

Analysis of the Effect of E-Service Quality and Brand Image on Customer Retention through Customer Satisfaction with Moderation Online Trust on Grab Consumers in Surabaya

Mulyadi Kamijaya

Master of Management, Widya Mandala Catholic University Surabaya, Jawa Timur, Indonesia

ABSTRACT

The purpose of this study is to determine and analyze the effect of service quality on customer satisfaction, the effect of brand image on customer satisfaction, the effect of customer satisfaction on customer retention, and the effect of service quality on customer retention through customer satisfaction, the effect of brand image on customer retention through customer satisfaction, and online trust in moderating the influence of customer satisfaction on customers for Grab consumers in Surabaya. This research is a quantitative research. The sample of this study used non-probability sampling with purposive sampling. The number of samples in this study are 210 samples. Data analysis in this study used Partial Least Square (PLS). The results show that E-Service quality and brand image have positive effect on customer satisfaction, Customer satisfaction has a positive effect on customer retention, E-Service quality and brand image have positive effect on customer retention through Grab's customer satisfaction, but online trust is not able to moderate the effect of customer satisfaction on customer retention for Grab consumers.

KEYWORDS: *E-Service Quality; Brand Image; Customer Satisfaction; Customer Retention; Online Trust*

INTRODUCTION

Top Brand data shows that Grab's position has fluctuated from 2016-2020. From 2016-2017 Grab was under Go-Jek. In 2018 Grab's position was able to pass Go-Jek. However, in 2019-2020 Grab was again bypassed by Go-Jek. Here are the Top Brands of Online Transportation Services for 2016-2020.

The position of the Top Brand of Transportation Services is inseparable from customer satisfaction. Customer satisfaction is a feeling of pleasure or disappointment that arises because of a comparison between the perceived work results and the person's expectations. If performance does not meet expectations, customers will feel disappointed. If the performance is able to meet expectations, the customer will be satisfied. if the performance is able to exceed expectations, customers feel high satisfaction [1]. Customer satisfaction is the main thing that determines success in business, including

How to cite this paper: Mulyadi Kamijaya "Analysis of the Effect of E-Service Quality and Brand Image on Customer Retention through Customer Satisfaction with Moderation Online Trust on Grab Consumers in Surabaya" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-6 | Issue-3, April 2022, pp.1020-1032, www.ijtsrd.com/papers/ijtsrd49650.pdf



URL:

Copyright © 2022 by author (s) and International Journal of Trend in Scientific Research and Development Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)



Grab. Atmawati & Wahyudin said that the intensity of competition between online-based transportation services currently encourages companies to focus on what customers need and want, and strive to meet customer expectations [2]. The realization of customer satisfaction is the key to the success of a company [3]. A desire to move forward will experience difficulties if it is not supported by customer satisfaction for product service [1].

Today the task of improving the quality of products and services is a top priority for marketing executives. improvement of product quality must be carried out through continuous improvement efforts. In this case, the company's ability is the main demand that will be tested and tried in serving consumer desires to make them loyal to the company's products. This is called creating requests automatically. customers do not guarantee loyal customers.

Customers are not only determined by price and product quality. The thinner the difference in price and quality between brands, making customers loyal to several things, one of which is service. In addition to improving relationships with their partners in the supply chain, many companies aim to develop stronger relationships and relationships with end customers. In the past, many companies underestimated their customers. Their customers may not have many alternative sources of supply, or the market is growing so fast that the company doesn't have to bother about customer satisfaction. Obviously this has changed [4].

The high demand for high quality services is very important to achieve customer satisfaction which is reflected positively in the competition. The current acceleration of the internationalization of service companies and research have tested various service quality in several countries with different cultures.

According to Tjiptono, service quality is a measure of whether the services provided are in line with what is expected by the customer [5]. Quality services can be seen from tangibility, reliability, responsiveness, assurance, and empathy business actors to customers. If customer receives poor service quality from a company, the customer will feel dissatisfied. Conversely, if the quality of service received by the customer feels good, the customer will feel satisfied. Meanwhile, according to Zeithaml et al, e-service quality is an overall assessment and evaluation of the advantages of an electronic service delivery in the virtual market [5]. Based on the Grab application rating value obtained through the Google Play Store on October 11, 2021, Grab received a rating of 4.7, which proves that Grab has good service quality. This happens because of the e-service quality that Grab provides to its customers, such as the accuracy of map points so that drivers or couriers can easily find customers and delivery addresses so that delivery and delivery of customers is more convenient. In addition, the application is easy to use so that the services needed customers can be enjoyed comfortably.

What can be done to create satisfaction is through brand image. Brand image is an image of a company's product that is in the mind of the customer [6]. Lupiyoadi & Hamdani explain that brand image can change customer expectations, if it turns out that the brand image perceived badly by the customer, the level of customer satisfaction will be low, and vice versa [7]. Brand image that sticks in the mind of the customer will lead to greater confidence experienced by the customer in using the product purchased by the consumer [1]. If brand image is felt by the customer,

then the customer will feel satisfied. Maulana and Sunaryo's research proves that brand image has a positive influence on customer satisfaction.

Ranaweera and Prabhu stated that customer satisfaction will encourage the formation of customer retention. Customer retention is the future tendency of customers to keep using the same goods or services for a long time, [8]. Gerpott, Rams and Schindler stated that retention is the continuity of the business relationship between the customer and the company [9]. The existence of customer satisfaction will make customers continue to establish relationships with company products in the long term.

Hutasoit argued that customer satisfaction is the level of customer feelings after comparing the performance or perceived results with those expected. Many companies are competing to meet consumer expectations, because customer satisfaction is an important factor that can affect customer retention [10].

Customer retention will be stronger with online trust. online trust is expected to increase customer retention. trust customer purchase transactions online will strengthen the customer's desire to consistently make purchases online. Thus, the use of online trust as a moderating variable in this study is expected to strengthen the relationship between customer satisfaction and customer retention. This is based on previous research conducted by Al-Ghraibah [11] which stated that the existence of online trust can strengthen the relationship between customer statistics and customer retention. Roviq explained that online trust is trust in a party in conducting a transactional relationship based on a belief that the parties involved can be trusted to fulfill their obligations as expected [12].

