

THE EFFECT OF CUSTOMER VALUE AND COMPANY IMAGE ON CUSTOMER SATISFACTION THROUGH TRUST AS INTERVENING VARIABLES ON GOJEK USERS IN PEKANBARU CITY

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Abstract: Technological developments provide many breakthroughs and conveniences in various elements and aspects of life. One of the companies that take advantage of the development of internet technology is Gojek. Gojek has now grown to become a leading on-demand mobile platform and application by providing a full range of services ranging from transportation, logistics, payments, food delivery services, and various other on-demand services. The purpose of this study is to explain how the influence of customer value and company image on customer satisfaction through trust as an intervening variable for Gojek users in Pekanbaru City. In this study use a quantitative approach, the population is Gojek users in Pekanbaru City. The sampling technique is Non-Probability sampling with purposive sampling method. The total sample in this study was 240 samples with the condition that had made transaction service orders through Gojek. The research instrument used a questionnaire and analysis using Warp-PLS 6.0. The results of this study indicate that the variable Customer Value, Corporate Image has a significant influence on Customer Satisfaction through Trust as an intervening variable.

Keywords: Customer Value, Company Image, Trust, and Customer Satisfaction

1. Introduction

Technological developments provide many breakthroughs and conveniences in various elements and aspects of life. This can be seen from the emergence of the industrial revolution era 4.0 and the development of the digital industry. Where this shows that all activities carried out cannot be separated from the role of information technology. Where the internet is currently not only used as a medium of information but business actors have seen business opportunities that offer effectiveness and convenience for consumers.

One company that sees business opportunities in the development of information technology today is Gojek. Gojek is a company from PT. The Karya Anak Bangsa application offers a variety of services where there are more than 20 services that can be used to simplify and meet the daily needs of consumers, ranging from online motorcycle taxi services, online taxi services, goods delivery services, food delivery services and many more. However, currently there are several companies engaged in the same field as Gojek. This indicates that the competition is also getting tougher and competitive in attracting consumers by providing their respective advantages. Where at first it only provided solutions to overcome congestion and

facilitate ordering and has now practically grown to provide many other services that can provide convenience to consumers in supporting daily activities. In the midst of today's competitive business competition, Gojek received an award from the Top Brand award in the online transportation service category.

The increasing number of businesses in similar fields that makes competition more competitive makes these business people have to be able to increase attractive factors to increase customer satisfaction in an effort to win the competition. In accordance with the vision that Gojek aspires to provide convenience for consumers in carrying out their daily work, where this vision is then contained in the mission to become the fastest service provider in meeting the needs of the community. At the beginning of its appearance in 2010 Gojek was only served through a call center, but to increase customer satisfaction in providing convenience when used, Gojek in 2015 can be ordered more easily using Android and iOS based applications that can serve various services not only motorcycle taxi services (GoRide). just, but extends to other services such as food delivery services (GoFood), courier services in delivery of goods (GoSend), car delivery services (GoCar), etc. The more complete the services provided and made, can be one of the things that can increase customer satisfaction.

As one of the developing cities, currently the population by sub-district and gender in Pekanbaru City shows an increase in the number of residents in 2020 which amounted to 983,356. (Pekanbaru.bps.go.id 2020). This population growth has resulted in the need for increased services that can be a solution to get services that are practical and can be used anytime. In line with this, the company strives to continue to get its customers by offering services that benefit its users so that consumers certainly have their own choices and considerations.

Based on this, consumers in making choices will first estimate which one offers benefits according to the sacrifices incurred and provides more profitable value than its competitors. Reputation and image owned will be one of the things that are also considered, namely gaining consumer trust and leading to customer satisfaction.

Trust is a certain commitment to another party in a transaction relationship, which is based on the belief that the person he trusts fulfills all his obligations correctly and as expected (Priansa, 2017). Suardka (2019) in his research states that customer value has a positive and significant effect on trust. Sudirman et al (2019) stated that the company's image has a positive and significant influence on Gojek's consumer confidence.

