The Impact of Brand Satisfaction on Brand Loyalty Through Brand Trust among Online Ojek Customers

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Abstract

This study aims to examine the impact of brand satisfaction on brand loyalty, mediated by brand trust, among online ojek customers. The main variables in this research are brand satisfaction, brand trust, and brand loyalty. Brand satisfaction is expected to build customer trust in the brand, which in turn, influences their loyalty. The research employs a quantitative approach by collecting data through a self-administered questionnaire filled out by 118 online ojek customers. The data were then analyzed using Structural Equation Modeling (SEM) with the help of Lisrel 8.8 software to test the relationships between the variables. The findings of the study reveal several key insights: first, brand satisfaction has a positive and significant effect on brand trust, meaning that the more satisfied customers are with the brand, the higher their level of trust. Second, brand satisfaction has a negative effect on brand loyalty, indicating that other factors may influence loyalty beyond satisfaction alone. Third, brand trust has a positive and significant impact on customer loyalty, highlighting the critical role of trust in fostering long-term loyalty.

Keywords: *Satisfaction, Loyalty, Trust, Online Ojek Customers*

Introduction

For businesses, names and symbols are crucial tools for fostering a favorable consumer perception and producing a product that outperforms rivals.[1] This plays an important role in helping businesses build a base of devoted clients and hold onto market share. Loyal customers are brand advocates who make repeat purchases and spread the word about the company to others.[2] Nonetheless, the same product is offered by numerous companies. When consumers show brand loyalty, they will often pay a premium for a specific brand within a product category and encourage others to use the same brand.[3] But because there are so many companies that do the same thing, consumers are growing more savvy and switching to more profitable options, which makes switching brands easy and hinders the development of brand loyalty. [4] Same thing, consumers are growing more savvy and switching to more profitable options, which makes switching brands easy and hinders the development of brand loyalty.[5]

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[1] Azize Şahin, Cemal Zehir, and Hakan Kitapçi, "The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; an Empirical Research on Global Brands," *Procedia - Social and Behavioral Sciences* 24 (2011): 1288–1301, https://doi.org/10.1016/j.sbspro.2011.09.143.

[2] Sri Ningsih Minarti and Waseso Segoro, "The Influence of Customer Satisfaction, Switching Cost and Trusts in a Brand on Customer Loyalty – The Survey on Student as Im3 Users in Depok, Indonesia," *Procedia - Social and Behavioral Sciences* 143 (2014): 1015–19, https://doi.org/10.1016/j.sbspro.2014.07.546.

[3] Minarti and Segoro.

[4] Aysel Erciş et al., "The Effect of Brand Satisfaction, Trust and Brand Commitment on Loyalty and Repurchase Intentions," *Procedia - Social and Behavioral Sciences* 58 (2012): 1395–1404, https://doi.org/10.1016/j.sbspro.2012.09.1124.

[5] Erciş et al.

consumers are growing more savvy and switching to more profitable options, which makes switching brands easy and hinders the development of brand loyalty. [6] The loyalty itself comes in a variety of forms. Divided and undivided brand loyalty are the two categories into which this falls. It can be separated into two categories, affective and continuity of loyalty, in addition to brand loyalty. Ongoing loyalty is that which is generated and maintained by customers who have no emotional connection to the brand. Affective loyalty is the kind of loyalty that develops into a deep bond with a brand. When a consumer exhibits affective and emotional brand adoption, they become resolute in their decision to stick with the brand going forward and lose interest in other options. Customers that exhibit continuity loyalty are less devoted to a brand and are more likely to move to another one in the event of a more alluring offer. Businesses desire for its clients to have a connection to their brands with strong feelings. Prioritizing client pleasure with respect to this loyalty is essential. When consumers are happy, they commit to sticking with the same brand and become devoted consumers.[7] Brand loyalty cannot be created by contentment alone, regardless of how that degree of satisfaction influences loyalty. Brand loyalty is influenced by a number of variables, including equity, image, quality, and faith in the brand. It would be quite beneficial to comprehend the concept of loyalty to ascertain the elements that, aside from satisfaction, are efficient in fostering brand loyalty. From this perspective, the research aims to determine the influence of characteristics such as brand equity, brand value, brand quality, emotional commitment, and continuity commitment on loyalty. These variables are determined as determining factors of brand loyalty.[8]