Customer satisfaction mediates the effect of service quality to cause customer retention. Quality services received by customers will lead to intensive use of services and not switch to other services. The existence of service quality will have a positive impact on customer satisfaction. Satisfied customers have the potential to use services continuously in the long term. Customer satisfaction mediates the effect of service quality in encouraging customer retention.

Meanwhile, brand image can change customer expectations, if it turns out that the brand image perceived well by customers, the level of customer satisfaction is high, and vice versa [7]. The existence of customer satisfaction will make customers continue to establish relationships with company products in the long term. This means customer satisfaction will increase the influence of brand image

on customer retention. The results of research conducted by Al-Ghraibah stated that online trust moderates the effect of customer satisfaction on customer retention [11].

However, several previous studies stated things that were not in line with the explanation above. Tresiya, Djunaidi, & Subagyo in their research discussing the effect of service quality, and convenience on consumer satisfaction at the online Go-Jek in Kediri City found that service quality had no effect on customer satisfaction [13]. Research conducted by Juhria et al which discusses the effect of e-service quality on customer satisfaction in the e-commerce application found that e-service quality (X) has a positive effect on customer satisfaction partially [14]. Meanwhile, research by Gunardi & Erdiansyah which examines the effect of brand image and service quality on customer satisfaction at the Mangkok Ku Restaurant found that brand image has no effect on customer satisfaction [15]. Research conducted by Sukirno, Aulawi, & Widiawati discussed the effect e-service quality motorcycle taxi online on customer retention, in this study it was found that e-service quality had a significant effect on customer retention [16].

This study aims to determine and analyze the effect of service quality and brand image on customer satisfaction, the effect of customer satisfaction on customer retention, the effect of service quality and brand image on customer retention through customer satisfaction, and online trust in moderating the influence of customer satisfaction on customers on Grab consumers in Surabaya.

LITERATURE REVIEW

1. Electronic Service Quality

E-service quality or also known as e-servqual is part of service quality (servqual) or service quality, where good service quality will shape positive consumer behavior, namely loyalty [17]. merits of e-service quality can be measured by indicators according to Herington and Weaven which were adapted in the research of Raza et. al., including site organization, reliability, responsiveness, user friendliness, personal need, and efficiency [18].

2. Brand Image

Brand image can be defined as a perception that arises in the minds of consumers when remembering a brand of a particular product. Tjiptono argues that the notion brand is a sign in the form of pictures, names, words, letters, numbers, color arrangements or a combination of these things that have distinguishing features and are used in goods or services trading activities [5]. Rangkuti states that the factors forming

brand image are as follows: Recognition,, Reputation, Affinity, and loyalty [19].

3. Customer Satisfaction

In general, satisfaction is evaluated by customers who have experienced the performance of a service and compare it with the expected expectations [17]. If performance falls short of expectations, the customer is disappointed. If it meets expectations, the customer is satisfied. If they exceed them, customers will be loyal [1]. Satisfaction is a dynamic target that can develop over time which is influenced by various factors, especially when a service is distributed and consumed [20]. If performance exceeds expectations, the customer is very satisfied and happy. There are 5 dimensions to measure consumer satisfaction, namely as follows: buy again, say good things about the company to others, recommend it, pay less attention to competing brands and product advertisements, buy other products from the same company, and offer product or service ideas to customers. company.

4. Online Trust

According to Cahyanto trust is a number of specific beliefs about integrity (honesty of trusted parties and ability to keep promises), benevolence (trusted attention and motivation to act in accordance with the interests of those who trust them), competency (ability of trusted parties to carry out their duties). need for trust) and predictability (consistency in the behavior of the trusted party) [21]. Online trust is measured by indicators proposed by Siregar, namely information policy, guarantee policy, and reputation policy [22].

5. Customer Retention

Customer retention is the future tendency of customers to keep using the same goods or services for a long time [8]. According to Darmawan, Arifin, & Purwanto, retention is the continuity of business relationships between customers and the company [9]. In Li and Green's research, customer retention is measured by the following indicators: Word of mouth, Purchase intention, Complaint behavior, and Price Sensitivity [23].

METHODOLOGY

In this study, the research method used is a quantitative research method. This study uses a Likert Scale 1-5 to measure respondents' answers to the statements given. The data used in this study is primary data. The source of data comes from data obtained from questionnaires distributed and filled in by the respondents in question. The population in this study were all Grab customers in Surabaya. The sample from this study used probability sampling with purposive sampling, namely sampling based on the criteria of being at least 17 years old, had used the

Grab application for online motorcycle taxis, food, mart and express repeatedly or more than 10 times in the last 3 months, had been a customer for minimum 6 months, and domiciled in Surabaya. There are 21 indicators in this study, so the number of samples in this study is $21 \times 5 = 105$ samples. Data analysis in this study used Partial Least Square (PLS).

RESULT

1. Gambaran Umum Karakteristik Responden

Respondents with male sex as much as 30.5%, while by respondents with female sex 69.5% so that the majority of respondents are female respondents. the percentage of respondents aged 17-19 years 10.5%, respondents aged 20-24 years 74.3%, then respondents aged 25-29 years 5.7%, then respondents aged between 30-35 years as many as 6, 7%, and the last is respondents who are more than 35 years old 2.8%. The majority of respondents are aged 20-24 years. the percentage of respondents who work as civil servants is 2.8%, respondents who work as private employees are 21.9%, respondents who are still students are 70.5%, and respondents who are still students are 4.8 %. Most of the respondents work as private employees.

2. Deskripsi Data

E-Service Quality has an overall mean of 4.09 and a standard deviation of 0.588. This illustrates the tendency of respondents to agree with the statement on the questionnaire which indicates that the E-Service Quality implemented by the Grab Application is good. A standard deviation value that is smaller than the mean indicates a small distribution of the E-Service Quality data variable or the absence of a large enough gap from the data for the variable between the lowest and the highest.