In the research of Iskandar et al. (2017) it is stated that the customer value variable has a positive and significant influence on customer satisfaction. In addition to customer value, customer satisfaction is also influenced by a positive company image in the eyes of consumers. In the research of Sri Sitiani Nurutami et al (2021) shows that the company's image has a positive and significant effect on loyalty.

Corporate image is also very important in the growth and development of the company. The perception of a company that is good or bad in the eyes of application users cannot be separated from the image of the company itself. Where the image of the company such as the condition of the company's external environment is also one of the considerations for application users to choose a company. It has to do with whether the user feels comfortable with the company or not, whether it is the convenience he gets from the service or the ease of using the application.

Based on the background of the problem, the problems that want to be studied are: (1) Does customer value affect trust in Gojek users in Pekanbaru City. (2) Does the image of the company affect the trust of Gojek users in Pekanbaru City. (3) Does customer value affect customer satisfaction for Gojek users in Pekanbaru City. (4) Does the image of the company affect customer satisfaction for Gojek users in Pekanbaru City. (5) Does trust affect customer satisfaction for Gojek users in Pekanbaru City. (6) Does customer value affect customer satisfaction through trust in Gojek users in Pekanbaru City. (7) Does company image affect customer satisfaction through trust in Gojek users in Pekanbaru City?

Referring to the description that has been presented previously on the background and formulation of the problem in this study, this study specifically aims to determine whether customer value and company image affect customer satisfaction through trust as an intervention variable for Gojek users in Pekanbaru City.

2. Literature Review

Customer Value

Priansa (2017) stated that "The most important success factor for companies is the ability to provide better customer value than the competition". In today's increasingly fierce competition, business entities must be able to provide better value to consumers than their competitors. Therefore, customer value is important for every business entity. Schiffman and Kanuk (2010) state that customer value is the ratio between the benefits obtained by consumers both economically, functionally and psychologically to the resources (money, time, energy, and psychological) used to obtain these benefits.

Woodruff in Maftuchah et al (2019), "Customer value is a comparison between the benefits (benefits) felt by customers and the costs incurred by customers to get the product, so that customer value is a preference felt by customers and an evaluation of product attributes and the various consequences that arise from the use of a product to achieve customer goals and intentions, meaning that customer value is a comparison between the benefits (benefits) felt by customers and the costs (costs) incurred by customers to obtain or consume products or services, so that customer value is a preference and evaluation of attributes. product perceived by the customer and the consequences arising from using a product to achieve customer goals. Kotler and Keller (2012) state that the customer's perceived value is the difference between the prospect's evaluation of all the benefits and all the perceived costs of offerings and alternatives. This means that the customer's perceived value) is the difference between the prospect's evaluation of all the benefits and all perceived costs of offerings and alternatives Total customer benefit (total customer benefits) is the monetary value of the set of economic, functional, and psychological benefits that customers expect from a market offering caused by the product, service, personnel, and visible image Total customer costs is the set of perceived costs that customers expect to incur in evaluating, expecting, using and disposing of a market offering, including monetary, time, energy and psychology.

Treacy and Wiersema (2017) state that "Customer value is the number of benefits received minus the costs incurred by customers in obtaining products or services". Benefits build value to the extent that the product or service improves customer performance, and time spent on delays, errors, and effort. Both tangible and intangible costs reduce value." Customer value is the sum of the benefits received by consumers minus the costs incurred to obtain the product or service. These benefits will create customer value for consumers, while costs incurred by consumers will reduce customer value.

Company Image

Corporate image is the public's perception of the company or its products (Kotler and Keller, 2013). According to Fony (2019), there are 3 indicators of a company's image, namely: The company's emblem and logo are easy to remember, the company's emblem and logo are easily recognizable and the company's emblem and logo enhances the image of its users, while according to Brunneret (2008) is the company's reputation, the company's physical image, public relations, company product quality, business performance, company concern.

Trust

Rotter (2017) states that trust is an expectation held by individuals or groups when words, promises, verbal or written statements from other individuals or groups can be realized. Rotter examines an individual's general belief in others to determine the characteristics of a person's beliefs using two approaches: demographic (position in family, socioeconomic status, religion, etc.) and sociometric (dependence on others, gullibility, humor, popularity, etc.).

