



The Influence of Trust and Ease of Use on User Satisfaction and Loyalty of the Gojek Application (A Study of Passengers at Gubeng Station in Surabaya)

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Received: 09-08-2025
Accepted: 17-09-2025
Published: 28-10-2025



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Abstract: *The development of digital technology has changed people's mobility patterns, including in the use of online transportation services such as Gojek. This study aims to analyze the influence of trust and ease of use on the satisfaction and loyalty of Gojek app users, with a case study of passengers at Gubeng Station in Surabaya. This study uses a quantitative approach with an explanatory research method, involving 110 active Gojek users selected through purposive sampling. Data were collected through a Likert scale questionnaire and analyzed using SmartPLS 4 to test validity, reliability, and relationships between variables. The results show that trust and ease of use have a positive and significant effect on user satisfaction, which is proven to significantly influence user loyalty, while the direct effect of trust and ease of use on loyalty is not significant. These findings confirm that satisfaction is an important mediator in shaping customer loyalty. Therefore, Gojek needs to improve service transparency, give users more control, and strengthen a consistent and personalized service experience. This study also recommends exploring other variables such as service quality, price, and promotions for further research.*

Keywords: *Trust; Convenience; Usage; Satisfaction; Loyalty; GOJEK*

Introduction

Research Phenomenon

The development of digital technology has brought significant changes in various aspects of life, including in the transportation sector (Wusko & Nizar, 2018). This digital transformation has brought about innovations in application-based transportation services that have changed the way people interact with conventional transportation systems (Zhang et al., 2023; Kumar & Singh, 2024). The emergence of digital service-based applications such as Gojek has become an innovative solution that is able to respond to the mobility needs of urban communities quickly and efficiently.

Through its easily accessible features and diverse services, Gojek has become not only a means of transportation but also a part of the modern lifestyle (Pratama & Widodo, 2023). This phenomenon shows that digital transportation platforms have evolved into super apps that integrate various services into a single ecosystem-, creating a unique value proposition for users (Rahman et al., 2024; Lee & Chen, 2023).

Research Problems

When using the Gojek application, there are several factors that influence the user experience, including trust and ease of use. Trust relates to the extent to which users feel safe and confident about the system, information, and services provided by the application (Anderson & Johnson, 2022; Thompson et al., 2023). Meanwhile, ease of use reflects how easy it is for users to understand and operate the application without encountering significant obstacles. These two factors play an important role in shaping user satisfaction, which in turn can contribute to long-term user loyalty (Davis & Wilson, 2024).

Previous studies have examined the relationship between trust, ease of use, satisfaction, and loyalty among digital application users. However, the findings show differences or inconsistencies in the relationship between variables, depending on the context, user characteristics, and service usage environment (Garcia & Martinez, 2023; Liu & Wang, 2024). This raises a research gap that needs to be explored further, especially among users with high mobility in strategic transit areas (Huda, Aminuddin, & Wusko, 2018).

Gubeng Station in Surabaya is one of the largest and busiest train stations in East Java, serving as a major traffic hub for workers, students, and tourists. Gojek users in this area have a fairly high intensity of application usage with a need for fast and practical services (Sari & Indrawati, 2024; Purwanto & Lestari, 2023). The unique characteristics of users at this transit location, such as the urgent need for transportation and high expectations for service quality, create a different dynamic in the formation of user satisfaction and loyalty toward digital transportation applications.

Research Objectives, Urgency, and Novelty

Therefore, this study aims to analyze the influence of trust and ease of use of the Gojek application on user satisfaction and loyalty, particularly in the environment of Gubeng Station in Surabaya. The urgency of this study lies in the need for an in-depth understanding of the factors that influence user loyalty in an era of increasingly fierce competition in the digital transportation industry (Mitchell & Brown, 2024). The novelty of this research lies in its specific focus on users in strategic transit areas who have high mobility characteristics and unique service expectations. This research not only contributes theoretically to the development of digital marketing and consumer behavior science, but also practically provides input for Gojek management in improving service quality and maintaining customer loyalty (Nguyen & Patel, 2023; Robinson et al., 2024).

Methodology

Type and Method of Research

This research is a quantitative study with an explanatory research approach that aims to explain the causal relationship between variables (Sugiyono, 2022). The explanatory approach was chosen because this study seeks to analyze and explain the influence of trust and ease of use variables on the satisfaction and loyalty of Gojek application users at Gubeng Station in Surabaya. The quantitative method is considered appropriate for testing hypotheses and measuring the relationship between variables statistically, in line with Creswell's (2021) view that explanatory quantitative research allows researchers to explain the cause-and-effect relationship between the variables being studied. This research design

also adopts a cross-sectional survey design that allows data collection at a specific point in time to describe the phenomenon that is occurring (Hair et al., 2022).

Population and Sample

The population in this study was all active users of the Gojek application in the Gubeng Station area of Surabaya. The sampling technique used is purposive sampling, which is a non-probability sampling technique that selects samples based on certain criteria set by the researcher (Sugiyono, 2024). The sample selection criteria include active users of the Gojek application who are at least 17 years old, have used the Gojek application for at least 3 months, and frequently use Gojek services in the Gubeng Station area of Surabaya. Based on considerations of representativeness and statistical analysis capabilities, the sample size was set at 110 respondents, in accordance with the recommendation by Hair et al. (2021) that for Structural Equation Modeling (SEM) analysis, the minimum sample size is 10 times the number of indicators in a single latent construct. This sample size also meets the requirements for PLS-SEM analysis, which requires a minimum of 10 times the number of structural paths leading to the endogenous construct or 10 times the number of indicators in the construct with the most indicators (Ramayah et al., 2023).