Selecting a different mode of transportation that can help clients avoid traffic bottlenecks is a transportation service whose cost is comparable to using a motorbike or public transportation; these services are now known as online motorcycle taxis. Go, Jek.[9] Go Jek is an environmentally conscious business that provides two-wheeled transportation services and accepts orders through apps. Online motorbike taxi drivers are hired after completing training, and they are outfitted with cellphones, jackets, and helmets that help them view orders and determine fare. These consumers are thrilled with online transportation services like Grab since they can easily place orders through a smartphone application, and the costs are clear and reasonable. People are happy that Grab offers a variety of services in its application because motorbike taxis can be accessed online for purposes other than pick-up and drop-off. Go Jek is an environmentally conscious business that provides two-wheeled transportation services and accepts orders through apps. Online motorbike taxi drivers are hired after completing training, and they are outfitted with cellphones, jackets, and helmets that help them view orders and determine fare. These consumers are thrilled with online transportation services like Grab since they can easily place orders through a smartphone application, and the costs are clear and reasonable. Because Grab offers a wide range of services on its app, users are happy that they can utilize online motorbike taxis for more than just pick-up and drop-off. Due to the growing public

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[6] Erciş et al.

[7] Ballantyne, R., Warren, A., "The Evolution of Brand Choice.," *Journal of Brand Management, 13, 339-352.*, 2020.

[8] Ballantyne, R., Warren, A.

[9] S. Soehodho, "'Public Transportation Development and Traffic Accident Prevention in Indonesia,'" *IATSS Res., Vol. 40, No. 2, Pp. 76–80, 2017, Doi: 10.1016/j.Iatssr.2016.05.001.*, 2017.

use of the internet, businesses are able to take use of opportunities that are already widely available to the public by merging transportation services with theinternet which will be a new breakthrough in the transportation sector.[10]

Go Jek's current target market for its online transportation services is Malang City. Companies that may provide support for various community events and create work opportunities in Malang City. In addition, Grab and Maxim, Go Jek's primary rivals, were the first to enter and dominate Malang's online motorbike taxi transportation sector.[11] Application-based service providers Maxim, Gojek, and Grab are expanding their companies rapidly by acquiring competitors with the help of investor funds. Depending on the customer, they will feel either disappointed or happy when they compare the performance of a product in their minds to the performance they expected. The ability of a business to please its clients determines its survival. Thus, one of the most important factors in winning the competition is making sure the customers are happy.[12] One of the elements that forms consumer loyalty is customer trust.[13] Indicates that the impact of consumer trust on customer happiness is substantial. This study is consistent with studies carried out by,[14] This indicates that trust has a positive and considerable impact on consumer satisfaction and loyalty. Let's see if Grab continues to hold the top spot in 2018 with a percentage of 48.0% based on data from the Top Brand Index for the years 2016 to 2019. In the meantime, Gojek keeps holding the top spot in 2019 when compared to Grab. This shows how costly Gojek and Grab are in comparison to one another as transportation service providers. The main objective of this competition is to get more people to use internet transportation in general and Grab in particular. Preserving the client's initiative's loyalty is crucial in this situation.

Method

The population used in this study were residents of Malang City with a total population of 847,182 million people. Sampling in this study using probability sampling technique, namely proportionate stratified random sampling using the Slovin formula, namely 118 people. The research instrument used was in the form of a questionnaire by giving statements to respondents. Respondents are asked to provide responses by providing answers to one of the answer options provided. Qualitative answers are then quantified. Each answer is given a numerical score to reflect the degree of suitability of the respondent as measured by a Likert scale. The data processing technique in this study used Lisrel approach. Lisrel is a component or variant based SEM (Structural Equation Modeling) equation model. Lisrel is an alternative approach that shifts from a covariance-based SEM approach to a variant. The conceptual model used in this research is as follows, which is based on previous research sources

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[10] and R. Amalia A. A. Azzuhri, A. Syarafina, F. T. Yoga, ", 'A Creative, Innovative, and Solutive Transportation for Indonesia with Its Setbacks and How to Tackle Them: A Case Study of the Phenomenal GOJEK,'" *Integr. Bus. Econ. Res.,* Rev. Integ (2019).

[11] A. A. Purwati and M. L. Hamzah, "'Total Service Quality Management and It's Impact on Customer Satisfaction and Loyalty of Online Transportation in Indonesia,' 2019.," *Int. J. Sci. Technol. Res.,* 8, no (2020).

[12] and A. A. Wicaksono S. Subaebasni, H. Risnawaty, "'International Review of Management and Marketing Effect of Brand Image, the Quality and Price on Customer Satisfaction and Implications for Customer Loyalty PT Strait Liner Express in Jakarta,' /10.32479/Irmm.7440.," *Int. Rev. Manag. Mark.,* 9, no (2020).

[13] and Sunaryo A. K. Pramudya, A. Sudiro, "'Influence of Brand Image and Brand Awareness of the Purchase Intention,'" 16, n (2018).