Trust is a certain commitment to another party in a transaction relationship, which is based on the belief that the person he trusts fulfills all his obligations correctly and as expected (Priansa, 2017).

Customer satisfaction

Kotler and Keller (2012) state that customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the expected performance (or results). If performance is below expectations, the customer is dissatisfied. If the customer's expectations are met, the customer is satisfied.

Priansa (2017) states that traditionally the notion of customer satisfaction or dissatisfaction is the difference between expectations and perceived performance. This understanding is based on the "disconfirmation paradigm" according to Oliver (1980), namely that the performance of the service provider is at least equal to what the customer expects.

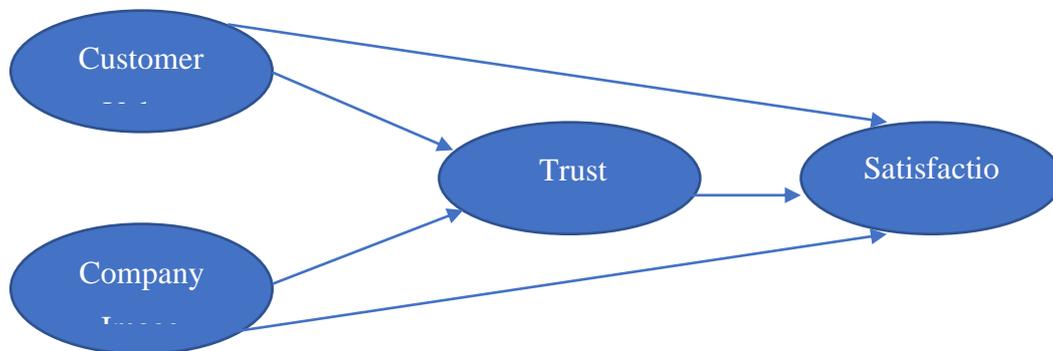


Figure 1 : Research Model

Hypothesis

- H1: There is a positive influence between customer value on the trust of Gojek users in Pekanbaru City.
- H2: There is a positive influence between the company's image on the trust of Gojek users in Pekanbaru City.
- H3: There is a positive influence between trust and customer satisfaction for Gojek users in Pekanbaru City.
- H4: There is a positive influence between customer value on customer satisfaction for Gojek users in Pekanbaru City.
- H5: There is a positive influence between corporate image on customer satisfaction for Gojek users in Pekanbaru City.
- H6: There is a positive influence between customer value on customer satisfaction through trust for Gojek users in Pekanbaru City.
- H7: There is a positive influence between company image on customer satisfaction through the trust of Gojek users in Pekanbaru City.

3. Method

The research used is research with a method or approach through survey research which is used to collect information in the form of opinions from a large number of people on a particular topic or issue. Basically what the researcher wants to find is how the members of a population are spread out in one or more variables such as age, ethnicity, gender, religion and others. With words others, to look for causes or reasons for differences in behavior or status of groups and individuals. In survey research using a questionnaire as an instrument in conducting research. The determination of the research location was based on considerations due to the limitations of time, cost, and the ability of researchers to conduct research throughout the Gojek operational area, the proximity of the research location to the research location to facilitate researchers in obtaining data and information in completing this research, so this research was conducted in Pekanbaru City. .

The type of data in this study is quantitative data. Sources of data are primary data and secondary data. In this study, the population is Gojek users in Pekanbaru City. The sampling technique is Non-Probability sampling with purposive sampling method. The total sample in this study was 240 samples. In this study, the consumers who were selected as respondents were:

1. Respondents residing in Pekanbaru City.
2. Respondents who own and use the Gojek application.
3. At least 17 years old assuming that age already has knowledge and understand the questions to answer the questionnaire.
4. Have made transactions or purchases using the Gojek application at least 2 times.