Brand image has an overall mean of 4.18 and a standard deviation of 0.571. This illustrates the tendency of respondents to agree with statements on the questionnaire which indicate that the brand image applied by the Grab application is good. A standard deviation value that is smaller than the mean indicates a small distribution of the brand image or the absence

of a large enough gap from the data variable between the lowest and the highest.

Customer satisfaction has an overall mean of 4.12 and a standard deviation of 0.578. This illustrates the tendency of respondents to agree with statements on the questionnaire which indicate that the customer satisfaction implemented by the Grab application is good. A standard deviation value that is smaller than the mean indicates a small distribution of the customer satisfaction or the absence of a large enough gap from the data for the variable between the lowest and the highest.

Online trust has an overall mean of 4.13 and a standard deviation of 0.594. This illustrates the tendency of respondents to agree with statements on the questionnaire which indicate that the online trust implemented by the Grab application is good. A standard deviation value that is smaller than the mean indicates a small distribution of the online trust or the absence of a large enough gap in the data for the variable between the lowest and the highest.

variable customer retention has an overall mean of 4.17 and a standard deviation of 0.597. This illustrates the tendency of respondents to agree with the statement on the questionnaire which indicates that the customer retention implemented by the Grab application is good. A standard deviation value that is smaller than the mean indicates a small distribution of the customer retention or the absence of a large enough gap from the data variable between the lowest and the highest.

Customer retention has an overall mean of 4.17 and a standard deviation of 0.597. This illustrates the tendency of respondents to agree with the statement on the questionnaire which indicates that the customer retention implemented by the Grab application is good. A standard deviation value that is smaller than the mean indicates a small distribution of the customer retention data variable or the absence of a large enough gap from the data variable between the lowest and the highest

