heteroscedasticity test, assessed through Spearman's rho correlation coefficients, shows very low and non-significant correlations between the unstandardized residuals and the independent variables (brand experience and perceived service quality), with p-values of 0.524 and 0.714, respectively. These results suggest no heteroscedasticity issues. Additionally, although there is a significant positive correlation (0.752) between brand experience and perceived service quality, it does not affect the assumption of heteroscedasticity. Thus, the data meet the necessary assumptions of normality, multicollinearity, and heteroscedasticity.

The multiple linear regression analysis illustrates the relationship between the independent variables, brand experience and perceived service quality, and the dependent variable, customer satisfaction. Both independent variables display



significant regression coefficients regarding the dependent variable. For brand experience, the regression coefficient ( $\beta$ ) is 0.216 with a standard error of 0.075. This suggests that a one-unit increase in brand experience correlates with a 0.216 unit increase in customer satisfaction. Statistically, the coefficient's significance is evident from the t-value of 2.883 with a p-value of 0.005. Regarding perceived service quality, the regression coefficient ( $\beta$ ) is 0.530 with a standard error of 0.053. This indicates that a one-unit increase in perceived service quality corresponds to a 0.530 unit increase in customer satisfaction. This coefficient is highly statistically significant, with a t-value of 10.048 and a p-value of 0.000.

The determination test evaluates the extent to which the independent variables, brand experience and perceived service quality, influence the dependent variable, customer satisfaction. The model summary indicates that the regression model, which includes brand experience and perceived service quality as predictors, has a strong capability in explaining the variability in customer satisfaction. The R-square value of 0.771 implies that approximately 77.1% of the variability in customer satisfaction can be accounted for by these two predictors. This high R-square value signifies a robust model fit.

Additionally, the Pearson correlation coefficient (R) value of 0.878 suggests a strong positive correlation between the predictors (brand experience and perceived service quality) and the response variable (customer satisfaction). This indicates that as brand experience and perceived service quality improve, customer satisfaction tends to increase significantly. Therefore, it can be concluded that both brand experience and perceived service quality play significant roles in explaining the variability in customer satisfaction within the context of this regression model.

**Table 1: Summary of Key Statistical Results**

Analysis Type	Metric	Remarks
Data Quality Analysis	Brand Experience	Validity confirmed, values exceed critical value of 0.181. Cronbach's Alpha = 0.782 indicating good reliability.
	Perceived Service Quality	Validity confirmed, values exceed critical value of 0.181. Cronbach's Alpha = 0.887 indicating high reliability.
	Customer Satisfaction	Validity confirmed, values exceed critical value of 0.181. Cronbach's Alpha = 0.875 indicating high reliability.
Classical Assumption Analysis	Normality (K-S Test)	One-Sample Kolmogorov-Smirnov Test: N = 117, Mean $\approx$ 0, Std. Deviation = 1.76954709, Z = 0.721, p = 0.677. Data is normally distributed.
	Multicollinearity	Tolerance = 0.402, VIF = 2.487 for both variables. No significant multicollinearity issues.
	Heteroscedasticity	Spearman's rho: Low, non-significant correlations (Brand Experience: p = 0.524, Perceived Service Quality: p = 0.714). No heteroscedasticity issues.
Multiple Linear Regression Analysis	Brand Experience ( $\beta$ )	Regression coefficient ( $\beta$ ) = 0.216, SE = 0.075, t = 2.883, p = 0.005. Significant positive impact on customer satisfaction.
	Perceived Service Quality ( $\beta$ )	Regression coefficient ( $\beta$ ) = 0.530, SE = 0.053, t = 10.048, p = 0.000. Significant positive impact on customer satisfaction.
Determination Test	R-square	R-square = 0.771, indicating 77.1% of variability in customer satisfaction explained by the predictors. Pearson R = 0.878, indicating strong positive correlation.
	Pearson Correlation Coefficient (R)	Pearson R = 0.878, indicating strong positive correlation