The indicator variables to be studied are as follows:

Indicator Customer Value	Indicator Company Image	Indicator Trust	Indicator Customer satisfaction
Views in using the service.	<ul style="list-style-type: none"> • Easy to remember company emblems and logos • Company emblems and logos are easily recognizable • Company emblems and logos enhance the image of its users Fony (2019) (2001)	<ul style="list-style-type: none"> • Benevolence • Integrity • Competence) 	<ul style="list-style-type: none"> • Service is easy and convenient to use. • Availability of specific and complete services. • Service design and operation standards.
Ease of obtaining services.			
Provide attractive offers or promotions			
The feeling when using the service.			
Maftuchah dkk (2019)			

Figure 2 : Indicator Variables

This study uses a quantitative approach, survey methods and path analysis techniques. Variables in path analysis consist of exogenous and endogenous variables. To test the effect of the intervening variable, the Equation Model (SEM) with structure path analysis method was used with Warp-PLS software version 6.0.

4. Results and Discussion

Convergent Validity Test

Table 1. Convergent Validity Test

Variable	Indicator	Loading Factor	SE (Standard Error)	P Value	Description
Customer Value (X1)	CV1	0.729	0.057	<0.001	Legitimate
	CV 2	0.774	0.056	<0.001	Legitimate
	CV 3	0, 745	0.057	<0.001	Legitimate
	CV 4	0.781	0.056	<0.001	Legitimate
Corporate Image (X2)	CI 1	0.703	0.057	<0.001	Legitimate
	CI 2	0.638	0.058	<0.001	Legitimate
	CI 3	0.653	0.058	<0.001	Legitimate
	CI 4	0.653	0.058	<0.001	Legitimate
	CI 5	0.708	0.057	<0.001	Legitimate
	CI 6	0.633	0.058	<0.001	Legitimate
	CI 7	0.704	0.057	<0.001	Legitimate
	CI 8	0.663	0.057	<0.001	Legitimate
	CI 9	0.717	0.057	<0.001	Legitimate
Trust (Y1)	T1	0.731	0.057	<0.001	Legitimate
	T2	0.708	0.057	<0.001	Legitimate
	T3	0.785	0.056	<0.001	Legitimate
	T4	0.751	0.057	<0.001	Legitimate
	T5	0.797	0.056	<0.001	Legitimate
Customer Satisfaction (Y2)	CS 1	0.726	0.057	<0.001	Legitimate
	CS 2	0, 790	0.056	<0.001	Legitimate
	CS 3	0.766	0.056	<0.001	Legitimate
	CS 4	0.778	0.056	<0.001	Legitimate
	CS 5	0.717	0.057	<0.001	Legitimate
	CS 6	0.699	0.057	<0.001	Legitimate

Source: Research Processed Data, 2021

Based on the table data above, the results show that each indicator shows a convergent validity value that meets the criteria, namely the value of 0.50. Through these results, it can mean that the indicators show convergent validity that has been met. The following is the result of the AVE value of each construction, as follows:

Table 2. AVE

	X1	X2	Y1	Y2
X1	0.758	0.551	0.401	0.486
X2	0.551	0.675	0.575	0.653
Y1	0.401	0.575	0.755	0.554
Y2	0.486	0.653	0.554	0.747

Source: Research Processed Data, 2021.

Based on these results, the four constructs have met convergent validity. An AVE value above 0.5 is highly recommended. It can be seen that the four constructs meet convergent validity. NP has a value of 0.758 > 0.50, CI has a value of 0.675 > 0.50, K has a value of 0.755 > 0.50, KE has a value of 0.747 > 0.50. It can be concluded that all variables have met the criteria of convergent validity.

