

## Price, Brand Image, and Promotion's Impact on Parepare City Online Transportation Customers Loyalty

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**Abstract** — The purpose of this study is to examine the variables that affect the loyalty of Parepare City's online transportation users, namely those who use Grab, Maxim, and Gojek. The research methodology combines an associative approach with quantitative descriptive research of the field study type. With a sample size of 90 samples and certain criteria, the population consists of the Parepare City Community users of Grab, Maxim, or Gojek. A Google Form questionnaire was utilised to collect data for the study. The study's findings indicate: Price and customer loyalty have an impact on each other, according to the t-test results, which indicate a value of  $0.000 < 0.05$ . With a score of  $0.000 < 0.05$ , brand image has an impact on customer loyalty. Additionally, there is a  $0.007 < 0.05$  correlation between customer loyalty and promotion. Additionally, according to the f test results, which indicate that the computed f value is higher than the f table where  $52.912 > 2.71$ , it can be concluded that pricing, brand image, and promotion all significantly affect consumer loyalty either separately or in combination.

**Keywords:** Brand Image, Customer Loyalty, Price, Promotion

### 1. INTRODUCTION

Even though it is invisible, the internet plays a significant role in our everyday life. The internet allows us to perform a lot of things, including buying the stuff we want and searching for any information we want. The fact that we may access the internet from anywhere at any time is another intriguing feature. Because of this, the internet is a crucial medium, particularly for businesses that need to create, communicate, deliver, and exchange offerings. This marks the inception of the terms internet marketing and digital marketing [1]. These days, people's lives are supported in many ways by the extremely quick development of communication, information, and technology. According to current events, Indonesians of all ages are familiar with the digital world, including the internet and its applications, which enable them to obtain information more quickly and effectively.

Nowadays, a wide range of industries, particularly the business sector, use the internet, including the food, automotive, cosmetic, health, and educational sectors, as well as a number of service providers like online transportation. A fundamental tool that has long been used to support people's everyday mobility is transportation. Since the beginning of time, transportation has evolved periodically in tandem with the

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advancement of technology in each period. In the current technological and modern period, it promotes the usage of digitally based products and services as well as the technology that is available to suit community requirements. These days, online transportation service providers, as well as other online service providers, rely heavily on the internet.

Currently, online transport services assist company operations, particularly for Parepare City residents, in addition to offering community mobility services. This is due to the fact that door-to-door goods transportation services are currently a part of all types of online business operations. Due to the simplicity of moving goods, online transport services can now promote a rise in digital commercial transactions. Online transport services were a highly sought-after transit option for consumers at the start of the Covid-19 virus outbreak in Parepare City. One of the primary determinants of the suitability of operating an internet transport service business is the state of the highly mobile community and the relatively small Parepare City area. High levels of commercial competition have resulted from the emergence of internet transportation service companies.

Grab and Maxim are the two large, well-known online transportation providers in Parepare City. Grab is a Malaysian on-demand service platform with its headquarters located in Singapore. Beginning with transportation services, the business now offers mobile applications for other services like food delivery and payments. On the other hand, Maxim is a global technology firm that provides online transportation services in addition to other services like cargo and food and merchandise delivery. In Parepare City, these two businesses are the biggest providers of internet transport services. Based on data from Data.id's State of Mobile 2024 Report, which details the most downloaded online transport apps in Indonesia between 2021 and 2023. The information is as follows:

Table 1. Data on the Most Downloaded Online Transportation Applications in Indonesia

No.	Types of Online Transportation	Many Downloads		
		2021	2022	2023
1	Gojek	1,412,000	1,358,000	957,000
2	Maxim	456,000	773,000	892,000
3	inDrive	246,000	297,000	321,000
4	Grab Driver	201,000	207,000	170,000
5	Taxsee Driver	67,000	113,000	135,000

Source: Data.id

In Indonesia, there are five main forms of online transportation. The study's drawback, though, is that it solely analyses Grab and Maxim, two online transportation services. This is because of the researcher's constraints. According to the above table, there is fierce competition among businesses to win over more customers as a result of the two online transport service platforms' growing user bases. As long as it doesn't go against business standards, competition in the marketplace is normal in Islam. Additionally, online transportation service providers urgently need to conduct study on the topic of client loyalty in order to grow their businesses in the future. In order for both businesses to compete in putting company plans into action to boost client loyalty. Customer loyalty is influenced by a number of things, including the company's price. The price of a commodity or service is the sum of money that is used as payment. The company often sets prices after taking a number of factors into account.