[14] A. Soegoto, "'Persepsi Nilai Dan Kepercayaan Terhadap Kepuasan Dan Dampaknya Terhadap Loyalitas Konsumen,'" *J. Ris. Ekon. Manajemen, Bisnis Dan Akunt.,* 1, no (2020), https://doi.org/doi: 10.35794/emba.v1i3.2548.
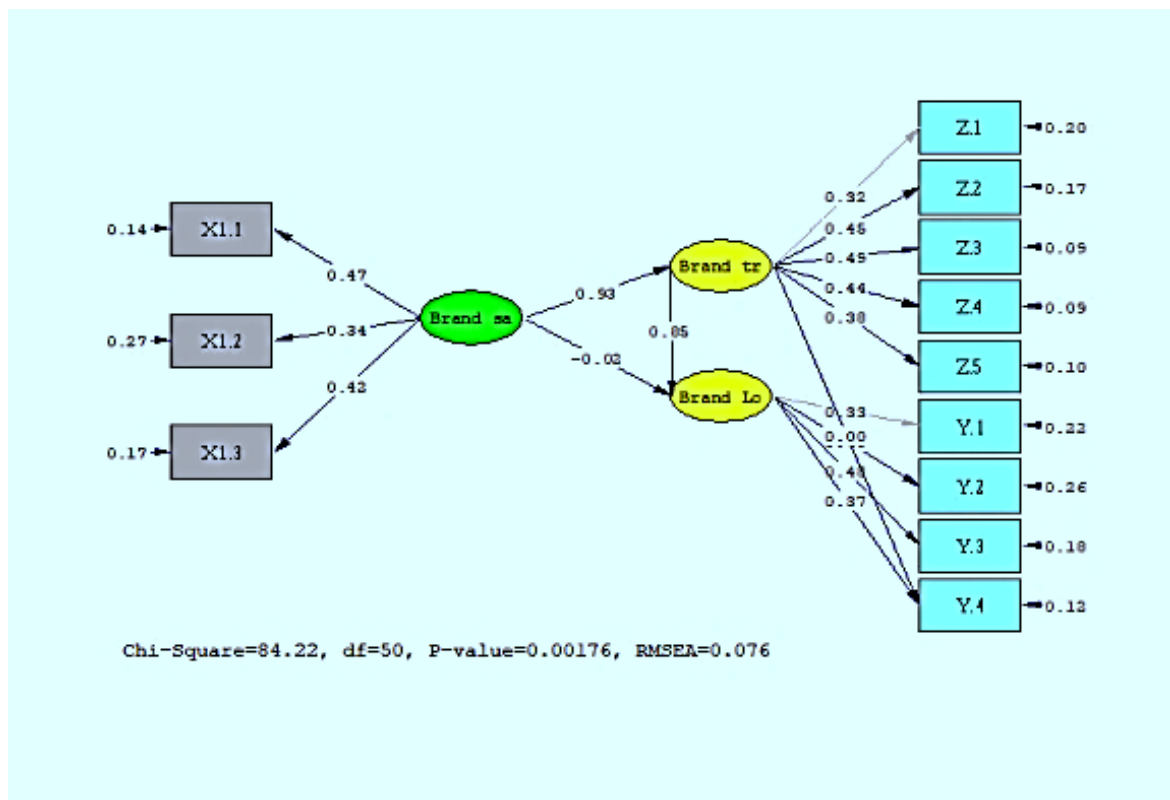
Figure 2: Designing a conceptual model

The following is the research hypothesis based on the image above:

H1: Brand Trust is positively influenced by Brand Satisfaction

H2: Brand loyalty is positively influenced by brand satisfaction

H3: Brand loyalty is positively influenced by brand trust.

H4: Through brand trust, brand satisfaction has a positive impact on brand loyalty.

Literature Review

Brand Satisfaction

What is meant by satisfaction is an affective reaction to a situation; it is also a positive reaction to a previous experience; Satisfaction is also shaped by attitudes and may influence past purchases.[15] Long-term relationships are possible in this situation, and loyalty also includes satisfaction. Another way to think of satisfaction is as an attitude-like evaluation made after a purchase or after a series of interactions between a customer and a product or brand. The empirical research that has been published to date has influenced the relationship between satisfaction and trust because it supports the idea that trust is built through previous experiences and interactions and is usually characterized as a learning process based on an individual's experiences over time. So, apart from cost, the main challenge at the moment is that customers decide whether to buy eco-friendly products or not, depending on the availability of eco-friendly goods.