The results from both the partial test (T-test) and the simultaneous test (F-test) indicate that brand experience and perceived service quality have a significant influence on customer satisfaction. In the partial T-test analysis, both brand experience and perceived service quality show significant regression coefficients concerning customer satisfaction. Specifically, for brand experience, the regression coefficient ( $\beta$ ) is 0.216 with a standard error of 0.075. The t-value of 2.883 and the p-value of 0.005 confirm a significant effect, supporting the hypothesis that brand experience is correlated with customer satisfaction. Similarly, perceived service quality exhibits a regression coefficient ( $\beta$ ) of 0.530 with a standard error of 0.053. With a t-value of 10.048 and a p-value of 0.000, the hypothesis that perceived service quality is correlated with customer satisfaction is also accepted. The simultaneous F-test reinforces the overall significance of the regression model. The ANOVA results reveal a highly significant model with a p-value of 0.000, indicating that the independent variables significantly affect customer satisfaction, supported by an F-value of 191.588.

In summary, both the partial and simultaneous tests confirm that brand experience and perceived service quality substantially contribute to customer satisfaction, supported by robust statistical evidence consistent with the conceptual model.

**Table 2: Summary of Hypothesis Testing Results**

Test Type	Variable	Key Findings
Partial Test (T-test)	Brand Experience	Regression Coefficient ( $\beta$ ): 0.216, Standard Error (SE): 0.075, t-value: 2.883, p-value: 0.005, supporting the hypothesis that brand experience is correlated with customer satisfaction.
	Perceived Service Quality	Regression Coefficient ( $\beta$ ): 0.530, Standard Error (SE): 0.053, t-value: 10.048, p-value: 0.000, supporting the hypothesis that perceived service quality is correlated with customer satisfaction.
Simultaneous Test (F-test)	Brand Experience & Perceived Service Quality	F-value: 191.588, p-value: 0.000. The overall regression model is highly significant, indicating that the independent variables significantly affect customer satisfaction.

## Discussion

The analysis findings suggest that brand experience significantly influences customer satisfaction, which aligns with Hussein's (2018) study, indicating a positive and substantial impact of brand experience on customer satisfaction. Similarly, Almohaimmed (2020) revealed that brand experience has a positive effect on customer satisfaction and loyalty, both directly and through brand identification. Additionally, Meirani and Abror (2019) also found that brand experience plays a significant role in shaping customer satisfaction. Various other studies have also confirmed the pivotal role of customer satisfaction. For instance, Kataria and Saini (2019) observed that customer satisfaction partially mediates the connection between brand identification and brand loyalty. Furthermore, Atulkar (2020) and Mustofa (2022) identified factors like brand trust, image, promotions, and physical distribution as influential factors in customer satisfaction. Collectively, these findings emphasize the critical importance of customer satisfaction in the interplay of various factors and outcomes, highlighting its significance in reinforcing brands.

The research outcomes strongly affirm previous studies underscoring the significance of perceived service quality in impacting customer satisfaction and loyalty. The analysis findings indicate a notable influence of perceived service quality on

customer satisfaction, consistent with Suhartanto et al.'s (2018) findings emphasizing its direct effect on satisfaction. Furthermore, this study validates the results of Syahzan et al. (2022), suggesting that customer satisfaction mediates the relationship between perceived service quality and customer loyalty. Therefore, any enhancements in perceived service quality are anticipated to bolster customer satisfaction. The research results also corroborate the findings of Hidayat et al. (2019), concluding that perceived service quality positively and significantly affects customer satisfaction. Thus, this research consistently reinforces previous conclusions highlighting the pivotal role of perceived service quality in shaping customer satisfaction.