Discriminant Validity Test

Table 2. Discriminant Validity Test

Variable	Indicator	Loading Factor	Loading value to another construct				Description	
			CV	CI	T	CS		
Customer Value (X1)	CV1	0.729		0.221	-0.011	-0.281	Meet Validity	Discriminant
	CV 2	0.774		-0.001	0.073	-0.333	Meet Validity	Discriminant
	CV 3	0, 745		-0.137	-0.044	0.329	Meet Validity	Discriminant
	CV 4	0.781		-0.074	-0.020	0.278	Meet Validity	Discriminant
Corporate Image (X2)	CI 1	0.703	0.032		-0.300	0.260	Meet Validity	Discriminant
	CI 2	0.638	0.062		-0.165	0.090	Meet Validity	Discriminant
	CI 3	0.653	-0.116		-0.047	-0.122	Meet Validity	Discriminant
	CI 4	0.653	-0.175		-0.215	0.072	Meet Validity	Discriminant
	CI 5	0.708	-0.110		-0.048	-0.120	Meet Validity	Discriminant
	CI 6	0.633	-0.048		0.148	-0.235	Meet Validity	Discriminant
	CI 7	0.704	-0.098		0.016	0.50	Meet Validity	Discriminant
	CI 8	0.663	0.257		0.120	-0.080	Meet Validity	Discriminant
	CI 9	0.717	-0.028		0.047	0.063	Meet Validity	Discriminant
Trust (Y1)	T1	0.731	0.035	0.374		0.088	Meet Validity	Discriminant
	T2	0.708	0.011	0.261		-0.157	Meet Validity	Discriminant
	T3	0.785	-0.056	-0.239		0.137	Meet Validity	Discriminant
	T4	0.751	0.214	-0.328		-0.164	Meet Validity	Discriminant
	T5	0.797	0.188	-0.030		0.078	Meet Validity	Discriminant
Customer Satisfaction (Y2)	CS 1	0.726	0.111	0.192	-0.075		Meet Validity	Discriminant
	CS 2	0, 790	0.039	0.221	-0.157		Meet Validity	Discriminant
	CS 3	0.766	-0.043	0.055	0.007		Meet Validity	Discriminant
	CS 4	0.778	-0.183	-0.072	0.106		Meet Validity	Discriminant
	CS 5	0.717	-0.140	-0.298	0.232		Meet Validity	Discriminant
	CS 6	0.699	0.235	-0.124	-0.109		Meet Validity	Discriminant

Source: Research Processed Data, 2021

Based on the description of the results above, all indicators have met the criteria for discriminant validity. Thus it can be concluded that all indicators have met the criteria of discriminatory validity.

Construction Reliability Test

Table 3. Composite Reliability Coefficient

Variable	Composite Reliability Coefficient	Criteria	Description
CV	0.843	>0.70	Reliable
CI	0.883	>0.70	Reliable
T	0.869	>0.70	Reliable
CS	0.883	>0.70	Reliable

Source: Research Processed Data, 2021

From the table above, it can be seen that the composite reliability results of each construction are NP customer value (0.843), CI company image (0.883), KE trust (0.869), KP customer satisfaction (0.883). Through the results of the composite reliability coefficient, it can be seen that all of the variables have met the criteria.

Table 4. Cronbach's Alpha Coefficient

Variable	Alpha Cronbach	description
CV (X1)	0.752	Reliability is acceptable (good enough)
CI (X2)	0.850	High reliability (good)
T(Y1)	0.811	High reliability (good)
CS (Y2)	0.841	High reliability (good)

Source: Research Processed Data, 2021

Based on the table above, it can be seen that the Cronbach alpha coefficient of the customer value variable is NP (0.752), which means that the questionnaire is said to be reliable with acceptable/good enough reliability. Corporate image of the alpha variable Cronbach CI (0.883), KE trust (0.811) and K Satisfaction (0.841) which means the three variables have high reliability (good), overall it can be concluded that all variables have met the criteria (reliable).

Model Fit Test

Table 5 Model Fit and Quality Index

Model fit and quality index	Index	P value	Fit Criteria	Description
Average Path Coefficient (APC)	0.318	P<0.001	P<0.50	Accept
Average R-Squared (ARS)	0.464	P<0.001	P<0.50	Accept
R-Square Adjusted Average (AARS)	0.458	P<0.001	P<0.50	Accept
Block Average Variance Inflation (AVIF)	1,464	-	<5	Accept
Average Full Collinearity VIF (AFVIF)	1,821	-	<5	Accept
Tenenhous Gof (GoF)	0.500	-	Small >0.1 Medium > 0.25 > Large 0.36	Big
Simpson's Paradox Ratio (SPR)	1,000	-	>0.7	Accept
Contribution Ratio R-Square (RSCR)	1,000	-	>0.9	Accept
Statistical Supper Ratio (SSR)	1,000	-	>0.7	Accept
Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	1,000	-	>0.7	Accept

Source: Research Processed Data, 2021

Based on the table above, it can be seen that the values of the ten criteria have been met, so it can be concluded that the model has met the model suitability requirements.