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[15] "The Effects of Brand Experiences, Trust, and Satisfaction on Building Brand Loyalty; an Empirical Research on Global Brands," by Azize Şahin, Cemal Zehir, and Hakan Kitapçi, Procedia - Social and Behavioral Sciences 24 (2019): 1288–1301, doi: 10.1016/j.sbspro.2011.09.143.Azize Şahin, Cemal Zehir, and Hakan Kitapçi, "The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; an Empirical Research on Global Brands," *Procedia - Social and Behavioral Sciences* 24 (2019): 1288–1301, https://doi.org/10.1016/j.sbspro.2011.09.143.

The expectation that a business will regularly meet the demands of its customers and refrain from taking any action that could harm them is the basis of trust. The satisfaction group defines satisfaction as "the overall evaluation of a consumer's total purchasing and consumption experience of a good or service over time."[16] Over the past few decades, the conceptualization of satisfaction has evolved and become more refined. After analyzing the wide variety of satisfaction studies that exist today, fundamental ideas about satisfaction have been determined. This concept states that customers' emotional reactions to a product are usually related to satisfaction. This is a psychological idea regarding a consumer's emotional evaluation or level of enjoyment of an experience associated with a particular product or service.

Brand Trust

Consumers' psychological tendencies towards a brand are known as trust. He talked about how consumers have high expectations for brands to deliver on their promises. Stories or product usage patterns are two examples of brand-related content on social media that fulfill the goal of spreading knowledge and reducing the risk of failure.[17] Authentic brand information shared on social media, it is said, greatly increases consumers' perception of brand credibility. Brand communities can be used by marketers to silence Consumer perspectives reflected in several brand characteristics, which are critical to building brand trust. As a result, social media platforms have emerged as a means for brands to successfully engage and communicate with their customers. Social media interactions foster an objective perspective on brand elements by facilitating two-way conversations and instant responses, thereby increasing perceptions of brand trust. Brand trust contributes to reduced customer vulnerability. Customers, on the other hand, may have distrust of the company and show disloyalty to its advertising suggestions. This shows that quantity, frequency and readiness to pay for something are ways to show loyalty and loyalty. In today's world, brands have significant value in consumers' lives. Through developing psychological and behavioral connections with these units of meaning, forward-thinking consumers gradually cultivate trust and loyalty to brands and organizations[18].

Brand Loyalty

Two dimensions are used in the literature to describe brand loyalty. According to the stochastic view, rather than a function being influenced by previous functions, consumers should exhibit random behavior in a manner that is proportional to their purchasing behavior[19]. On the other hand, the deterministic perspective asserts that brand loyalty is the result of external influences. Although interesting, this viewpoint tends to underestimate the role of consumers' cognitive processes in developing brand loyalty. Given this, research on

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[16] Adrienne Steffen and Susanne Doppler, *Building Consumer Trust and Satisfaction through Sustainable Business Practices with Organic Supermarkets: The Case of Alnatura*, *Case Studies in Food Retailing and Distribution* (Elsevier Ltd, 2018), https://doi.org/10.1016/B978-0-08-102037-1.00014-1.

[17] Faizan Ali et al., "Social Media Marketing and Brand Loyalty: Exploring Interrelationships through Symmetrical and Asymmetrical Modeling," *Spanish Journal of Marketing - ESIC*, 2024, https://doi.org/10.1108/SJME-08-2023-0219.

[18] S. Fournier, "Consumer and Their Brands: Developing Relationship Theory in Consumer Research," *Consum. Res. 1998, 24, 343–371. [CrossRef]*, 1998.

[19] R.W. Jacoby, J. and Chestnut, "Brand Loyalty Measurement and Management," *Wiley, New York, NY.*, 1978.

brand loyalty must consider causes of consumer behavior and attitudes in addition to external behavior. Brand loyalty has been the subject of a large amount of research in the literature on consumer-brand relationships.[20]

To meet customer demand, brands work hard to offer unique and attractive amenities that foster consumer loyalty. Two perspectives—behavioral and attitudinal—are used to conceptualize and measure brand loyalty.[21] Attitudinal loyalty is a consumer's intention to continue purchasing the same brand, while behavioral loyalty is the practice of making repeat purchases of the same brand. The percentage of customers who logically repurchase a brand because they are aware of its superior quality is a good indicator of brand loyalty. argue that a customer's desire or tendency to make purchases from the same business is called loyalty and stems from the belief that the value obtained from that source is superior to the value offered by other options. An additional definition of loyalty is a sentiment of attachment or liking toward a company's personnel, goods, or services.[22]

Result and Discussion
Result

To validate model theory based on empirical data, structural equation modeling or SEM is a multivariate statistical study that estimates the influence of research variables simultaneously. SEM analysis was used in this study, with confirmation bias. Model fit is needed to validate the model results in this research which uses a reflective measurement model with a sample of 118 respondents. Hair and colleagues (2010).