3. Hasil Analisis Data Skema Model Partial Least Square (PLS)

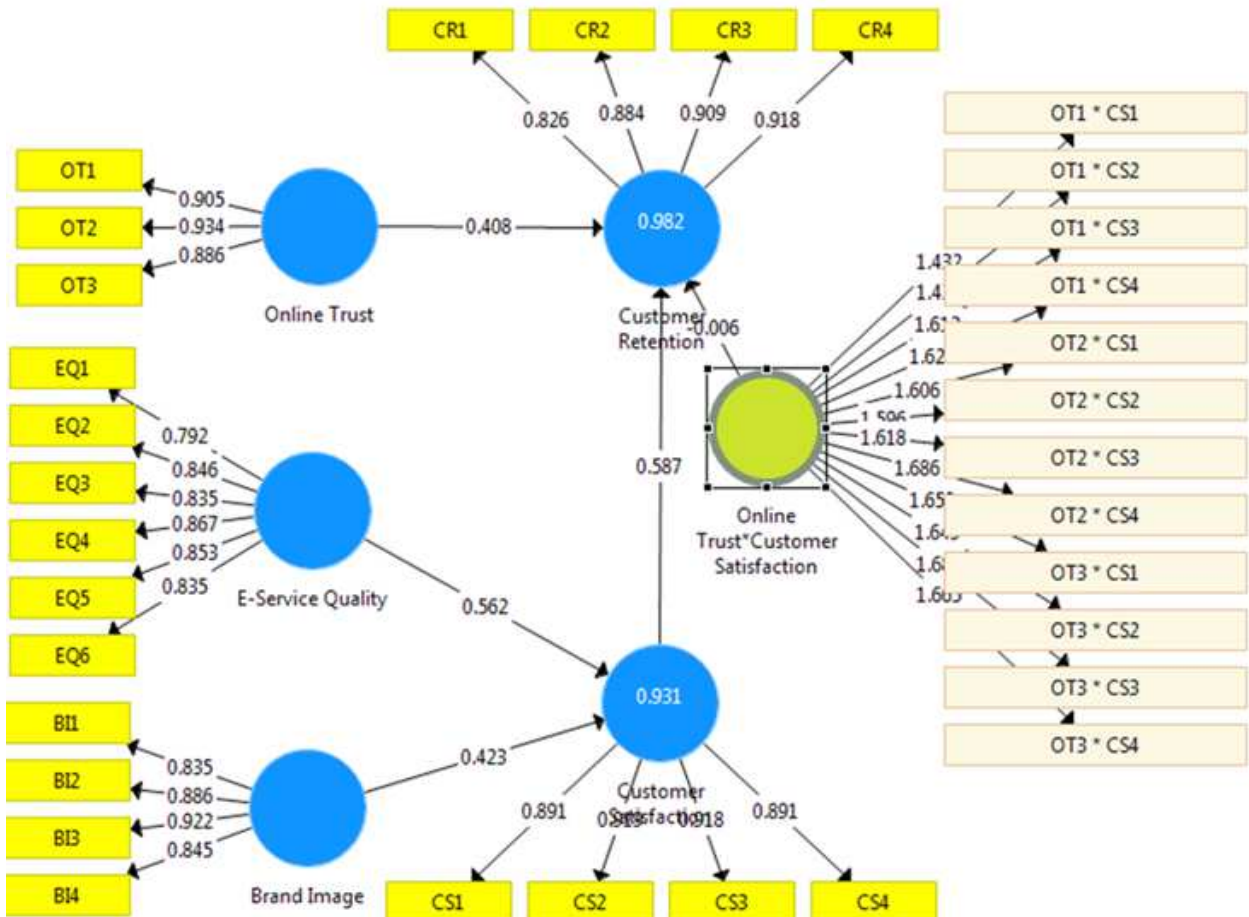


Image 1: Outer Model

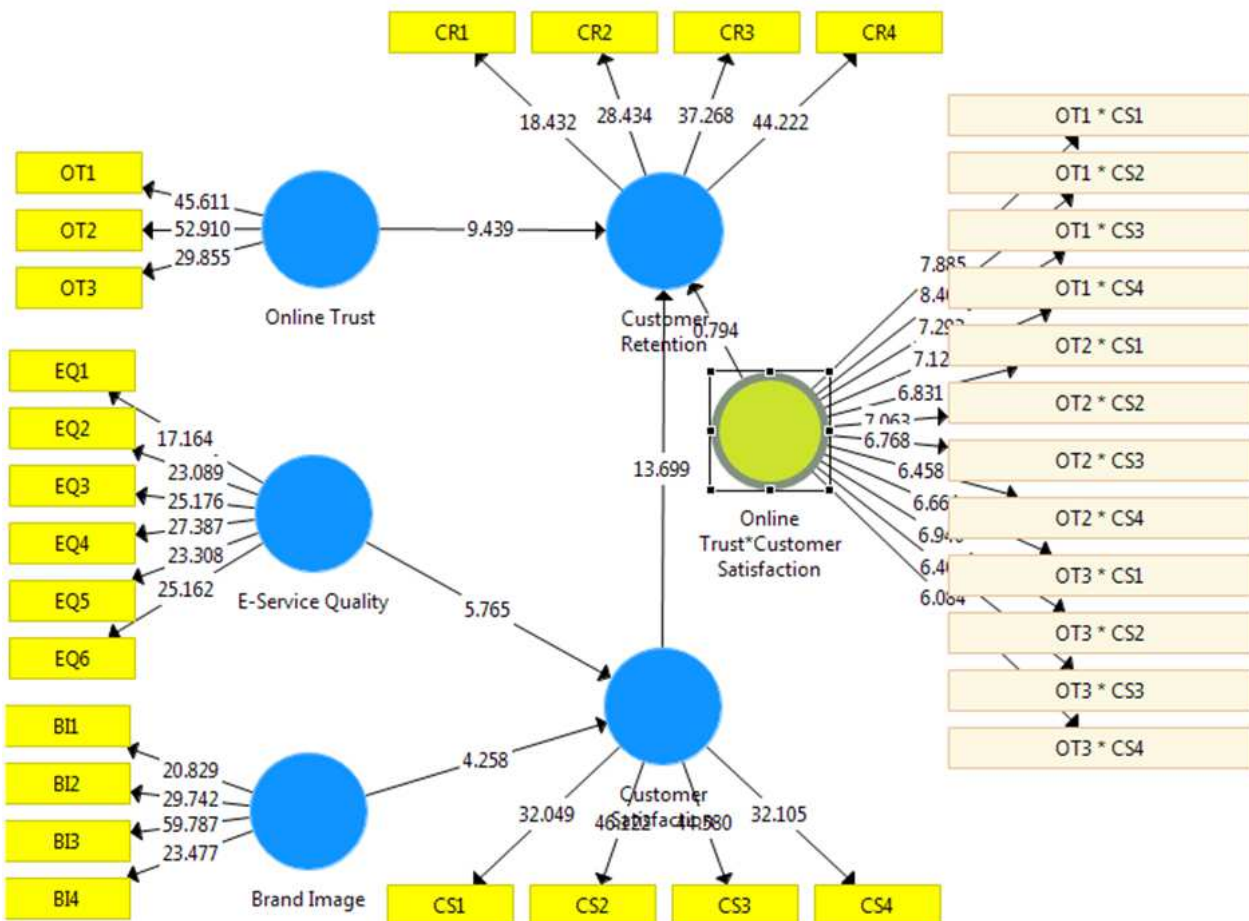


Image 2: Inner Model

Evaluasi Outer Model

Convergent Validity

Table 1: Outer Loading

Variable	Indicators	Outer loading
E-Service Quality (X1)	EQ1	0,792
	EQ2	0,846
	EQ3	0,835
	EQ4	0,867
	EQ5	0,853
	EQ6	0,835
Brand Image (X2)	BI1	0,835
	BI2	0,886
	BI3	0,922
	BI4	0,845
Customer Satisfaction (Y)	CS1	0,891
	CS2	0,919
	CS3	0,918
	CS4	0,891
Online Trust (Z)	OT1	0,905
	OT2	0,934
	OT3	0,886
Customer Retention (Z)	CR1	0,826
	CR2	0,884
	CR3	0,909
	CR4	0,918
Online Trust * Customer Satisfaction	OT1* CS1	1,432
	OT1* CS2	1,433
	OT1* CS3	1,612
	OT1* CS4	1,626
	OT2* CS1	1,606
	OT2* CS2	1,596
	OT2* CS3	1,618
	OT2* CS4	1,686
	OT3* CS1	1,659
	OT3* CS2	1,649
	OT3* CS3	1,685
	OT3* CS4	1,665

The data presented in the table above shows that each research variable indicator has an outer loading > 0.7 . The data above shows that there is no variable indicator whose outer loading is below 0.5, so all indicators are declared feasible or valid for research use and can be used for further analysis.

Discriminant Validity**Tabel 2: Cross Loading**

Indicators	Variable					
	E-Service Quality	Brand Image	Customer satisfaction	Online Trust	Customer retention	Online Trust * Customer Service
EQ1	0,792	0,727	0,700	0,719	0,738	-0,317
EQ2	0,846	0,789	0,828	0,797	0,826	-0,299
EQ3	0,835	0,747	0,823	0,828	0,831	-0,279
EQ4	0,867	0,772	0,822	0,821	0,816	-0,399
EQ5	0,853	0,834	0,842	0,858	0,842	-0,472
EQ6	0,835	0,742	0,750	0,748	0,766	-0,380
BI1	0,747	0,835	0,773	0,728	0,773	-0,228
BI2	0,791	0,886	0,850	0,823	0,850	-0,303
BI3	0,922	0,922	0,878	0,864	0,878	-0,303
BI4	0,845	0,845	0,827	0,831	0,827	-0,524
CS1	0,857	0,865	0,881	0,868	0,901	-0,300
CS2	0,876	0,850	0,919	0,893	0,905	-0,272
CS3	0,860	0,835	0,918	0,872	0,886	-0,410
CS4	0,845	0,847	0,891	0,852	0,870	-0,485
OT1	0,858	0,840	0,857	0,905	0,887	-0,270
OT2	0,889	0,863	0,909	0,934	0,914	-0,406
OT3	0,845	0,837	0,858	0,886	0,864	-0,491
CR1	0,783	0,818	0,842	0,789	0,826	-0,282
CR2	0,844	0,851	0,846	0,852	0,884	-0,315
CR3	0,865	0,848	0,881	0,886	0,909	-0,433
CR4	0,900	0,863	0,914	0,930	0,918	-0,452
OT1* CS1	-0,260	-0,197	-0,241	-0,234	-0,240	0,818
OT1* CS2	-0,233	-0,205	-0,196	-0,237	-0,219	0,819
OT1* CS3	-0,331	-0,301	-0,291	-0,356	-0,328	0,922
OT1* CS4	-0,413	-0,340	-0,361	-0,407	-0,386	0,929
OT2* CS1	-0,347	-0,322	-0,348	-0,334	-0,355	0,918
OT2* CS2	-0,304	-0,299	-0,298	-0,315	-0,313	0,912
OT2* CS3	-0,377	-0,359	-0,358	-0,402	-0,382	0,925
OT2* CS4	-0,450	-0,403	-0,429	-0,446	-0,441	0,964
OT3* CS1	-0,414	-0,386	-0,414	-0,410	-0,421	0,949
OT3* CS2	-0,357	-0,335	-0,357	-0,357	-0,364	0,943
OT3* CS3	-0,417	-0,414	-0,417	-0,450	-0,437	0,963
OT3* CS4	-0,484	-0,475	-0,484	-0,498	-0,498	0,952

