DEVELOPING LOYALTY AND SATISFACTION OF GOJEK ONLINE TRANSPORTATION PASSENGERS

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Abstract
The purpose of this study was to examine the effect of relationship marketing and brand image on customer satisfaction and loyalty. The study was conducted on 154 respondents of Go-Jek online transportation services. Linear regression method was used in this article. The result show that there exist a relationship between direct brand image and customer loyalty, and brand image and satisfaction, and satisfaction and customers loyalty and satisfaction mediates the relationship between the brand image and customers loyalty.


INTRODUCTION
Technology plays an important role in the era of globalization not just a complementary business, but a key business even becomes the vein of a business and the foundation of corporate innovation, especially online transportation services. In Indonesia, many companies competing with each other between Gojek online and another. The services offered to customers are many facilities, including human transportation services, go-food, go-send, etc which can easily be ordered via mobile smartphones from various operators online transportation is a solution in metropolitan cities because of traffic congestion that causes congestion which has a negative impact on both the driver and in terms of the economy and environment (Munawar, 2007). In 2017, the services of Go-Jek are active as many as 15 million weekly active user customers served by around 900,000 drivers. This illustrates the rapid growth, in previous years. The growth of this service proves that management has succeeded in building relationship marketing and the brand image of Go-Jek to its customers. Relationship marketing becomes a marketing principle that emphasizes and seeks to attract and maintain good long-term relationships with customers (Oliver, 2009), while brand image is a consumer's perception of a brand as a reflection of the association that exists in the minds of consumers (Kotler and Keller, 2016). A harmonious relationship with consumers will build loyalty, and loyalty is a manifestation of consumer satisfaction in using the facilities and services provided by the company. Customer loyalty can be achieved by satisfying service in accordance with consumer expectations or even exceeding customer expectations. Satisfaction according to Kotler (2003) is a level of feeling happy or disappointed someone who appears after comparing the perceptions of the performance of a product and its expectations. Conversely, if a customer is dissatisfied, loyalty will not be created. This is consistent with findings to Sondoh, S. L., et.al (2007) that relationship marketing has a significant and positive effect on customer satisfaction, and brand image has a significant and positive effect to customer satisfaction. Furthermore customer satisfaction has a significant and positive effect on customer loyalty.

In terms of brands generally consumers have a positive perception, therefore companies try to maintain brand image, because what appears when consumers are asked about the image of a brand, then consumers will express their impressions and beliefs about
certain brands, as said (Samaan & Abdullah (2016), who said that a well-known brand image is beneficial to increase customer satisfaction, which in turn can create customer loyalty. But there are findings in research that results are different where the brand image and relationship marketing have no effect on customer satisfaction (Inayatun Nisa, 2015), but brand image has a significant positive effect on consumer loyalty, and this difference in findings is the research gap in this article. The problem of phenomena and research gap that underlies this research becomes something interesting to be investigated by raising the research question "how is the role of relationship marketing and brand image on the satisfaction and loyalty of Go-jek users online.

LITERATURE REVIEW

Relationship Marketing

Zeithml and Bitner (2013) say that relationship marketing is a strategic orientation, which focuses on retaining and developing existing customers, rather than attracting new customers. Aaker, D. A. (1991), defines relationship marketing as the introduction of each customer more closely by creating two-way communication by managing a mutually beneficial relationship between the customer and the company. Whereas Grönroos, C. (1997) views relationship marketing as an effort to develop, maintain, improve, and commercialize customer relations in order to realize the goals of all parties involved. Another opinion put forward by Kotler (2008), relationship marketing is the process of managing detailed information about each customer and carefully managing all the customer's "touch points" in order to maximize customer loyalty. Taleghani et., Al. (2011) suggested that relationship marketing is a business strategy with technological advancements that are strengthened through its organizations, creating connections to help organizations optimize the value received on the basis of processing customer perceptions.

Opinions of several experts about relationship marketing can be concluded that relationship marketing is an effort of a marketer or business person to create a good relationship with customers through directed and customer-oriented communication, and also an effort to retain existing customers so that their loyalty will be maintained. The existence of a good relationship with customers, will foster a positive impact on the company, so that customer loyalty will be built against the company. Zeithaml (2013) emphasizes that relationship marketing concentrates on three dimensions, namely attraction, retentation and enchancment, while Kotler and Keller (2007) state the purpose of relationship marketing to attract, retain and grow customers in order to build loyalty and reduce customer turnover. According to Kotler, P. (2003), relational marketing is related to how a company is able to build familiarity with its customers. To be able to build a close relationship, then a company must pay attention to two main dimensions, namely: first trust which consists of three attributes such as harmony, acceptance, and participation simplicity. The two familiarities consist of three attributes, namely: personal understanding, personal awareness, professional awareness.