Confirmatory Factor Analysis

Assessment of the quality of the causal relationship between a variable and the measurement items used to measure it in a measurement model. Factor loadings that are above 0.60, construct reliability that is above 0.70, and variance extraction (VE) that is above 0.50, all indicate evaluation of the measurement model or CFA at the dimensional level. Variance Extract is used as a measure of convergent validity, Loading Factor is used to assess the validity of measurement items, and Construct Reliability is used to assess reliability. Lisrel 8.8 processing results are shown in the table below. In 2021, Hidayati et al.

Table 1: Initial level validity

Variabel	Item	Loading Factor	Keterangan
Brand Satisfication	X1.1	**0,60**	**Valid**
	X1.2	**0,55**	**Valid**
	X1.3	**0,54**	**Valid**
Brand Trust	Z.1	**0,72**	**Valid**
	Z.2	**0,83**	**Valid**
	Z.3	**0,65**	**Valid**
	Y.3	**0,62**	**Valid**

[20] A. Quester, P. and Lim, "'Product Involvement/Brand Loyalty: Is There a Link?'," *Journal of Product & Brand Management,* Vol. 12 No (2003).

[21] R.W. Pappu, R., Quester, P.G. and Cooksey, "'Consumer-based Brand Equity: Improving the Measurement – Empirical Evidence,'" *Journal of Product & Brand Management,* Vol. 14 No (2005).

[22] F. Ahmad, S.; Pachauri, S.; Creutzig, "Synergies and Trade-Offs between Energy-Efficient Urbanization and Health. Environ.," *Efficient Urbanization and Health. Environ.* Res. Lett. (2017).

Y.4		**0,98**	**Valid**	

Twelve valid measurement items (LF > 0.60) and four less valid items (LF < 0.60) were obtained from the initial estimation findings of the CFA model. Measurement items Y.1 (LF=0.26), Y2 (LF=0.42), Z.4 (LF=0.36), and Z.5 (LF=0.30) are less valid. These four elements are then removed from the model and recalculated. The estimation results of the two CFA models are shown in the table below.

Table 2. Validity and Reliability of the Measurement Model (Second Estimate)

Variabel	Item	Loading Factor	Construct Reliability	Variance Extracted
Brand Satisfication	X1.1	**0,60**		
	X1.2	**0,55**	**0,570945946**	**0,692203291**
	X1.3	**0,54**		
Brand Trust	Z.1	**0,77**		
	Z.2	**0,83**	**0,670731707**	**0,941634241**
	Z.3	**0,79**		
Brand Loyalty	Y.3	**0,64**		
	Y.4	**0,97**	**0,714285714**	**0,801986325**

Overall, there are five valid measurement items with factor loadings greater than 0.60 and a satisfactory level of reliability, which reflects the measurement of the research variables. With a loading value of 0.69, the brand satisfaction variable is measured using 3 (three) valid items. With a loading value of 0.94, the brand trust variable is measured using five (five) valid items. There are four (four) valid items that measure the brand loyalty variable, and the loading factor ranges from 0.80 to 1.80.
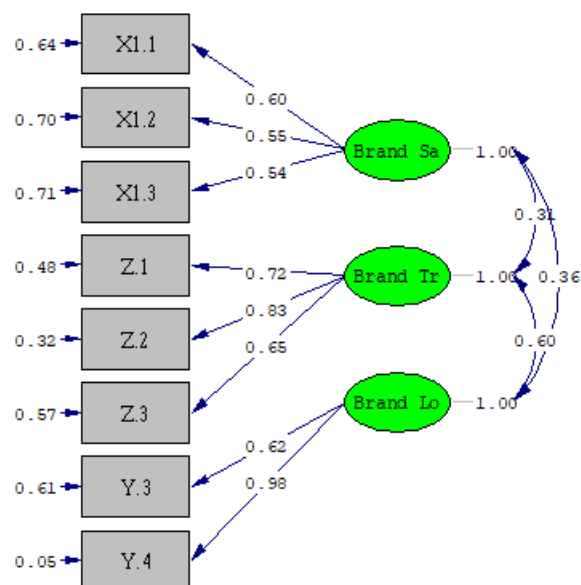
Chi-Square=13.37, df=17, P-value=0.71076, RMSEA=0.000

Figure 2. CFA (Loading Factor) diagram

Goodness of Fit model CFA Variabel

The quality of conformity The applicability of the variable level measurement model can be determined by the use of the CFA variable level model. Can the measurement model be adequately supported by currently available empirical data