Source: Results of PLS 2021

Each indicator in the research variable has the largest cross loading value on the variables it forms compared to the cross loading value on other variables. Looking at the results obtained, it can be stated that the indicators used in this study have good discriminant validity in compiling their respective variables.

In addition to observing the cross loading, discriminant validity can also be known through other methods, namely by looking at the average variant extracted (AVE) value.

Table 2: Average Variant Extracted (AVE)

Variable	AVE
E-Service Quality	0,703
Brand Image	0,761
Customer Satisfaction	0,818
Online Trust	0,825
Customer Retention	0,783
Online Trust * Customer Satisfaction	0,845

Source: Results of PLS 2021

Value of AVE variable e-service quality, brand image, customer satisfaction, online trust, customer retention, and online trust * customer satisfaction > 0.5 . So it can be stated that each variable has good discriminant validity. Indicators in the construct indicator block are better than indicators in other blocks.

Composite Reliability

Table 3: Composite Reliability

Variable	Composite Reliability
E-Service Quality	0,934
Brand Image	0,927
Customer Satisfaction	0,947
Online Trust	0,934
Customer Retention	0,935
Online Trust * Customer Satisfaction	0,985

Source: Results of PLS Data Processing 2021

Cronbach Alpha

Table 4: Cronbach Alpha

Variable	Cronbach alpha
E-Service Quality	0,915
Brand Image	0,895
Customer Satisfaction	0,926
Online Trust	0,894
Customer Retention	0,907
Online Trust * Customer Satisfaction	0,984

Source: Results of PLS Data Processing 2021

Value Cronbach alpha of each research variable > 0.7 . Thus these results can indicate that each research variable has met the requirements of the Cronbach alpha. So it can be concluded that all variables have a high level of reliability.

Inner Model Evaluation

Path Coefficient Test

Table 5: Path Coefficient

Variable	Original Sample
E-service quality -> customer satisfaction	0,562
Brand image -> customer satisfaction	0,423
Customer satisfaction -> customer retention	0,587
Online Trust -> customer retention	0,408
Online Trust*_Customer satisfaction -> customer retention	-0,006
E-service quality -> customer satisfaction -> customer retention	0,330
Brand image -> customer satisfaction-> customer retention	0,248

Source: Results of PLS Data Processing 2021

Highest path coefficient value is indicated by customer satisfaction on customer retention (0,587). Then the lowest effect is customer satisfaction on customer retention through online trust (-0,006).

Goodness of Fit Test

Table 6: R-Square Value

Variable	R-Square Value
Customer satisfaction	0,931
Customer retention	0,982

Source: Results of PLS Data Processing 2021

R-Square value for the customer satisfaction is 0.931. Obtaining this value explains that the large percentage of customer satisfaction can be explained by e-service quality and brand image of 93.1%. Then for the R-Square value obtained by the customer retention of 0.982. This value explains that customer retention can be explained by e-service quality, brand image, customer satisfaction, and online trust of 98.2%.

The goodness of fit is known from the Q-Square. The Q-Square has the same meaning as the coefficient determination (R-Square) in regression analysis, where the higher the Q-Square, the better the model or fit with the data. The results of the calculation of the value of Q-Square are as follows:

$$\begin{aligned} \text{Q-Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\ &= 1 - [(1 - 0,931) \times (1 - 0,982)] \\ &= 1 - (0,069 \times 0,018) \\ &= 1 - 0,0012 \\ &= 0,9987 \end{aligned}$$

From the above calculation, it is known that the Q-Square 0.9987. This shows that the diversity of the research data that can be explained by the research model is 99.87%. While the remaining 0.13% is explained by other factors outside the research model. Thus, from these results, this research model can be declared to have a good goodness of fit.

Uji Hipotesis

Tabel 7: Uji Hipotesis

Hypothesis	Effects	T-statistics	P-Values	Result
H1	E-service quality -> customer satisfaction	5,765	0,000	Accepted
H2	Brand image -> customer satisfaction	4,258	0,000	Accepted
H3	Customer satisfaction -> customer retention	13,699	0,000	Accepted
H4	E-Service Quality -> customer satisfaction -> customer retention	5,652	0,000	Accepted
H5	Brand image -> customer satisfaction -> customer retention	3,973	0,000	Accepted
H6	Online trust *_ Customer satisfaction -> customer retention	0,794	0,427	Rejected

Source: Results of PLS Data Processing 2021

DISCUSSIONS

Effect of Electronic Service Quality on Customer Satisfaction

Based on the results of the first hypothesis test, statistically the p-value shows a value of 0.000 which is smaller than 0.05 so that the hypothesis is accepted. Thus it can be stated that the better the e-service quality, the better the customer satisfaction. other hand, if the e-service quality is poor, the customer satisfaction Grab application will be worse.