Brand Image

According to Kotler & Keller (2008), a brand is a name, term, sign, symbol, design or combination of several elements. Brand image is the consumer's perception of a brand as a reflection of the brand association that exists in the consumer's mind. Rangkuti (2004) defines brand image as a collection of brand associations that are formed in the minds of consumers. The brand association itself is everything related to the memory of a brand. This association is
an attribute that exists in the brand. Various associations that consumers remember can be strung together to form an impression of the brand (brand image).

Roslina (2010), defines that, brand image is a clue that will be used by consumers to evaluate products when consumers do not have enough knowledge about a product. There is a tendency that consumers will choose products that are well known through their experience using products and based on information obtained through various sources. According to Mohammad (2011) there are 3 indicators of brand image, namely corporate image which is a collection of associations that consumers perceive of companies that make goods or services. The image includes popularity, credibility, the company's network, and the users themselves / users. User image is a collection of associations that consumers perceive of users using goods or services. Includes: the user himself, and his social status. Product image, a collection of associations that consumers perceive of an item or service. Includes: attributes of the product, benefits for consumers, and guarantees.

Customer Satisfaction

According to Kotler (2011), customer satisfaction is a level where product performance estimates are in line with buyer expectations. According to Tjiptono (2015), customer satisfaction includes the difference between expectations and perceived performance or results. In the journal to Sondoh, S. L., et.al (2007) customer satisfaction is the main key to the relationship between companies and customers. Based on the above definition, it can be concluded that satisfaction is the consumer's post-consumer behavior stating whether the results received are in accordance with the expected performance. Match between company performance and the results of production or service can create customer satisfaction.

According to Tjiptono (2015) there are four things that need to be considered in measuring customer satisfaction, namely: The importance of consumption is done, knowledge and experience, namely the number of previous purchases, understanding of the product, perception of ability as a consumer, and experience of previous complaints, the level of difficulty in get compensation, including the time period for solving the problem, disruption to routine activities, and the costs and opportunities for success in making complaints. While measuring customer satisfaction, according to Tjiptono (2015) there are four methods: organization and target, ghost shopping, lost customer analysis, customer satisfaction survey.

In essence, the business goal is to create and maintain customers. Tjiptono (2015) states that, customer satisfaction can provide several benefits, including the relationship between the company and its customers to be harmonious, provide a good basis for repeat purchases, can encourage the creation of customer loyalty, form a word of mouth recommendation (word of mouth ) that is profitable for the company, the company's reputation will be good in the eyes of customers and profits can be increased.

Customer satisfaction depends on estimates of product performance in providing value, relative to buyer expectations. Kotler (2011) states the concept of customer expectations and company performance that is if the product performance is far lower than expectations, the customer is not satisfied. If performance is in line with expectations, the customer is satisfied and if the performance exceeds what is expected, the customer is happier. According to Subroto (2013) indicators in measuring consumer satisfaction, are a). Attributes related to product, namely the satisfaction dimension related to the attributes of the value obtained by price, the ability of the product to determine satisfaction, the benefits of the product. b). Attributes related to service, namely the dimensions of satisfaction relating to the attributes of the service, for example with the promised guarantee, the process of fulfilling service or delivery and the process of solving the problem given. c). Attributes related to purchase,
namely the satisfaction dimension related to the attributes of the decision to buy or whether from consumers such as ease of getting information, politeness of employees and also the influence of the company's reputation. d). Perceived conformity. Consumer satisfaction as consumer response to actual performance.

**Customer Loyalty**

According to Ergin et al. (2007) suggested that customer loyalty is described as the strength of the relationship between the relative attitudes of individuals and repeat customers. In addition, customer loyalty also means customer loyalty to shop at certain company locations (Utami, 2006). Based on the opinions raised above, it can be concluded that customer loyalty is an attitude held by a customer in the form of loyalty to the company by being willing to make repeated purchases. According to Griffin (2015), customer loyalty is divided into four types, i.e.: a). Without Loyalty: some customers do not develop loyalty towards certain products or services. b). Loyalty is weak is low attachment combined with high repeat purchases resulting in weak loyalty. c). Hidden Loyalty: High level of hidden preference loyalty is combined with low recurring purchase level indicating hidden loyalty. d). Premium Loyalty, which is the type of loyalty that can be increased the most, occurs when there is a high level of association and a high level of repeat purchases.