Table 3 CFA Model Variables with Good Fit

Goodnes of fit	Accepted criteria	Estimation results	Explanation
Root Mean Square Error of Approximation (RMSEA)	<0,08	0,065	Goodfit
Normed Fit Index (NFI)	>0,90	1,02	Goodfit
Non Normed Fit Index (NNFI)	>0,90	0,96	Goodfit
Comparative Fit Index (CFI)	>0,90	1,00	Goodfit
Incremental Fit Index (IFI)	>0,90	1,01	Goodfit
Relative Fit Index (RFI)	>0,90	0,93	Goodfit
Root Mean Square Residual (RMR)	<0,08	0,012	Goodfit

Overall, the suggested structural model suitability or level of model compatibility is satisfactory. There is a tendency for the model to be suitable (excellent model). NFI, NNFI, CFI, IFI, and RFI values above 0.90 (excellent fit) are these metrics. RMSEA value 0.065 < 0.08 (good fit model), estimated residual RMR (good fit).

Hypothesis testing

To mediate the direct impact of brand satisfaction and effort on brand loyalty, a mediation test is related to brand trust. This is the result of data processing.

Table 4. Hypothesis Test Results

Hypothesis	Statement Hypothesis	Path Coefficient	t-statistik	Information
H1	Brand satisfaction > Brand Trust	0,31	2,26	Accepted
H2	Brand satisfaction > Brand Loyalty	0,20	1,62	Rejected
H3	Brand Trust > Brand Loyalty	0,54	3,42	Accepted

H4	Brand Satisf > Brand Loyalty > Brand Trust	**0,167**	**1,85**	**Rejected**

Chi-Square=13.37, df=17, P-value=0.71076, RMSEA=0.000
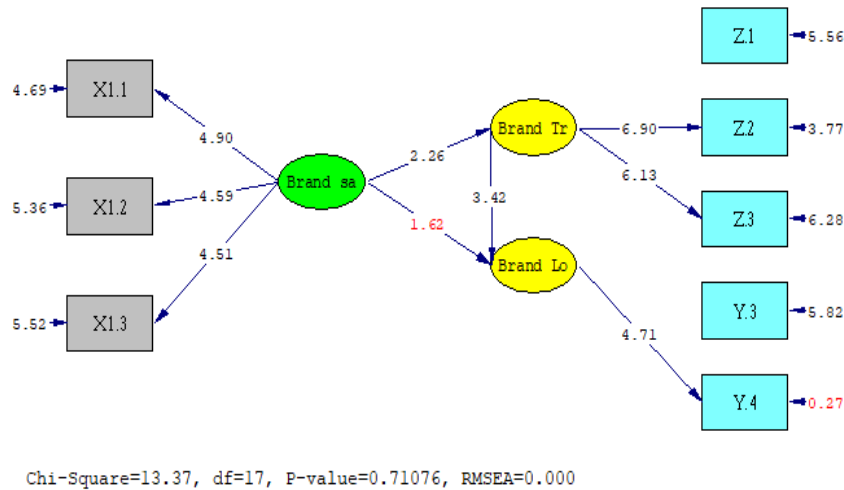
Figure 3. Significant t-Path Coefficient Diagram

Chi-Square=13.37, df=17, P-value=0.71076, RMSEA=0.000
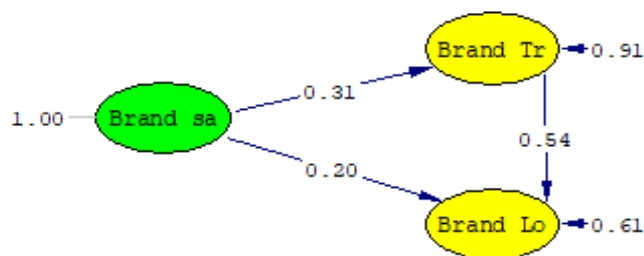
Figure 4: Structural Model Path Diagram

Discussion

The Influence of Brand Satisfaction on Brand Trust

It is determined that, with a path coefficient of 0.31 and a t statistic of 2.26 > 1.96, brand happiness and brand trust lie substantially. This supports the first hypothesis (H1). Consumer trust in online motorcycle taxi services can increase by increasing consumer

happiness with the service. Trust is essential in all human interactions, including the development of relationships between customers and brands. Trust in a company shows "the sense of security that consumers feel in interacting with a brand, based on the perception that the brand can be trusted and acts responsibly for the interests and welfare of consumers." There are two main components of brand trust: consistency and intentionality. This is in line with research conducted by [23] showing that Word of Mouth client retention will have a positive effect on levels of satisfaction and trust. The findings of this research indicate that consumer confidence in using online motorcycle taxis is positively and significantly influenced by customer satisfaction with online motorcycle taxi services.

