

ABSTRACT

The intense competition in the online transportation industry requires companies like Gojek to maintain customer loyalty through effective strategies. This study aims to analyze the influence of brand image and service quality on customer loyalty, with customer engagement as a mediating variable, among GoRide and GoCar users in Bandung City. A quantitative approach was applied using a survey method involving 395 purposively selected respondents. Data were collected through a Likert-scale questionnaire and analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). The results indicate that both brand image and service quality have a positive and significant effect on customer loyalty, either directly or indirectly through customer engagement. Customer engagement is proven to be a significant mediator in the relationship between brand image and service quality with customer loyalty. These findings offer practical implications for online transportation service providers, particularly Gojek, to strengthen brand perception, enhance service quality, and foster emotional and cognitive customer engagement in order to sustain loyalty amidst the growing competition in the digital market.

Keywords: Brand Image, Service Quality, Customer Engagement, Customer Loyalty, Gojek, Online Transportation, Digital Marketing