Due to a number of factors, including fiercer competition, both rapid and slow economic growth, and chances for a company to carve out a niche for itself in the market, pricing is a crucial strategy. Many businesses fail as a result of setting prices that are out of line with the purchasing power of their customers, which leads them to go to other

brands with lower costs. Brand image is another element that might affect client loyalty in addition to price. Consumer associations that are created and ingrained in their thoughts make up a brand's image. Customers who are used to a particular brand are more likely to be consistent with its image. In order to avoid hurting producers, brand image is crucial during the purchasing and selling process. Promotion is one of the key elements that can boost client loyalty, along with pricing and company image. Businesses use promotion to draw attention to the unique qualities of their goods and encourage consumers to purchase them. According to Putri and Suartina [2], brand image is a memory derived from perceptions of an item, which can be either positive or negative. If the brand is positive, consumers will favour the product, while if it is negative, they will have low trust in the brand and be less likely to use it.

Price, brand image, and promotion elements that impact customer loyalty are the main topics of this study. Increasing the loyalty of devoted customers to keep using the company's products is one strategy to keep the firm afloat in an era of intense competition from technology-based businesses. Gaining happy and devoted customers is a fantastic way for businesses to grow their marketing networks, even though keeping current clients is far more profitable than acquiring new ones. Price and promotion are two elements that affect client loyalty, claim Nurullaili & Wijayanto [3]. Nevertheless, this study also includes brand image, which Safavi and Hawignyo [4] claim is a significant component that can affect customer loyalty.

With reference to the findings of a prior study titled *The Influence of Service Quality, Promotion, Price, and Brand Image on Loyalty Through Customer Satisfaction in Online Motorcycle Taxi Transportation Services in Tangerang*, it has been established that while price has no effect on customer satisfaction, these factors do have an impact on customer loyalty [5]. According to a different study titled *The Influence of Service Quality and Brand Image on Consumer Satisfaction and Its Impact on Consumer Loyalty at Yamaha Lautan Teduh Kedaton*, these factors have an impact on customer satisfaction, which in turn has an impact on customer loyalty. Re-measurement is required in light of the aforementioned contradictory research findings. Therefore, more investigation is required. Additionally, the author chose to use three independent variables—price, brand image, and promotion—that have an impact on the dependent variable, customer loyalty, in order to determine the efforts made to retain it. Thus, the challenge of accomplishing these elements for three Parepare-based online transportation service providers—Grab, Maxim, and Gojek—is the main subject of this study.

## 2. LITERATURE REVIEW

### 2.1 Customer Loyalty

Sumarwan defines consumer loyalty as customers who are happy with the brands or products they use or consume and are likely to buy them again [6]. Widjaya defines loyalty as a strong resolve to consistently buy goods and services, regardless of shifting circumstances that lead to client attrition [7]. Based on the various definitions presented above, it can be inferred that customer loyalty is the positive purchasing behaviour that customers exhibit towards businesses, brands, retailers, and suppliers on a regular, consistent, and continuous basis over an extended period of time. When a company's products satisfy customers' needs and wants, they foster loyalty by making them feel satisfied and encouraging them to stick with the brand or business. Griffin claims that the following metrics can be used to gauge consumer loyalty [8]:

- a. Make frequent, recurring purchases. How consumers buy items again and over again.
- b. Purchasing from different product or service categories. Consumers will purchase additional goods from the business.

- c. Making reference to others. Consumers will recommend or inform others about the company's excellent items.
- d. Demonstrates a connection to the attraction of rivals. When other businesses offer their items to clients, they do not persuade them to buy other things.