Table 6. R-Square Coefficient

CV(X1)	CI (X2)	T(Y1)	CS(Y2)
-	-	0.405	0.522

Source: Research Processed Data, 2021

The output results from table 6 above show that the value of the R-Square coefficient for the influence of customer value and corporate image variables on trust is 0.405. These results indicate that 40.5% of the trust variable is influenced by two variables, namely customer value and company image and the rest is influenced by other variables outside this research model. In addition, the R-Squared value for the influence of variable customer value and company image on customer satisfaction has an effect of 0.522. These results indicate that 52.2% of customer satisfaction variables are influenced by three factors, namely customer value, company image and trust, the rest is influenced by other variables outside this research model. After testing the hypotheses, the following table summarizes the hypotheses that have been tested:

Table 7. Coefficient of Direct Effects Model Output Path

Variable	Criteria		
	Path Coefficient	P value	Effect Size for Path
Trusted Customer Value	0.272	<0.001	0.132
Trusted Company Image	0.464	<0.001	0.273
Trusted Satisfaction	0.301	0.011	0.180
Customer Value Satisfaction	0.146	<0.001	0.075
Company Image Satisfaction	0.408	<0.001	0.267

Source: Research Processed Data, 2021

Table 8. Coefficient of Direct Effect Model Output Path

Variable	Criteria		
	Path Coefficient	P value	Effect Size for Path
Satisfaction Trust Customer Value	0.082	0.035	0.042
Satisfaction Trust Company Image	0.139	<0.001	0.091

Source: Research Processed Data, 2021

Based on table 7 and table 8, it can be discussed from the results of testing the hypothesis as follows:

H1: The Customer Value Variable has a positive and significant effect on the variable trust for Gojek users in Pekanbaru City.

The results of the significant test on hypothesis 1 prove that there is a positive and significant effect of the customer value variable on trust for Gojek users in Pekanbaru City, which is indicated by a value of (β) 0.272. The results of this study support the results of research by Widjojo (2013) which shows that the perception of customer value has a significant positive effect on customer loyalty. The perception of customer value mediates the positive influence of brand trust and service quality on customer loyalty shopping at Zalora Online shop.

Alshibly (2015) observes that perceived quality, perceived customer value as a whole show a role in mediating the effect of trust and service quality on customer loyalty. The perception of customer value as a positive support in creating a relationship of brand trust and service quality to customer loyalty (Beneke et al., 2011). Cronin et al. (2000), observed that consumers' overall perceived value perceptions of consumers were all measured in a global sense indicating the mediating role of the influence of brand trust and service quality on customer loyalty.

H2: Corporate Image Variable has a positive and significant effect on the variable trust for Gojek users in Pekanbaru City.

The results of the significant test on hypothesis 2 prove that there is a positive and significant effect of the corporate image variable on trust for Gojek users in Pekanbaru City, which is indicated by a value (β) of 0.464. The results of this study contradict the results of Triandewo and Yustine's (2020) research which shows that there is no positive effect of corporate image on trust in BCA customers in Jakarta, where this is in accordance with research by Omoregie et al. (2019) that corporate image does not affect trust. However, this study supports the results of Kaur & Soch (2018) research which states that the desired corporate image will increase the possibility of brand choice where it causes consumer confidence to increase and reduces vulnerability to competitive marketing actions.

Tran et al. (2015) argues that corporate image is a construction that has "functional" and "emotional" meanings. In his research, Omoregie et al. (2019) suggests that corporate image is a form of intangible asset in a company that has a uniqueness which is easy to identify but difficult to imitate. Corporate image is a set of meanings from customers that customers remember, describe, and connecting the results of experience into beliefs, memories, feelings and knowledge (Giovannis et al. 2016). Omoregie, Addae, Coffie, Ampong and Ofori (2019) in their research stated that perceptions of service quality have a strong impact on customer perceptions of company image and trust in customers.

H3: The trust variable has a positive and significant effect on the customer satisfaction variable for Gojek users in Pekanbaru City.