According to Griffin (2015) there are seven stages of growth in loyalty, that is: a). Suspect: Someone who has the possibility to buy products or services produced by a company. b). Prospect: Someone who needs a company's product or service, and has the will to buy that product or service. c). Disqualified prospects: A disqualified prospect has been learned enough by the company to know that buyers do not need, or do not have the ability to buy products. c). First time customer Someone who has bought a product from a company the first time. They may be corporate customers but at the same time become customers of competing companies. d). Repeat customers: Someone who has bought from the company more. They may have bought the same product two different products or services on two or more occasions. e). Partners (Client): Someone who buys everything that the company sells and that can be used and buys it regularly. The company has a strong and sustainable relationship, which makes it invulnerable to competitors' interests. f). Advocate: An advocate buys whatever the company sells, and buys it regularly and invites others to buy and become customers. According to Laksana (2008) there are three dimensions of loyalty, that is Word of mouth communications, Purchase intention and Complaining behavior

Carmen (2015) states there are four indicators of customer loyalty, including word of mouth promotion. Word of mouth is a conversation from people, written, or communication through electronic or related to the benefits or experience of buying using goods / services. Described by Laksana (2008), that Word of Mouth is done by say positive things about XYZ to other people. Recommended XYZ to someone who seeks your advice and encourage friends and relatives to do business with XYZ. Future Repurchase Intention, Buying interest is a consumer behavior where consumers have the desire to buy or choose a product based on experience in choosing, using and consuming or even want a product / service.

**Theoretical Thinking Framework and Hypothesis**

Competition in the online transportation industry is currently very tight, so online transportation companies are trying to build their brand image, to seize the market and retain their consumers. According to Schifman and Kanuk (2010), brand image is a perception that lasts long, is formed through experience, and is relatively consistent in nature. Therefore, consumers' attitudes and actions towards a brand image will greatly influence consumer
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Besides that at this time there is one thing that is very important for a company, namely that the company must be able to establish and maintain relationships with customers on an ongoing basis, because good relations will determine the future value of the company concerned. This has become a new paradigm in the world of marketing, which is called relationship marketing. Therefore, every company must be able to understand consumer behavior in its target market, because the survival of the company is very dependent on consumer behavior. To be able to maintain relationships with customers on an ongoing basis, the company really needs to pay attention to the needs and desires of its customers, through relationship marketing. Establishing relationship marketing between the company and its customers, will result in customer loyalty, where customer loyalty is a manifestation and continuation of customer satisfaction.


H1: Relationship marketing has a positive and significant effect on Gojek customer loyalty.

Brand image is the perception of consumers formed in the minds of consumers related to his memories of a brand, thus forming an impression of the brand. The real value of a strong brand is its power to capture consumer preferences and loyalty (Kotler, P & Keller, 2008). The results of Basavaraj & Shivashankar (2017) state that brand image has a significant positive effect on customer loyalty, which has been proven to be true. According to Vinhas & Faridah (2008) brand image not only conveys brand goodwill to customers but also implicitly persuades them to always buy the product. According to Sondoh, S. L., et.al (2007) stated that brand image is an important priority for consumers before making a purchase. With a positive brand image in the minds of consumers can create more value when making a purchase or using a particular brand. Based on the description above, then the hypothesis can be made as follows:

H2: Brand image has a positive and significant effect on Gojek customer loyalty.

The ability of a business person to build relationship marketing will create a good relationship with his customers. One effort to build a good relationship with customers is to provide satisfying service. When consumers are satisfied with the service they have received, it will allow these customers to come back again and even become loyal customers. According to Kotler (2011) customer satisfaction is a level where product performance estimates are in line with buyer expectations. The match between product performance and buyer expectations can be created through good relationship marketing between business people and their customers. The results of research from Sondoh, S. L., et.al (2007) found that relationship marketing had a significant and positive effect on customer satisfaction. Based on the above review, the following hypotheses are made:

H3: Relationship Marketing affects Loyalty with Customer Satisfaction as an Intervening Variable.

A good brand image is an effective way to attract consumers to buy it. Rangkuti (2004) defines brand image as a collection of brand associations that are formed in the minds
of consumers. The brand association itself is everything related to the memories of a brand, thus forming an impression of a brand (brand image). The existence of a positive impression on a product brand, shows the satisfaction of a consumer of the product. The results of research by Sondoh, S. L., et.al (2007) show that brand image has a positive and significant effect on consumer loyalty. Based on the description above, then the hypothesis can be made as follows:

H4: Brand Image Influences Loyalty With Customer Satisfaction as Intervening Variables.