## 2.2 Price

The amount of money used as payment for a good or service is known as the price. Consumers' perceptions of a product's value can also be influenced by its price [9]. Kotler claims that while other components of the marketing mix have expenses, price is one that can bring in money. Price is a component of the four Ps (Price, Product, Place, and Promotion)—price, product, channel, and promotion—that make up the marketing mix, according to Kotler [10]. Basu Swastha defines price as the sum of money (plus more items if feasible) required to acquire a set of goods and services [11]. Price is a phrase used to assign a product or service a monetary value. The purpose of price is to convey the producer's value position for the product. The price the company sets for its products determines the size of the sales volume and profit it makes. For price indicators, researchers employ Kotler and Armstrong's theory, which is as follows:

- a. Have multiple varieties under a same name, and the cost ranges from the most affordable to the priciest. Many customers purchase the product at the given price.
- b. Product quality and price correspond. Customers frequently use price as a gauge of quality; when two things are priced differently, they tend to select the more expensive one. People often assume that greater prices correspond to better quality.
- c. The ratio of price to benefit. If the perceived benefits of a product outweigh or match the cost of purchasing it, consumers will choose to purchase it. Customers will believe that the product is pricey and be less likely to make additional purchases if they believe the benefits outweigh the initial investment.
- d. Prices are set based on competitiveness or pricing capability. Customers frequently compare a product's pricing to that of other products, and in this instance, they give careful thought to the price before making a purchase [12].

## 2.3 Brand Image

According to the American Marketing Association, a brand is any name, phrase, sign, symbol, or design, or a combination of these, that is used to identify and set one seller's or group of sellers' products or services apart from those of rivals. Therefore, a brand is a good or service that has characteristics that set it apart from other goods or services that are intended to meet the same need [13]. Customers' perceptions and beliefs about a brand are reflected in the associations they make in their memories. One of the main benefits of having a good brand image is that it can give a company a competitive edge [14]. Consumer perception of a brand is known as its brand image. The way a consumer interacts with a brand, whether directly or indirectly, determines how that brand is perceived [15]. If a brand's personality aligns with that of its customers, it will have a strong image. This indicates that the company's goal and the customer's perception are identical, which will strengthen the brand-customer relationship. Keller explains that there are 5 brand image indicators, namely:

- a. The physical characteristics of a brand, such as its colour, slogan, logo, location, corporate identity, packaging, and so forth, allow consumers to locate or differentiate one brand from another;
- b. The ability of a brand to develop a human-like personality allows consumers to compare it to other brands in the same category, including those that are assertive, authoritative, inflexible, warm, creative, dynamic, social, and others;

- c. A particular item that a brand consistently links to is known as brand association. It may emerge as a result of consistent activities, such as social activities, and distinctive product negotiation;
- d. Brand attitudes and behaviours are ways of communicating with customers to promote their advantages and values. Customer, employee, and brand owner attitudes and behaviours are all included in brand attitudes and behaviours;
- e. Brand advantages and benefits are the values and benefits that brands offer to customers so that they experience the advantages as a result of the requirements and obsessions that are satisfied by the products.

## 2.4 Promotion

Activities that communicate a product's advantages and influence consumers to purchase it are referred to as promotion. and to educate clients about the business and its offerings [16]. One of the elements that contributes to a company's success in conducting product sales operations is promotional activity. In the marketing industry, promotion is seen as a one-way persuasion strategy that seeks to persuade someone to make a purchase or other exchange action [17].

To sum up, promotion is a strategy used by businesses to spread knowledge, raise awareness, and sway consumers either directly or indirectly towards the goods or services they provide in the hopes that they will be intrigued and ready to purchase them right away. Prospective purchasers are given a variety of information that has a significant impact on how they manage their money. They add products or services they are aware of to their list of considerations before selecting the best combination. It goes without saying that products or services they are unaware of will not be taken into account. Kotler and Armstrong state that a number of promotional indications might serve as a standard for evaluating the performance of a campaign, including:

- a. A marketing message. This metric assesses how well the marketing message is developed and disseminated. Effective phrasing, message appeal, relevancy to the target market, and message clarity are all measurable factors. Businesses can obtain important insights to enhance the efficacy of their promotional activities and accomplish the intended outcomes in terms of influencing consumer behaviour by tracking and assessing these promotional metrics.
- b. Advertising media. This metric assesses how well the business uses the media to run its campaigns. The degree of reach, frequency, and targeting precision of promotional media can all be used to gauge their efficacy.
- c. Time for Promotion. The duration of the company's promotion period is reflected in this indicator. Comparing the promotion time with sales figures or customer feedback allows for evaluation. This enables the business to determine the best time for promotion in order to reach target audiences and promotion goals.