The results of the significant test on hypothesis 3 prove that there is a positive and significant effect of the trust variable on customer satisfaction for Gojek users in Pekanbaru City, which is indicated by a value (β) of 0.301. The results in this study support the findings in a study conducted by Bricci, Fragata, and Antunes (2016) which showed that customer trust had a direct positive effect on customer satisfaction in the distribution sector in Portugal. The results of this study are also in line with the results of research conducted by Diza, Moniharapon, and Ogi (2016) which showed that customer trust had a positive and significant effect on customer satisfaction at PT FIF Group Manado Branch. Sahanggamu Research, Mananeke, and Sepang (2015) found that there was a significant and positive effect of trust on customer satisfaction. The results of this study are also in line with the results of Gul's (2014) research which proves that the trust variable has a significant influence on satisfaction.

H4: The Customer Value Variable has a positive and significant effect on the variable customer satisfaction for Gojek users in Pekanbaru City.

The results of the significant test on hypothesis 4 prove that there is a positive and significant effect of the customer value variable on customer satisfaction for Gojek users in Pekanbaru City which is indicated by a value (β) of 0.146. The results in this study support the findings in the research conducted by Wangkar (2013) which shows the results that customer value has a significant effect on customer satisfaction at PT William Makmur Perkasa. The results of this study accept the formulated hypothesis which states that customer value has a significant positive effect on customer satisfaction.

The results of this study support the statement put forward by Leo YM Sin et al., (2002) that in creating customer satisfaction, companies must be able to increase customer value

(Customer Value). Customer satisfaction can be created through customer value from its customers. The better the rating, the higher the customer satisfaction. High customer satisfaction also cannot be separated from the company's internal support, especially support from its human resources. After the value of a product reaches the customer and then the customer can use or consume it optimally, so that consumers feel satisfied (Mital et al, 1998). Satisfaction felt by customers has behavioral consequences in the form of complaints and customer retention, so that if the organization or company can pay attention to all things that can form customer satisfaction, the satisfaction felt by customers as a whole will be formed. Where overall satisfaction is defined as an affective statement about the emotional reaction to the experience of a product or service, which is influenced by customer satisfaction with the product and by the information used to choose the product. Customer or customer satisfaction is the lifeblood of every company, so customer satisfaction is one of the important elements in improving marketing performance in a company or organization.

H5: The corporate image variable has a positive and significant effect on the customer satisfaction variable for Gojek users in Pekanbaru City.

The results of the significant test on hypothesis 5 prove that there is a positive and significant effect of the corporate image variable on customer satisfaction for Gojek users in Pekanbaru City, which is indicated by a value (β) of 0.408. The results in this study support the findings in a study conducted by Safitri E et al., (2016) which showed the results that corporate image had a significant effect on customer loyalty, customer satisfaction had a significant effect on customer loyalty, and customer satisfaction mediated the influence of service quality on loyalty. customers, and customer satisfaction mediates the effect of corporate image on customer loyalty.

H6: The customer value variable has a positive and significant effect on the customer satisfaction variable through trust for Gojek users in Pekanbaru City.

The results of the significant test on hypothesis 6 prove that there is a positive and significant effect of the customer value variable on customer trust for Gojek users in Pekanbaru City, which is indicated by a value (β) of 0.082. The results in this study support the findings in the research conducted by Gultom (2021) which shows the results that customer satisfaction has a positive and significant effect on customer trust, customer satisfaction also has a positive and significant effect on customer loyalty, customer trust has a positive and significant effect on customer loyalty. customer. Customer trust significantly mediates the effect of customer satisfaction on customer loyalty in Star Hotels in Medan City.

H7: Corporate Image Variable has a positive and significant effect on the variable customer satisfaction through Trust for Gojek users in Pekanbaru City.