Customer satisfaction or dissatisfaction according to [24], is a reaction to assess the perceived difference between previous expectations and the product's actual performance after use. Several characteristics of client satisfaction were noted by Kotler and Kweller, including: 1. Expanded loyalty 2. More purchases, especially when the business increases current production and adds the latest features to the online motorcycle taxi application, thereby increasing sales volume. 3. Spread good news about the company and its goods. The Islamic perspective states that the extent to which a product's superiority meets expectations is customer satisfaction. As stated by Allah in the Qur'an, Al Maidah verse 87, there are halal and haram characteristics in consuming or using an object Meaning: "O you who believe, guard these boundaries and do not violate the pious deeds that Allah has permitted for you. Indeed, Allah hates those who cross boundaries." (Al-Maidah, Q.S.: 87). When building a broad consumer theory and customer happiness in Islam, this verse from the Koran can be a foundation and reference. The three Islamic laws that regulate consumption are haram, acceptable, and halal. These regulations need to be considered when producing and selling goods in a business.

The Influence of Brand Satisfication on Brand Loyalty

Hypothesis two (H2) which states that there is no significant relationship between brand happiness and consumer loyalty is not supported by the data. The t statistic is 1.62<1.96 and the path coefficient is 0.20. This means that patronage of online motorcycle taxi services does not foster brand loyalty. It is possible that more clients will choose to use other motorcycle taxis which have more profitable features than this internet service. Customer expectations of a service or product also contribute to the formation of loyalty. This is in line with research conducted by[25], meaning that the brand loyalty variable on CV. Wijaya Kembar is not positively affected by direct brand satisfaction, with a P value of 0.190 > 0.05. This means that even though customers feel happy and satisfied with the variety of products offered by this company, this does not seem to have an impact on their loyalty. Some customers switch to other brands because they are satisfied with brands that are more

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[23] Moses Lorensius Parlinggoman Hutabarat and Raynaldi Pakpahan, "Peranan Brand Image, Brand Trust, Satisfaction, Brand Love, Brand Respect Dalam Meningkatkan Brand Loyalty Mcdonald'S Indonesia," *Proceeding National Conference Business, Management, and Accounting (NCBMA)* 6 (2023): 60–72.

[24] Fitria Isnaini, Hendra Hermain, and Nuri Aslami, "Analisis Kepuasan Pelanggan Dalam Meningkatkan Pendapatan Cv Sagu Basah Pak Udin Dalam Perspektif Ekonomi Islam," *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan* 2, no. 1 (2022): 129–42, https://doi.org/10.54443/sibatik.v2i1.508.

[25] Diana Ambarwati, Sudarmiatin, and Indah Yuni Astuti, "Brand Satisfaction, Brand Trust and Brand Loyalty : The Mediating Role of Brand Performance and The Moderating Role of Market Rationally in Culinary Industry," *Formosa Journal of Applied Sciences* 3, no. 4 (2024): 2217–40, https://doi.org/10.55927/fjas.v3i4.8871.

famous and go viral on social media. This can improve brand choice by implicitly considering how satisfaction influences long-term loyalty.

According to [26], the interpretation of the Islamic paradigm regarding client loyalty is as follows: a.) Monotheistic application: The core principle of the Islamic belief system and the way its teachings are practiced is monotheism. Because monotheism is the foundation of sharia, morals and aqidah, monotheism plays a big role in the life of a Muslim. This belief refers to the belief in a product or company that it will continue to provide the best in the future in terms of consumer loyalty. As a result, customers become quite loyal, believing they have made the best choice. Businesses can persuade their customers to stick with them by showing trust in their customers' loyalty

.b) Applying science: Science is an impartial way of thinking that uses observation, categorization, and experimentation to explain and interpret the world. In terms of customer loyalty, knowledge refers to everything a business knows about what customers like and anticipate, as determined by the owner's observations, experience, and thinking. Business people can meet customer expectations for business continuity by using this knowledge.

c) Practice of Worship: Worship is one way a servant expresses his faith in the Creator. According to Surah An-Nur verse 24 of the Koran, "And perform prayers, pay zakat, and obey the Messenger of Allah (Muhammad) so that you will be given mercy." Worship in the workplace shows obedience and faith which, when combined with morality and ethics, can increase client loyalty.

The Influence of Brand Trust on Brand Loyalty

With a path coefficient of 0.54 and a t statistic of 3.42 > 1.96, the third hypothesis (H3) which states that trust can influence loyalty is accepted. Therefore, growing client trust can help maintain client loyalty to online motorcycle taxi services. This strengthens the research findings of [27] which reported that brand trust was positively and significantly correlated with Shuttlecock Pastra brand loyalty after it was recognized.