## 3. RESEARCH METHODS

### 3.1 Research Location

This study will be carried out in the Parepare City offices of Grab and Maxim, two online transport service providers. In Parepare City, Grab has an office in the Soreang District on Jl. Ahmad Yani. Jl. Muh. Arsyad No. 52, Lakessi, Soreang District is the address of Maxim's office in Parepare City. This study will be carried out in about two months, depending on the requirements of the investigation.

### 3.2 Population and Sample

Customers that utilise online transport services like Grab, Maxim, and Gojek made up the study's population. This study employs the Purposive Sampling Technique, which

requires that the sample meet predetermined criteria in order to yield more reliable informant data that aligns with the study's goals. Customers who utilise Parepare City's online transport services, including as Grab, Maxim, and Gojek, are the researchers' criteria. Therefore, the researcher chose to use a sample of 90 samples for this investigation, with 30 grab respondents, 30 maxim respondents, and 30 gojek respondents for each criterion. This was selected to facilitate comparisons across the three Parepare-based internet transportation service companies. recognising that the three providers are in business competition with one another.

### 3.3 Data analysis

Prior to analysis, the data is examined to determine its validity—that is, whether it is appropriate for analysis and capable of describing the real situation. Validity, reliability, linearity, and normalcy tests are therefore required for data validity. Data analysis comes next, after the data validity test's description of the data's validity, reliability, linearity, and normal distribution. The correlation test, partial t test, simultaneous f test, and multiple linear regression test are the data analysis methods that are employed.

## 4. RESULTS AND DISCUSSION

### 4.1 Result

Table 2. Validity Test

Variabel	r <sub>hitung</sub>	r <sub>tabel</sub>	Keterangan
Price	0,749	0,205	Valid
Brand Image	0,710	0,205	Valid
Promotion	0,417	0,205	Valid
Customer Loyalty	1	0,205	Valid

Source : Data processed, 2024

The price variable is one of the four variables whose validity test results are displayed in the table above. Each statement item on the questionnaire is valid, as indicated by the fact that (X1) obtained rcount (0.749) > rtable (0.205). The brand image variable (X2) yielded rcount (0.710) > rtable (0.205), indicating the validity of every statement item on the survey. Every statement item on the questionnaire is genuine, according to the promotion variable (X3), which received a rcalculated (0.417) > rtable (0.205), and the customer loyalty variable (Y), which received a rcalculated (1) > rtable (0.2).

According to the aforementioned validity test results, the 10 statement items on each variable—price, brand image, promotion, and customer loyalty—indicate that the data is legitimate, allowing further research data analysis.

Table 3. Validity Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.826	4

Source : Data processed, 2024

At a significance level of 5%, the Cronbach's Alpha value  $0.826 > 0.60$ , as the above table demonstrates. These results suggest that every item statement in the questionnaire has a high degree of dependability, making it suitable for use in data measurement.

Table 4. ANOVA

ANOVA Table					
	Sum of Squares	df	Mean Square	F	Sig.
Y * X1	1796.515	21	85.548	8.036	.000
	1449.315	1	1449.315	136.145	.000
	347.201	20	17.36	1,631	.070
Y * X2	1646.9	19	86.679	6.946	.000
	1301.32	1	130.317	104.285	.000
	345.587	18	19.199	1.539	0.103
Y * X3	891.399	19	46.916	2.121	.012
	424.48	1	424.48	19.186	.000
	466.919	18	25.94	1.172	.307

Source : Data processed, 2024

The Price variable exhibits a linear connection, according to the linearity test findings in the above table, which have a sig. value of  $0.07 > 0.05$ . Given that the sig value for the Brand Image variable is  $0.103 > 0.05$ , it can be said that there is a linear relationship between the two. Given that the promotion variable's sig value was  $0.307 > 0.05$ , it can be said that there is a linear relationship between it and customer loyalty. In order for the data to go to the data analysis stage, it may be inferred from the three variables that were evaluated that each independent variable has a linear connection to the dependent variable.

Table 5. Normalitas Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		90
Normal Parameters <sup>a,b</sup>	Mean	.000
	Std. Deviation	3.103
Most Extreme Differences	Absolute	.052
	Positive	.038
	Negative	-.052
Test Statistic		.052
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source : Data processed, 2024

The table above shows the results of the normality test by obtaining a sig. value of  $0.200 > 0.05$ . Based on these findings, it can be concluded that the data used can be said to be normally distributed and can be used to measure data.