The results of the significant test on hypothesis 7 prove that there is a positive and significant effect of the corporate image variable on customer satisfaction through trust for Gojek users in Pekanbaru City which is indicated by a value (β) of 0.139. Reviews of several literatures provide a consensus that image, trust, satisfaction, and loyalty are four separate and distinct variables. It also supports a different relationship between these variables (Orth and Green, 2009). However, the actual relationship remains unconvincing. There are two forms of relationship paths, namely a direct relationship and an indirect relationship where trust and satisfaction mediate the image of loyalty (Orth and Green, 2009). And in previous studies there was a suggestion that the image on trust (De Wulf et al., 2001),

Previous empirical research shows that the relationship between image and customer loyalty (eg Kandampully and Hu, 2007; Kandampully and Suhartanto, 2000) is positive. This relationship was also agreed by Ogba and Tan (2009) in their research on mobile phone users in China's mobile phone industry. The same thing was also found by Bahram and Maryam (2012) in their study on Iranian telecommunications customers. And these findings support the

findings of previous studies that corporate image has a direct or indirect effect on loyalty (Kozak and Rimmington, 2000). Some researchers mention that the image as an antecedent or first affects customer satisfaction with satisfaction having a positive impact on loyalty consequences.

5. Conclusions

Based on the results of research and discussion, it can be concluded that overall this research is that customer value affects trust in Gojek users in Pekanbaru City. This means that the benefits felt by customers in using the services available on Gojek will increase customer confidence in using the services available on Gojek. Company image has an effect on trust in Gojek users in Pekanbaru City. This means that the better Gojek's corporate image will increase customer confidence in using the services available on Gojek. Trust has an effect on customer satisfaction for Gojek users in Pekanbaru City. This means that the trust that arises in consumers can increase customer satisfaction when using Gojek. Customer value affects customer satisfaction for Gojek users in Pekanbaru City. This means that the benefits felt by customers in using the services available on Gojek will increase customer satisfaction when using Gojek. Company image has an effect on customer satisfaction for Gojek users in Pekanbaru City. This means that the better the image that Gojek has will increase customer satisfaction in using Gojek. Customer value affects customer satisfaction through trust in Gojek users in Pekanbaru City. That is, the increased trust that arises in consumers based on the customer value provided will increase customer satisfaction when using Gojek. Company image affects customer satisfaction through trust in Gojek users in Pekanbaru City. This means that by increasing the trust that arises in consumers based on a good company image, it can increase customer satisfaction when using Gojek.

Based on the conclusions that have been drawn, the implementation suggestions that can be given in this study are practically recommended for Gojek to be able to maintain good customer value, including things that do not necessarily get a good view from the community in using Gojek. Where the presence of Gojek can make a social contribution in engagement that will bring improvement and a positive social outlook in society. It is recommended to Gojek to be able to improve and ensure the facilities provided to consumers who are not yet good can be started by providing socialization to drivers to better maintain the cleanliness of jackets, helmets and vehicles that are safe to drive such as washing jackets and helmets twice a week, so that consumers become comfortable using the services and facilities provided by Gojek. It is recommended that Gojek needs to increase consumer trust in order to guarantee personal information provided by consumers, which can start from further improving the complaint contact service or customer service that is more responsive in dealing with all consumer complaints while using Gojek which causes harm to consumers. It is recommended that Gojek can continue to provide innovation in providing various services that are easy to use in proportion to the benefits and costs involved. In addition, Gojek is also expected to be able to continue to add services that are not yet available in Pekanbaru City. It is recommended that Gojek needs to increase consumer trust in order to guarantee personal information provided by consumers, which can start from further improving the complaint contact service or customer service that is more responsive in dealing with all consumer complaints while using Gojek which causes harm to consumers. It is recommended that Gojek can continue to provide innovation in providing various services that are easy to use in proportion to the benefits and costs involved. In addition, Gojek is also expected to be able to continue to add services that are not yet available in Pekanbaru City. It is recommended that Gojek needs to increase consumer trust in order to guarantee personal information provided by consumers, which can start from further improving the complaint contact service or customer service that is more

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Based on the data obtained through this research, there are several theoretical suggestions that are expected to provide benefits for those who need it, namely it is recommended for further research to develop this research by taking wider respondents and more samples in order to provide better results. again. It is recommended for further researchers to develop this research by using other methods in examining customer value, corporate image, trust and customer satisfaction, for example through in-depth interviews with respondents, so that the information obtained can be more varied than the questionnaire instrument whose answers are already available.

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