Satisfaction is the core concept of loyalty, where without satisfaction there will be no loyalty, so satisfaction is a forming factor of loyalty Vinhas & Faridah (2008). Continuous relationships with customers must be built by producers. Producers who are able to build a sustainable relationship with their customers are expected to be able to increase growth in the long run and maximum customer satisfaction. Establishing long-term relationships with customers is expected to cause a loyalty effect on consumers so that consumers become more immune from competitors' promotion activities, while consumers are also expected to be able to bring new customers by making recommendations on their relationships. Recent developments have given marketers an awareness that customer loyalty cannot be obtained by relying only on values and brands. Loyalty must be built with hard work in the form of personalization, customize marketing programs or also called one to one marketing.

One of the supporting factors and forming of customer loyalty is customer satisfaction. Vinhas & Faridah (2008) defines customer satisfaction is the level of feeling in which someone states the results of the comparison of the performance of products or services received with expected. Meanwhile, according to Sondoh, S. L., et.al (2007) the creation of customer satisfaction can provide several benefits, including the relationship between the company and its customers to be harmonious so as to provide a good basis for repurchasing and the creation of brand loyalty and make a word of mouth recommendation so that it can profitable for the company.

The results of research from Onyancha G.K (2013). show that there is a positive relationship between customer satisfaction and loyalty. Based on the description above, then the hypothesis can be made as follows:

H5: Customer Satisfaction Influences Loyalty.

METHOD

This study uses a cross-sectional and correlational research design. The cross-sectional study design uses a specific sample from the study population at one point in time to obtain the required data. In a cross-sectional research design, researchers provide an unsystematic interpretation. Correlational research design assesses the relationship between variables. The data collection period lasts between March and May 2019 for three months. The questionnaire was distributed to 154 among Go Jek On line customers who filled out the complete questionnaire with a response rate of 78%. Measurement of variables using a 7-point Likert scale (1 = strongly disagree to 7 = strongly agree once). In this study using 2 independent variables, 1 intervening and 1 not free with the following explanation:

1. Relationship Marketing, is an effort of a marketer or business person to create a good relationship with customers through directed communication and customer satisfaction oriented, and also an effort to maintain existing customers so that loyalty will be maintained, measured by 4 indicators, namely: Trust; Commitment; Complaints Communication and Handling
2. Brand Image, is the perception of consumers formed in the minds of consumers related to their memories of a brand, thus forming an impression of the brand, as measured by 4 indicators, namely: corporate image; product image; and user image.

3. Customer Loyalty, a customer is an attitude held by a customer in the form of loyalty to the company by being willing to make repeated purchases as measured by 4 indicators: word of mouth promotion, future repurchase intention, price sensitive and complaint behavior.

4. Customer Satisfaction, is a level where product performance estimates are in accordance with buyer expectations as measured by 4 indicators, namely perceived conformity; attributes related to products, attributes related to service and attributes related to purchase.

Path analysis is used to analyze the pattern of relationships between variables, that is, independent variables to the dependent variable, which are processed using SPSS (Statistical Package for Social Science) statistical tools Version 23.0, with multiple linear regression analysis equations.

RESULT

Based on the results of the analysis with the least square method obtained by the first model regression equation the influence of relationship marketing and brand image variables on customer satisfaction $Z = 0.222 X_1 + 0.296 X_2 + e_1$. The regression equation in the second model influences relationship marketing variables, brand image, and customer satisfaction on customer loyalty $Y = 0.321 X_1 + 0.258X_2 + 0.307Z + e_1$. The model has a significance test with an asymp.sig value above 0.05 in testing the relationship marketing normality, this shows that the data distribution used in this study is normally distributed, then the regression model is meeting the normality assumption.

Furthermore, for testing classical assumptions, both models are stated to be free from classical assumptions that can be analyzed through the Glejser test in which of all lebrand image variables is greater than 0.05. This means that the variance model from one observation residual to another observation remains or is free from heteroscedasticity problems. The second assumption test is multicollinearity showed that all independent variables have a VIF value of lebrand imageh smaller than 10 and tolerance value of lebrand imageh greater than 0.1. This means that the independent variables used do not occur multicollinearity or the independent variables do not correlate strongly with the independent variables.