E-service quality is an e-commerce to create customer satisfaction. by providing good service in the form of convenience, speed, relationship, ability and hospitality will encourage the creation of customer satisfaction. This will enable a business, especially in the service sector, to understand carefully the expectations of customers/visitors and their needs. The key to the success of a service business lies in the readiness of services owned by service providers, this also applies in e-commerce where customer satisfaction also depends on the quality of services owned by an e-commerce

Research which is in line with the results of research conducted by Ulum & Muchtar proves that e-servqual has a positive and significant effect on ecustomer

satisfaction [24]. This is also supported by research conducted by Akbar & Djatmiko proving that e-servqual has a positive and significant effect on ecustomer satisfaction [25].

Based on the average item, it can be seen that all items in the e-service quality namely site organization, reliability, responsiveness, user friendliness, personal need, and efficiency are all high. variable is e-service quality considered good by the respondents using the Grab Application. Item e-service quality on average is site organization. This means that the site organization gets the most positive perception by respondents. This condition indicates that the site organization considered good by respondents using the Grab Application. The Grab application has sufficient experience in developing its site, therefore the site organization Grab application is good. While the indicator with the lowest average value of the other brand image is efficiency. This means that efficiency of the e-service quality Grab application is good, but it needs to be improved again, respondents are not satisfied with the benefits provided by the Grab application. This could be because other online transportation applications provide online

Effect Brand Image on Customer Satisfaction

Referring to the results of hypothesis testing, statistically the p-value shows a value of 0.000 which is smaller than 0.05 so that the hypothesis is accepted. Thus, it can be stated that the better the brand image, the better the customer satisfaction. other hand, if brand image is bad, the customer satisfaction Grab application will be worse.

In line with Setiadi's theory, brand image is something that is perceived by customers about a brand [26]. According to Lupiyoadi and Hamdani explaining that brand image can change customer expectations, if it turns out that the brand image perceived badly by customer, the level of customer satisfaction will be low, and vice versa [27]. Brand image that sticks in the customer will lead to greater confidence experienced by the customer in using the product purchased by the consumer [2]. If brand image is felt by the customer, then the customer will feel satisfied.

The results of this study are in line with the research of Maulana and Sunaryo which proves that brand image has a positive influence on customer satisfaction [28]. The better the brand image, the higher the customer satisfaction.

Based on the average item, it can be seen that all items in the brand image are recognition reputation, affinity attractiveness, and loyalty all included high. variable is brand image considered good by the respondents using the Grab Application. item brand image with the highest average is recognition. This means that the recognition gets the most positive perception by respondents. This condition indicates that the Grab application is well known by Grab Application users. The Grab application is known ahead of its competitors, namely Gojek. Therefore, respondents agree that most of them are familiar with the Grab application. While the indicator with the lowest average is loyalty, transportation service online, namely the Grab application. Respondents still use online for their needs. This can happen because the discount given by the competitor's application is more or the menu of service features is more diverse.

The Effect Customer Satisfaction on Customer Retention

The results of the third hypothesis test, statistically, showed a p-value of 0.000 less than 0.05, thus the hypothesis was accepted. The better customer satisfaction, the better customer retention. other hand, if customer satisfaction is bad, then the customer retention Grab application will be worse.

Customer satisfaction will encourage customer retention. Customer retention is the future tendency of

customers to keep using the same goods or services for a long time, Ranaweera and Prabhu in [8]. The existence of customer satisfaction will make customers continue to establish relationships with company products in the long term.

The results of this study are in accordance with the research of Al-Dmour et al., proving that there is a positive and significant relationship between customer satisfaction and customer retention [29]. The higher the customer satisfaction, the higher the customer retention.

Based on the average items, it can be seen that all items on the customer satisfaction are satisfied with buying the products offered, recommend products, are willing to pay more, and provide input, all are high. variable is customer satisfaction considered good by the respondents using the Grab Application. item customer satisfaction on average is satisfied buying the product offered. This means that the indicator of being satisfied with buying the product offered gets the most positive perception by the respondents. This condition indicates that Grab application users are satisfied with the products offered by the Grab application. This is because the Grab Application has more experience in operating its services so that the Grab Application always develops the products offered which then encourage customer satisfaction. While giving input is the indicator with the lowest average, meaning that respondents still have not fully provided good suggestions for service improvement. This can happen because the customer is less concerned about filling out the suggestion column in the application or the opportunity to provide input is deemed inappropriate for the customer.

Effect of E-Service Quality on Customer Retention through Customer Satisfaction

Based on the results of hypothesis testing 4, statistically the p-value shows a value of 0.000 which is smaller than 0.05 so that the hypothesis is accepted. The higher the customer satisfaction, the higher the effect of service quality on customer retention is generated.

Customers are very sensitive to the service quality provided by a company. service quality, consistent, responsive, as promised, and friendly will make customers satisfied because they have used the services offered by the company. On the other hand, if the customer receives service quality, the customer will be disappointed and reduce customer satisfaction. Customer satisfaction will help create customer retention. Customer retention is the future tendency of customers to continue to use the same goods or services for a long time [8]. The existence of customer satisfaction will make customers continue to

establish relationships with company products in the long term. Customer satisfaction mediates the effect of service quality to cause customer retention. Quality services received by customers will lead to intensive use of services and do not switch to other services. The existence of service quality will have a positive impact on customer satisfaction. Satisfied customers have the potential to use the service continuously in the long term.

