

EFFECT OF CUSTOMER EXPERIENCE, CUSTOMER VALUE, AND BRAND TRUST TO CUSTOMER LOYALTY USERS OF GO-JEK ONLINE TRANSPORTATION SERVICES IN PEKANBARU

Gatot Wijayanto¹, Marzolina², Restu Ibrahim³, Arwinence Pramadewi⁴, Jushermi⁵

^{1,2,3,4,5}Faculty of Economics and Business, Department of Management, Riau University

Corresponding Author: gatot.wijayanto@lecturer.unri.ac.id

Abstract: Competitive competition and the existence of alternative choices of online transportation services make customers selective in choosing online transportation services. The experience gained by customers, the value felt by customers, and customer trust in Go-Jek online transportation encourage customer interest to reuse the service so as to create loyalty. This study aims to examine the effect of customer experience, customer value, and brand trust on customer loyalty of Go-Jek online transportation service users in Pekanbaru. The population in this study are Go-Jek online transportation service users in the city of Pekanbaru. The sampling technique used is accidental sampling with a total sample of 100 respondents. Collecting data using a questionnaire with a Likert scale. The data analysis technique used multiple linear regression. The results of this study indicate that customer experience partially has no significant effect on customer loyalty, while customer value and brand trust partially have a significant effect on customer loyalty, and simultaneously customer experience, customer value, and brand trust have a significant effect on customer loyalty. Go-Jek management should continue to improve customer experience, customer value, and brand trust together so that customer loyalty can be created. and simultaneously customer experience, customer value, and brand trust have a significant effect on customer loyalty. Go-Jek management should continue to improve customer experience, customer value, and brand trust together so that customer loyalty can be created. and simultaneously customer experience, customer value, and brand trust have a significant effect on customer loyalty. Go-Jek management should continue to improve customer experience, customer value, and brand trust together so that customer loyalty can be created.

Keywords: *Customer Experience, Customer Value, Brand Trust, Customer Loyalty*