Table 6. Partial Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.632	2.062		.791	.431
	Harga	.417	.082	.458	5.093	.000
	Citra_merek	.347	.086	.356	4.046	.000
	Promosi	.122	.067	.127	1.834	.007

a. Dependent Variable: Loyalitas\_pelanggan

Source : Data processed, 2024

The price variable has been subjected to the t-test table. Price has a considerable impact on customer loyalty, as indicated by the p-value < threshold of significance, where  $0.000 < 0.05$ . The p-value < level of significance in the brand image variable is known to be  $0.000 < 0.05$ , whereas H4 is accepted and Ho is partially rejected. We can conclude that, to some extent, brand image influences client loyalty. In the promotion variable table, H 5 is accepted after Ho is refused. When  $0.007 > 0.05$ , the p-value is known to be greater than the level of significance. The conclusion is that consumer loyalty is somewhat impacted by the promotion.

Table 7. Simultaneous Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1582.649	3	527.550	52.912	.000 <sup>b</sup>
	Residual	857.451	86	9.970		
	Total	2440.100	89			

a. Dependent Variable: Loyalitas\_pelanggan

b. Predictors: (Constant), Promosi, Citra\_merek, Harga

Source : Data processed, 2024

Given that the F<sub>calculated</sub> value is 52.912 and the F<sub>table</sub> value is 2.71, and the F<sub>calculated</sub> value is greater than the F<sub>table</sub>, where  $52.912 > 2.71$ , it can be concluded that the price, brand image, and promotion variables all significantly affect customer loyalty, either separately or in combination. The size of the significant value obtained in comparison to the significance level of 0.05 is another way to observe the simultaneous effect, in addition to the F value. The aforementioned table indicates that the significance value of 0.000 is less than that of 0.05 since the sig value  $\leq \alpha$ . As a result, Ho is rejected and H7 is approved, suggesting that pricing, brand image, and promotion all affect customer loyalty.

## 4.2 Discussion

### 4.2.1 The Effect of Price on Customer Loyalty

In the process of buying and selling, determining a price is crucial. Pricing itself, however, is frequently confusing because many people purposefully set prices however they see fit. Prices must be reasonable and neither harmful to the seller nor harmful to the customer or buyer. In today's highly competitive business environment, organisations must set reasonable rates to draw in new clients and win over existing ones so they will keep using the goods they offer. The partial t-test indicates that price affects loyalty, as demonstrated by the SPSS program's data processing findings, which show a significant



value for the price variable.  $0,000 < 0.05$  indicates that consumer loyalty is significantly impacted by pricing. In part. In the same way that people in Parepare City and other cities frequently choose to use inexpensive online transport, the majority of clients undoubtedly wish to do so. Therefore, the community's decision over which online transport service to choose will be heavily influenced by the price.

This study supports Kotler and Armstrong's idea that pricing is a set of values that customers exchange for the advantages of a good or service, the worth of which is decided by the buyer and seller through a negotiating process. The primary factor influencing a buyer's decision is price, which can be measured by the amount of money involved. Furthermore, this study backs up the findings of Nadiya Fitriana Diko, Sri Endang Saleh, et al. [18], who found that pricing has a partial impact on consumers' decisions to buy products, which would ultimately lead to a rise in customer loyalty. This study is consistent with that of Rifqi Sulthan Fahrezzy and Arlin Ferlina Moch [19], who found that the price factor has a partial impact on consumers' decisions to buy Asus laptops. Additionally, studies carried out by Fera, Charisma Price has a major beneficial impact on Xiaomi customers' purchase decisions in Palembang, according to Ayu Pramuditha [20].

#### **4.2.2 The Effect of Brand Image on Customer Loyalty**

Customers' opinion and belief about the quality of a company's products is known as its brand image. The results of data processing in the SPSS program, which show a significant value of the brand image variable, support the partial t-test, which indicates that brand image influences loyalty.  $0,000 < 0.05$  indicates that customer loyalty is somewhat significantly impacted by peacock picture. Customer loyalty may also be impacted by brand image in addition to price. One of the main benefits of having a good brand image is that it can provide a company a competitive edge. This occurred in Parepare City, where Grab's reputation has improved among locals, outperforming rivals Maxim and Gojek. This is due to the fact that Grab was Parepare City's first online transportation service provider. Therefore, it should come as no surprise that Grab is more well-known in Parepare City than Maxim or Gojek. Customer loyalty will undoubtedly be impacted by a positive brand image.