Based on the average item, it can be seen that all items on the online trust namely satisfied buying information policy, guarantee policy, and reputation policy are all high. variable online trust considered good by the respondents using the Grab Application. item online trust the highest average is information policy. This means that information policy indicators get the most positive perception by respondents. This condition indicates that the Grab application information policy is good according to Grab application users. Meanwhile, the lowest average score is owned by the reputation policy indicator, meaning that not all respondents believe in the Grab application even though they have been given guarantees in the form of information related to the Grab application profile. This means that the Grab application profile is still not fully attractive and encourages customers to always use the Grab application Aplikasi Grab. Item online trust yang paling tinggi rata ratanya adalah kebijakan informasi. Hal ini berarti indikator kebijakan informasi mendapatkan persepsi paling positif oleh responden. Kondisi tersebut mengindikasikan bahwa kebijakan informasi aplikasi Grab sudah baik menurut pengguna aplikasi Grab. Sedangkan untuk nilai rata-rata terendah dimiliki oleh indikator kebijakan reputasi, artinya belum seluruhnya responden percaya dengan Aplikasi Grab walaupun telah diberikan jaminan berupa informasi terkait dengan profil aplikasi Grab. Artinya profil aplikasi Grab masih belum sepenuhnya menarik dan mendorong pelanggan untuk selalu menggunakan Aplikasi Grab.

Effect Brand Image on Customer Retention through Customer Satisfaction

The results of the fifth hypothesis test, statistically the p-value shows a value of 0.000 which is smaller than 0.05. This means the hypothesis is "accepted". This means that customer satisfaction able to significantly mediate the influence of brand image on customer satisfaction. Thus, it can be concluded that if customer satisfaction increases, the influence of brand image on customer retention also increases. Vice versa.

Customer satisfaction will encourage the creation of customer retention. Customer retention is the future

tendency of customers to keep using the same goods or services for a long time [8]. The existence of customer satisfaction will make customers continue to establish relationships with company products in the long term. Customer satisfaction mediates the effect of brand image to cause customer retention. The customer's perception of the brand image will lead to intensive use of services and not switching to other services. There is a positive image of the company will lead to positive customer satisfaction. Satisfied customers have the potential to use the service continuously in the long term.

Moderation Online Trust on the influence of Customer Satisfaction on Customer Retention

The results of the 6th hypothesis test are declared "rejected". Statistically, the p-value shows a value of 0.427 which is greater than 0.05. This means that online trust is not able to mediate the effect of customer satisfaction on customer retention. High or low online trust, cannot change the influence of customer satisfaction on customer retention.

Relationship has a online trust negative modernization direction, it does not mean that online trust strengthens the inversely proportional relationship between customer satisfaction and customer retention. The existence of online trusts that are not able to modernize the influence of customer satisfaction on customer retention indicates that customers are still not fully convinced regarding online, so that the existence of online trusts has not been able to strengthen the influence of customer satisfaction on customer retention. Customers who are still not completely convinced of online trust cannot be separated from several cases that occurred due to the failure of online, for example pickups that did not match the order, delivery of goods that did not match the order, types of vehicles that were not suitable for application, and other cases

Moderation indicated weak because the hypothesis test states that it is not proven. Moderation is not significant or less meaningful. The negative effect of online trust on the effect of customer satisfaction on customer retention, indicating that the online trust actually makes the two variables have an inverse relationship. However, because the moderation is not significant, the direction of the negative relationship in online trust on the relationship between customer satisfaction and customer retention ignored.

The results of this study are not in accordance with Roviq's statement (Mawey et al., 2018), online trust is trust in a party in a transaction relationship based on a belief that the parties involved can be trusted to fulfill their obligations as expected. Online trust is very important for any online [30]. The results of research

conducted by Al-Ghraibah state that online trust moderates the effect of customer satisfaction on customer retention [11].

Based on the average items, it can be seen that all items on the customer retention, namely satisfied word of mouth, purchase intention, complaint behavior, and price sensitivity are all high. variable is customer retention considered good by the respondents using the Grab Application. item customer retention highest average purchase intention. This means that the purchase intention gets the most positive perception by respondents. This condition indicates that the Grab application is able to meet customer needs. Meanwhile, the indicator with the lowest average value is price sensitivity, meaning that there are still respondents who object to paying bills for the services provided by the application. This can happen when the Grab App suddenly increases the service fare or lacks a set discount.

CONCLUSION

Based on the results of the study, it can be concluded that E-Service quality has a positive effect on customer satisfaction for Grab consumers in Surabaya, brand image has a positive effect on customer satisfaction for Grab consumers in Surabaya. Customer satisfaction has a positive effect on customer retention for Grab consumers in Surabaya. Service quality has a positive effect on customer retention through customer satisfaction for Grab consumers in Surabaya. Brand image has a positive effect on customer retention through customer satisfaction for Grab consumers in Surabaya. Online trust is not able to moderate the effect of customer satisfaction on customer retention of Grab consumers in Surabaya, so hypothesis 6 which states that "Online trust moderates the effect of customer satisfaction on customer retention of Grab consumers in Surabaya" is rejected.