[28] state that loyalty is an expression of the basic human need to feel protected, supported, bound, and to form emotional bonds. A strong commitment to continue purchasing goods and/or services consistently and not being affected by events that could cause someone to change suppliers is called customer loyalty. Even in the case of rude clients, Rasulullah SAW gave them the greatest attention. Building blessed relationships, understanding client desires, building trust, communicating effectively, continuously involving clients, and offering various choices are examples of the service that Rasulullah SAW embodied. Al-Qur'an, QS. An-Nisa verse 29 describes business relationships that are peaceful, happy, and free from exploitation: "O you who believe, do not consume your neighbor's property in a wrong way, except by buying and selling carried out mutually between you . remember that Allah is Most Merciful to you; don't hurt yourself."

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[26] Yuni. Sahara, "Loyalitas Pelanggan Dalam Pandangan Islam. Diakses," *Https://Bismansyaumsu.Blogspot.Com/2016/05/Loyalitas-Pelanggan-Dalampandangan.Html.*, 2016.

[27] I Wayan Govinda Gotama Putra and Eka Sulistyawati, "Pengaruh Brand Image Terhadap Brand Loyalty," *E-Jurnal Manajemen,* 8, no. 7 (2019): 4328–56.

[28] Fiantika Famela and Kartika Wulandari, "Brand Image Grab Terhadap Loyalitas Pelanggan Dalam Pandangan Islam," *Medina-Te: Jurnal Studi Islam* 15, no. 2 (2020): 47–55.

The Influence of Brand Satisfaction on Brand Loyalty Through Brand Trust

In the end it was determined that with a direct effect of 0.167 and a significance value of 1.85 <1.96, brand trust cannot function as an intervening variable between brand satisfaction and brand loyalty. Psychological factors such as customers' tendency to try new products or experiences, changes in preferences and circumstances, as well as the desire to try services from other online motorcycle taxi brands with features that are easier to use and cheaper prices make the brand not trustworthy enough to gain brand loyalty. . In contrast, research by [29] found that customer satisfaction and loyalty are influenced by brand trust. In this case, brand trust has little effect on brand loyalty and satisfaction; Nevertheless, it is worth emphasizing once again that customer satisfaction and dissatisfaction have increased because, at its core, the company's goal is to make its clients feel satisfied. Because satisfied customers have a greater likelihood of repurchasing a company's goods, a higher level of customer satisfaction means higher profitability for the business. Conversely, if consumers are not very satisfied, there is a possibility that consumers will switch to competing brands.

Managerial Implications

It is believed that the results of this research will help scholars and researchers conduct more in-depth research. The findings of brand satisfaction and brand trust can be used by researchers as a source of fresh information or as a guide. This can also be a new reference for research findings which show that brand satisfaction is not the same as brand loyalty. These results are expected to increase awareness of factors related to product loyalty, trust and brand satisfaction. In addition, customers are interested in knowing which online motorcycle taxi features are more profitable and which are easier to use because of the wide scope of use of these features. Therefore, business actors are motivated to continue to improve the quality of online motorcycle taxi services. Regarding the role of stakeholders in increasing the sophistication of service features and facilitating the use of this transportation by customers, competitive management theory supports this. Based on stakeholder analysis findings, a business is categorized as having a sustainable competitive advantage. Competitive Disadvantage (competitive disadvantage), Competitive Advantage (competitive advantage), Competitive Parity (balanced competitiveness), Temporary Competitive Advantage (temporary competitive advantage), Competitive Relative (relative competitiveness), and Sustained Competitive Advantage (sustainable competitive advantage) are the six The competitive. When Dynamics criteria in the VRIOL framework. says that if a company's resources or skills can meet the four VRIOL criteria, then the company can achieve Sustainable Competitive Advantage. A company can only be better for a moment or not have a competitive advantage if the four VRIOL analysis variables are not met.

Conclusion

Based on the research findings that have been carried out, the following conclusions can be drawn: With a significance value of 2.26, the results of the structural equation analysis test using Lisrel 8.8 show that there is a positive and substantial influence between Brand

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[29] & elt al. Angellina, M., "Pengaruh Brand Imagel, Brand Lovel Dan Brand Elxpelrielncel Telrhadap Brand Loyalty Delngan Meldiasi Brand Trulst Pada Keldai Mixulel Di Kota Sulrabaya," *Julrnal Ilmiah Mulltidisiplin, 2(9).* 2(9). (2023).

Satisfaction (X1) and Brand Satisfaction. Trust (Z). Through brand trust, the Brand Satisfaction variable has an influence of 16.74% on customer Brand Loyalty. According to the Islamic perspective, online motorcycle taxi services have established bonds with clients and business partners, understand client preferences by offering customer support to hear complaints, and present a series of options to meet needs. online motorcycle taxi service users.

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