The results of the ANOVA analysis indicate that both perceived service quality and brand experience have a significant impact on customer satisfaction. These simultaneous test outcomes validate that the multiple linear regression model, incorporating brand experience and perceived service quality variables, significantly influences customer satisfaction. The influence of brand experience and perceived service quality on customer satisfaction is a fundamental aspect of a product or service brand. For instance, research by Suhartanto et al. (2018) underscores the importance of service quality in fostering customer loyalty, a finding consistent with Iglesias et al.'s (2019) results highlighting satisfaction's role in boosting brand value. These collective findings affirm the critical role of brand experience and perceived service quality in shaping satisfaction, emphasizing the necessity to prioritize these aspects for enhancing customer engagement and reinforcing brand image.

The theoretical and practical implications of analyzing brand experience and perceived service quality for Gojek's customer satisfaction are highly significant. Theoretically, these findings make substantial contributions to the advancement of theories concerning brand experience and perceived service quality, particularly within the domain of digital transportation services. They deepen our understanding of the intricate interactions between these factors in shaping customer satisfaction.

In practical terms, Gojek can implement specific measures to enhance customer experience and service quality. This may entail improving the user interface of their application, enhancing the speed, reliability, and clarity of communication in their services, and devising branding strategies that emphasize positive customer experiences and ensure service quality. By strengthening employee training programs, Gojek can also ensure that their staff delivers friendly, efficient, and responsive service to customers. These endeavors would fortify customer relationships, heighten satisfaction levels, and maintain competitiveness in the digital transportation service market.

## **CONCLUSION**

The research findings indicate that both brand experience and perceived service quality significantly impact customer satisfaction within Gojek's transportation services. Brand experience, representing the interaction between customers and the Gojek brand, exhibits a substantial positive influence on customer satisfaction. Similarly, perceived service quality, reflecting customers' evaluations of the provided service quality, also exerts a highly significant impact on customer satisfaction. Furthermore, simultaneous testing confirms that both factors—brand experience and perceived service quality—collectively contribute significantly to the level of customer satisfaction. Therefore, strategies aimed at enhancing brand experience and improving perceptions of service quality can be considered effective approaches for

Gojek to elevate customer satisfaction and maintain its competitiveness in the transportation service market.

This study has several limitations that warrant consideration. Firstly, its focus on a specific brand and industry, namely Gojek in the digital transportation services sector, may restrict the generalizability of its findings. Consequently, the applicability of the study's conclusions to other digital transportation brands or services may be limited. Moreover, the measurement of brand experience and perceived service quality is inherently subjective, relying on individual customer perceptions, which may impact the validity and reliability of the collected data. Sample size and respondent characteristics are also key considerations, with smaller or homogeneous samples potentially diminishing result diversity and validity. Additionally, the use of a cross-sectional research method may fail to adequately capture changes or trends over longer periods and may inadequately assess cause-and-effect relationships. Finally, the study may be influenced by other unmeasured factors, such as environmental factors or company policies. Therefore, understanding these limitations is crucial for ensuring accurate interpretation of the findings and for laying the groundwork for further research aimed at addressing these limitations.

Recommendations for future research, such as improving methodology and relevance of findings, are interrelated. Broadening the study's scope by involving multiple brands and industries within digital transportation can enhance the generalizability of the findings. It is advised to use more objective and standardized measurement methods to assess brand experience and perceived service quality. Additionally, expanding the inclusion of diverse respondent characteristics is recommended to strengthen the validity and generalizability of the findings. Adopting a longitudinal research design can help capture changes or trends over longer periods. It is also important to consider additional factors influencing customer satisfaction, such as environmental aspects or company policies, for a more comprehensive understanding. Validation of secondary data is necessary to ensure its accuracy and relevance to the research objectives. These recommendations aim to make a more significant contribution to understanding the dynamics of digital transportation.

Furthermore, Gojek can prioritize improvements to its application's user interface and enhance the speed, reliability, and clarity of communication in their services. Developing branding strategies that emphasize positive customer experiences and service quality assurance is also crucial. By strengthening these programs, Gojek can ensure friendly and responsive services by its staff. This approach offers Gojek the opportunity to strengthen its relationship with customers, improve satisfaction levels, and maintain its competitiveness in the digital transportation services market.

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