REFERENCES

- [1] P. Kotler and K. Keller, *Manajemen Pemasaran*, Jakarta: Erlangga, 2018.
- [2] A. Batari, M. J. Bima and Z. Rahman, "Pengaruh Kualitas Pelayanan dan Citra Merek terhadap Kepuasan Konsumen Mobil Ford," *SEIKO: Journal of Manajemen & Business*, vol. II, no. 1, pp. 1-10, 2018.
- [3] C. Sembiring, "Meningkatkan Kepuasan Pelanggan dengan Mempertimbangkan Kualitas Layanan dan Harga," *Juriti Prima: Jurnal Ilmiah Teknik Industri Prima*, vol. II, no. 1, pp. 22-28, 2018.
- [4] H. Kurniawan and Y. Setiawan, *Pemasaran Farmasi*, Jakarta: Kementerian Kesehatan Republik Indonesia, 2018.
- [5] F. Tjiptono, *Pemasaran Jasa: Prinsip, Penerapan, Penelitian*, Yogyakarta: Andi, 2019.
- [6] G. G. Tangguh, F. Pangestuti and I. P. Nuralam, "Pengaruh Citra Merek, Kualitas Layanan, dan Harga terhadap Kepuasan Pelanggan Go-Ride (Survei pada Mahasiswa Fakultas Ilmu Administrasi Universitas Brawijaya Angkatan 2016/2017 dan 2017/2018)," *Jurnal Administrasi Bisnis (JAB)*, vol. 61, no. 2, pp. 118-126, 2018.
- [7] R. Lupiyoadi and A. Hamdani, *Manajemen Pemasaran Jasa*, Jakarta Selatan: Salemba Empat, 2014.
- [8] N. S. Qonitat, I. Suyadi and Sunarti, "Pengaruh Kepuasan Pelanggan, Switching Barrier dan Kepercayaan Merek terhadap Customer Retention (Survei pada Mahasiswa S1 Universits Brawijaya Malang Pelanggan Produk Merek Wardah)," *Jurnal Administrasi Bisnis (JAB)*, vol. 55, no. 2, pp. 57-67, 2018.
- [9] D. Darmawan, S. Arifin and f. Purwanto, "Studi Tentang Persepsi Nilai, Kepuasan dan Retensi Pelanggan Kapal Penyeberangan Ujung – Kamal," *Jurnal Baruna Horizon*, vol. 3, no. 1, pp. 198-209, 2020.
- [10] H. Rohaeni and N. Marwa, "Kualitas Pelayanan Terhadap Kepuasan Pelanggan," *Jurnal Ecodemica*, vol. 2, no. 2, pp. 312-318, 2018.
- [11] O. B. Al-Ghraibah, "Online Consumer Retention in Saudi Arabia During Covid 19: The Moderating Role of Online Trust," *Journal of Critical Reviews*, vol. 7, no. 9, pp. 2464-2472, 2020.
- [12] T. C. Mawey, A. L. Tumbel and I. W. J. Ogi, "Pengaruh Kepercayaan dan Kualitas Layanan terhadap Kepuasan Nasabah PT Bank Sulutgo," *Jurnal EMBA*, vol. 6, no. 3, pp. 1198-1207, 2018.
- [13] D. Tresiya, Djunaidi and H. Subagyo, "Pengaruh Kualitas Pelayanan dan Kenyamanan terhadap Kepuasan Konsumen (Studi Pada Perusahaan Jasa Ojek Online Go-Jek di Kota Kediri)," *JIMEK: Jurnal Ilmiah Mahasiswa Ekonomo*, vol. 1, no. 2, pp. 208-224, 2018.

- [14] A. Juhria, N. Meintasari and F. I. Fauzi, "Pengaruh E-Service Quality terhadap Kepuasan Pelanggan di Aplikasi E-Commerce Shopee," *Jurnal Manajemen*, vol. 13, no. 1, pp. 55-62, 2021.
- [15] C. G. Gunardi and R. Erdiansyah, "Pengaruh Citra Merek dan Kualitas Pelayanan terhadap Kepuasan Pelanggan Restoran Mangkok Ku," *Prologia*, vol. 3, no. 2, 2019.
- [16] Sukirno, H. Aulawi and K. Widiawati, "E-Service Quality Ojek Online terhadap Customer Retention," *Ikratith-Humaniora*, vol. 2, no. 1, pp. 30-38, 2019.
- [17] J. Wirtz and C. Lovelock, *Services Marketing People Technology Strategy*, New Jersey: World Scientific, 2016.
- [18] S. A. Raza, A. Umer, M. A. Qureshi and A. S. Dahri, "Internet banking service quality, e-customer satisfaction and loyalty: the modified e-SERVQUAL model," *TQM Journal*, vol. 32, no. 6, pp. 1443-1466, 2020.
- [19] F. Rangkuti, *Analisis SWOT: Teknik Membedah Kasus Bisnis Cara Perhitungan Bobot, Rating, dan OCAI*, Jakarta: Gramedia Pustaka Utama, 2018.
- [20] V. Zeithaml, M. J. Bitner and D. D. Gremler, *Services Marketing Integrating Customer Focus Across The Firm 7th Edition*, New York: McGraw Hill Education, 2017.
- [21] M. R. N. Cahyanto, "Pengaruh Kualitas Informasi, Kemudahan, dan Kepercayaan terhadap Keputusan Pembelian Secara Online (Studi Pada Masyarakat Surakarta Pengguna Situs Tokopedia)," *Publikasi Ilmiah, Universitas Muhammadiyah Surakarta*, 2020.
- [22] R. F. Siregar, "Pengaruh Harga, Kepercayaan, dan Kualitas Informasi terhadap Keputusan Pembelian di Situs Bukalapak pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Sumatera Utara," *Skripsi: Universitas Sumatera Utara*, 2019.
- [23] M. L. Li and R. D. Green, "A Mediating Influence on Customer Loyalty: The Role of Perceived Value," *Journal of Management and Marketing Research*, 2017.
- [24] F. Ulum and R. Muchtar, "Pengaruh E-Service Quality Terhadap E-Customer Satisfaction Website Startup Kaosyay," *Jurnal TEKNO KOMPAK*, vol. XII, no. 2, pp. 68-72, 2018.
- [25] A. A. Akbar and T. Djatmiko, "Pengaruh E-Service Quality Terhadap E-Customer Satisfaction dan E-Customer Loyalty Pada Lazada.co.id," *E-Proceeding of Management*, vol. III, no. 1, pp. 142-150, 2016.
- [26] J. N. Setiadi, *Perilaku Konsumen*, Jakarta: Kencana Prenada Media Group, 2015.
- [27] R. Lupiyoadi and A. Hamdani, *Manajemen Pemasaran Jasa*, Jakarta Selatan: Salemba Empat, 2014.
- [28] R. R. Maulana and Sunaryo, "Pengaruh Brand Image terhadap Customer Satisfaction dan Customer Loyalty (Studi Pada Rumah Makan Padang Murah)," *Jurnal Universitas Brawijaya*, 2018.
- [29] H. H. Al-Dmour, R. S. Algharabat, R. Khawaja and R. H. Al-Dmour, "Investigating the Impact of ECRM Success Factors on Business Performance Jordanian Commercial Banks," *Asia Pacific Journal of Marketing and Logistics*, vol. 31, no. 1, pp. 105-127, 2018.
- [30] Selviana and R. B. Setyowati, "Pengaruh Sikap Belanja Online terhadap Trust melalui Mediator Kepuasan Pelanggan," *Ikratith-Humaniora*, vol. 3, no. 2, pp. 58-64, 2019.