This study supports the findings of Dinda Kianjung et al. [21], who found that a company's brand image can influence customer satisfaction to some extent. If the company's brand image is successful, customers will be satisfied with the company's image, which will undoubtedly benefit them. This study contradicts that of Sinta and Rusdi [22], who found that customer loyalty as measured by customer satisfaction as an intervening variable is unaffected by brand image. According to the findings of Sinta and Rusdi's study, you must first focus on the degree of customer satisfaction if you want to attract devoted clients. Good service quality should come after a positive image. Because some consumers value quality and comfort more than merely a large brand image.

#### **4.2.3 The Effect of Promotion on Customer Loyalty**

Promotion is a unique form of communication used by vendors to inform consumers about the benefits of a product they are selling. One of the elements that contributes to a company's success in conducting product sales operations is promotional activity. The promotion discussed in this study is a type of marketing tactic used by Grab, Maxim, and Gojek, three Parepare City-based online transportation service providers. The findings of data processing in the SPSS program demonstrate that promotion has an impact on customer loyalty, as supported by the partial t-test. The promotion variable's significant

value of  $0.007 < 0.05$  indicates that promotion has a considerable impact on customer loyalty. Companies use promotion to spread knowledge, raise awareness, and sway consumers either directly or indirectly towards the items or services they produce in the hopes that they will be interested in purchasing them. Promotion is frequently used to build connections between businesses and consumers. For instance, promotions run by Grab, Maxim, and Gojek, three Parepare City-based online transportation firms. In order to keep regular consumers (heavy users) loyal to the company's products, this program typically offers them a particular reward, like as bonuses, discounts, vouchers, and prizes, that are linked to the frequency of purchases or the usage of company products or services.

Promotions boost product sales in addition to increasing customer loyalty. In order to encourage consumer interest in and loyalty to the products offered, Parepare's online transportation service providers compete to create promotions that are as alluring as possible. Gaining the loyalty of clients is necessary because they will actively encourage and promote the product to their friends and family, making it the primary option and preventing them from quickly switching to competing services. It appears that the primary element that can draw in consumer loyalty is customer happiness, according to researchers. This study supports that of Ayu and Marsudi [23], who found that promotions affect customer satisfaction and, consequently, customer loyalty. The conclusions of this study are then supported by the findings of other studies, including the research done by Herni and Zulkifli [24], who also found that customer happiness influences the relationship between promotion and customer loyalty. The study's findings support Hermawan's research [25], which found that one of the most important aspects of marketing initiatives that alerts customers to a company's new product introduction is promotion, which aims to encourage sales. The study's findings support Muthya Rahmi Darmasyah [26] research. The results of this study indicate that brand equity plays an important role in creating customer loyalty to cellular card products in Medan. The results proved that companies engaged in the telecommunications industry need to consider important things in creating awareness and maintaining the quality of their products among the public. This proves the importance of customer loyalty for the company.

## 5. CONCLUSION

Price significantly affects customer loyalty, according to the partial t-test. Customer loyalty is significantly impacted by brand image. Customer loyalty is significantly impacted by promotions. The data analysis's findings demonstrate how price, brand image, and promotion all work together to influence consumer loyalty. Choosing the appropriate price helps boost the company's sales and profitability. On the other hand, too high pricing may drive consumers to alternative businesses that provide lower costs. This also applies to Parepare City's online transportation service companies, such as Grab, Maxim, and Gojek. These suppliers undoubtedly employ various methods when setting the cost of the goods they provide. The study's findings demonstrate that low-cost products can boost consumer loyalty. The population is already familiar with the brands of the three online transport service companies in Parepare City: Grab, Maxim, and Gojek. This is because, prior to establishing a branch in Parepare City, this internet transport service was already well-known in Indonesia. Additionally, one of the elements that significantly affects client loyalty is promotions. Discounts, the promotion of new products, and special incentives (rewards) for clients who make frequent purchases are typically the next steps in a promotion.

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