Relationship Marketing Determination Testing ($R^2$)

Relationship determination coefficient ($R^2$) is used to find out how much influence all independent variables have on the dependent variable and the magnitude of the influence of other variables that cannot be explained. The results of testing the relationship marketing determination coefficient in the first model obtained $R^2$ of 0.267, and the second model $R^2$ of 0.414. Both models are stated to be good because the first model is above 20% and the second model is above 40%. This is as said by Gujarati (2000), that a good model is above 20%. $R^2$ testing is stated to have weaknesses in testing the model with $R^2$, because the more independent variables, the greater $R^2$. Therefore $F$ test is used to overcome the weaknesses of $R^2$.

The calculated $F$ value in equation 1 is 15.144 and the significance value is 0.000. In equation 2 it is 35.345. Both of the calculated $F$ values are larger than the $F$ value of the table (3,055). Similarly, if you use a significance value where all equations have a $\text{Sig.} F$ value of 0.000. This means that the model is declared good. Therefore. The hypothesis which states
that relationship marketing and brand image have a significant effect on customer satisfaction is proven, as well as relationship marketing and brand image and customer satisfaction has a significant effect on customer loyalty, which is also proven.

Hypothesis Test

Testing the first model hypothesis obtained the value of the beta coefficient on the relationship marketing variable = 0.222 with a positive direction and the t value of 2.909, with a value of sig.t = 0.000. Through a significant level α = 0.05; df = 152 obtained t table 1.976, which means t count 2.909 > t table 1.976, with a significant value of 0.004, a small image of <0.05 means that the null hypothesis is rejected and the alternative hypothesis is accepted. These results indicate that relationship marketing has a significant effect on customer satisfaction, meaning that the higher the relationship marketing will increase customer satisfaction.

Beta coefficient value on the variable brand image = 0.296 with a positive direction and the t value of 3.873, with a value of sig.t = 0.000. Through a significant level α = 0.05; df = 152 obtained t table 1.976 which means t arithmetic 3.873 > t table 1.976, with a significant value of 0.000, smaller than <0.05 means that the null hypothesis is rejected and the alternative hypothesis is accepted. These results indicate that brand image has a significant effect on customer satisfaction, meaning that the higher the brand image, the more customer satisfaction will be.

The second model hypothesis testing obtained beta coefficient values on the variable relationship marketing = 0.321 with a positive direction and the t value of 4.866, with a value of sig.t = 0.000. Through a significant level α = 0.05; df = 152 obtained t table 1.976 which means t arithmetic 4.866 > t table 1.976, with a significant value of 0.000 smaller than <0.05 means that the null hypothesis is rejected and the alternative hypothesis is accepted. These results indicate that relationship marketing has a significant effect on customer loyalty, meaning that the higher the relationship marketing will increase customer loyalty.

Beta coefficient value on the variable brand image = 0.296 with a positive direction and the t value of 3.873, with a value of sig.t = 0.000. Through a significant level α = 0.05; df = 152 obtained t table 1.976 which means t arithmetic 3.827 > t table 1.976, with a significant value of 0.000 smaller than <0.05 means that the null hypothesis is rejected and the alternative hypothesis is accepted. These results indicate that the Brand Image has a significant effect on customer loyalty, meaning that the higher the brand image the customer loyalty will be.

Beta coefficient value on customer satisfaction variable = 0.307 with positive direction and t count value is 4.480, with sig.t = 0.000. Through a significant level α = 0.05; df = 152 obtained t table 1.976 which means t arithmetic 4.480 > t table 1.976, with a significant value of 0.000, smaller than <0.05 meaning the null hypothesis is rejected and the alternative hypothesis is accepted. These results indicate that customer satisfaction has a significant effect on customer loyalty, meaning that the higher customer satisfaction will increase customer loyalty.
Mediation Test, Direct and Indirect Effects

The mediation hypothesis testing is carried out by a procedure developed by Sobel (1982) and known as the Sobel/Sobel test (Ghozali, 2011). Sobel mediation test is used to prove that customer satisfaction becomes a mediating variable between relationship marketing and brand image to customer loyalty. Testing using the system online via www.danielsopper.com. The results of the analysis with the sobel test obtained sobel test value = 2.424 > ttable or 2.424 > 1.96, so it can be said that customer satisfaction can mediate the relationship of relationship marketing and brand image on loyalty.

The path analysis above explains that the direct effect of relationship marketing on customer loyalty is 0.31 (β4) and with mediation of customer satisfaction the influence of 0.068 originates from 0.222 x 0.307 (β2 x β5). The path analysis above explains that the direct effect of brand image on customer loyalty is 0.258 (β3) and with mediation of customer satisfaction the magnitude of influence of 0.057 originates from 0.222 x 0.258 (β2 x β3). From these results can be seen β2 x β5 < β4, so customer satisfaction will have a direct impact on increasing customer loyalty. Testing the direct or indirect effect using a comparison between the values of β3, β4 compared with β1,β5; β2. B5 namely:

β3 > β1, β5: direct dominant
β3 < β1, β5: indirect dominant
β4 > β2, β5: direct dominant
β4 < β2, β5: indirect dominant

Table 1. Direct and Indirect Relation

<table>
<thead>
<tr>
<th>Variable</th>
<th>Direct (1)</th>
<th>Indirect (Y) (2)</th>
<th>Total (4) = (2)+(3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relationship Marketing → Customer Satisfaction</td>
<td>β1 = 0,222</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Image → Customer Satisfaction</td>
<td>β2 = 0,296</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer Satisfaction → Customer Loyalty</td>
<td>β3 = 0,307</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relationship Marketing → Customer Loyalty Through Customer Satisfaction</td>
<td>β4 = 0,321</td>
<td>β1.β5 = 0,068</td>
<td>0,389</td>
</tr>
<tr>
<td>Brand Image → Customer Loyalty Through Customer Satisfaction</td>
<td>β5 = 0,258</td>
<td>β2. β5 = 0,057</td>
<td>0,315</td>
</tr>
</tbody>
</table>

Figure 1. Direct Effect Relationship Marketing to Customer Loyalty

Figure 2. Direct Effect Brand Image to Customer Loyalty
Discussion

Based on the results of this study, it is proved that relationship marketing has a significant effect on customer satisfaction. The results of this study support research from Herry Wibowo (2009), who stated that relationship marketing has a significant effect on customer satisfaction. From the results of this study, it is also found that relationship marketing has a significant effect in the positive or significant direction. This is in accordance with the opinion of Chan (2003), who defines relationship marketing as an introduction to each customer more closely by creating two-way communication by managing mutually beneficial relationships between customers and providers of transportation services online, thereby creating customer satisfaction.

The results of this study also support research conducted by Ari Pambudi (2009), which states that relationship marketing variables have a positive and significant effect on customer loyalty. The test results also indicate that customer satisfaction has a positive and significant effect on loyalty. Based on the test results, the hypothesis which states satisfaction has a significant effect on customer loyalty is accepted. This shows that if customer satisfaction is good, the better the customer loyalty. The results of this study are in accordance with the opinion of Ali Hasan (2008), who stated that customer satisfaction arises from the existence of emotional responses to the products used, especially when they compare the perceived performance compared with expectations. The results of this study support research conducted by Ari Pambudi (2009), which states that the satisfaction variable has a positive and significant effect on customer loyalty.

The Brand Image variable on Customer Loyalty shows that there is a positive influence between Brand Image on satisfaction and Customer Loyalty. This shows that the better the Brand Image, the higher satisfaction and Customer Loyalty will be. These results
support the findings of Kandampully and Suhartanto (2000) where Citra is positively related to satisfaction and loyalty. In addition, adding that customer satisfaction and image illustrates the variance of customer loyalty. Other research supporting this finding is a study conducted by Cretu and Brodie (2007), brand image has a special effect on customer loyalty and customer value perception. Customer Satisfaction affects the variable Customer Loyalty that occurs is a positive effect. The results in this study support the findings of research conducted by Ismail et al., 2006, where the results in this study prove that customer satisfaction has a positive effect on customer loyalty. Customers who are satisfied with the services or products offered by a company, will recommend the service to others and tend to have less possibility to switch to another company.

CONCLUSION

Based on the results of data analysis, it can be concluded that relationship marketing has a significant effect on customer satisfaction and customer loyalty. Brand Image has a significant effect on customer satisfaction and customer loyalty. Furthermore customer satisfaction has a positive and significant effect on customer loyalty.

Based on the results of studies, discussions and conclusions, suggestions can be given that giving gifts directly outside the discount so that it will further enhance the brand image that has an impact on customer satisfaction and loyalty. In addition, the company pays attention to drivers as a direct service with the aim to better serve wholeheartedly and increase empathy, build trust and provide safety guarantees through insurance programs for drivers and passengers.

REFERENCES