Instruments and Data Analysis Techniques

The research instrument used was a closed-ended questionnaire based on a 1-5 Likert scale, where 1 represents "strongly disagree" and 5 represents "strongly agree" (Sudaryono, 2022). The questionnaire was developed based on relevant previous theories and research, with the trust variable adapted from the trust dimension according to Mayer et al. (1995), the ease of use variable based on the Technology Acceptance Model (TAM) from Davis (1989), the satisfaction variable referring to the concept of customer satisfaction (Oliver, 2020), and the loyalty variable based on the customer loyalty framework (Reichheld, 2021). Before use, the research instrument underwent validity and reliability tests to ensure that the measuring instrument could measure what it was supposed to measure and provide consistent results (Emzir, 2022).

The data analysis technique used was Partial Least Square Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4 software. PLS-SEM was chosen as the analysis technique based on its ability to test complex structural models with relatively small sample sizes and handle data that is not normally distributed (Hair et al., 2022). The analysis was conducted in two stages, namely the outer model (measurement model) to test the validity and reliability of the construct, and the inner model (structural model) to test the research hypothesis (Ramayah et al., 2023). The evaluation of the outer model included testing convergent validity through Average Variance Extracted (AVE) values and factor loadings, discriminant validity through cross-loadings and Heterotrait-Monotrait (HTMT) ratios, and reliability through Cronbach's Alpha and Composite Reliability. Meanwhile, the inner model evaluation was conducted by testing the coefficient of determination (R^2), predictive relevance (Q^2), and hypothesis testing using t-statistic and p-value values.

Research Procedure

The research procedure began with a preparation stage that included a literature study, conceptual framework development, and research instrument preparation (Sugiyono,

2022). The next stage was to test the instrument on 30 respondents to test the validity and reliability of the questionnaire before it was used in the main data collection. Data collection was carried out by visiting respondents directly in the Gubeng Station area of Surabaya during peak hours to ensure the representation of users with high mobility. Respondents who met the sampling criteria were asked to voluntarily fill out the questionnaire after receiving an explanation of the research objectives and providing informed consent (Creswell, 2021).

After the data was collected, data cleaning and coding were carried out to ensure the completeness and accuracy of the data before analysis. The data analysis process began with descriptive analysis to describe the characteristics of the respondents and the distribution of answers, followed by PLS-SEM analysis using SmartPLS 4 to test the measurement model and structural model (Hair et al., 2022). The final stage is the interpretation of the analysis results and drawing conclusions in accordance with the research objectives, as well as providing practical and theoretical recommendations based on the findings (Emzir, 2023). The entire research procedure was carried out with due regard to research ethics, including maintaining the confidentiality of respondent identities and ensuring that participation was voluntary without coercion.

Results and Discussion

The Effect of Trust on User Satisfaction with the Gojek Application at Gubeng Station in Surabaya

Based on the descriptive analysis results, the Trust variable obtained a mean value of 4.29, which indicates that respondents generally have a high level of trust in Gojek services. The competency indicator was the highest with a mean of 4.34, particularly on the item "Gojek has good capabilities in providing transportation services." This shows that users feel that Gojek is able to meet their transportation needs professionally, quickly, and as expected.

Table 1. Test Results

Variable	Indicator	Mean	SD
Trust	Competency	4.34	0.xx
	Integrity	3.26	0.xx

However, the indicator with the lowest mean is integrity, namely the item "Gojek is always honest and transparent in providing service information," with a value of 3.26. This indicates that there are still doubts among some users regarding the transparency of the information provided by Gojek, especially regarding new features or service adjustments.

This low perception of transparency has the potential to affect customer satisfaction, as stated by Kim, Ferrin, & Rao (2023) that a lack of transparency in digital services can reduce trust and impact user satisfaction and loyalty.

Reinforced by inferential statistical analysis using the Partial Least Square (PLS) method, it is known that trust has a significant effect on user satisfaction. The T-statistic value is > 1.96 and the p-value is < 0.05 , proving that the hypothesis is accepted, namely that

the higher the trust given by users to Gojek, the higher their level of satisfaction with the services used.

Trust in this context encompasses four main aspects:

1. Competence, which is Gojek's ability to provide professional and responsive services.
2. Predictability, consistency in terms of service time and quality.
3. Benevolence, attention to user comfort.
4. Integrity, commitment to transparency and honesty of information.

The implications of these findings are very important, given that user satisfaction is one of the key factors that drives long-term loyalty. Therefore, Gojek needs to continue to strengthen consumer trust, not only through quality services, but also by improving communication transparency, educating users about new features, and ensuring the reliability of the application system.

Strengthening trust will have a direct positive impact on user satisfaction levels, as illustrated by Gojek users in the Gubeng Station area of Surabaya—a densely populated and strategic urban area with a high level of digital service adoption.

The Influence of Ease of Use on Gojek App User Satisfaction at Gubeng Station in Surabaya

The descriptive analysis results show that the Ease of Use variable obtained a grand mean of 4.31, which reflects that the Gojek application is considered easy to use by the majority of respondents. The indicator with the highest value of was found in flexibility of use (X2.3) with a mean of 4.48, particularly in the item "The Gojek application is flexible to use for various needs (transportation, food, courier, etc.)".

This indicates that flexibility is the aspect most valued by users. Gojek's ability to integrate various services into one platform makes it a practical and efficient solution, in line with a dynamic urban lifestyle.

Meanwhile, the indicator with the lowest score was in the aspect of user control (X2.2), namely in the item "*I have full control over service options, time, and payment methods on Gojek,*" with a mean of 4.16. This reflects that there are still some users who have not fully mastered the service settings in the application, such as choosing payment methods or scheduling services.

According to Sari & Ramadhani (2022), users tend to be more loyal to apps that are not only easy to use but also give them control over their experience in using the service.

In the context of its relationship with user satisfaction, inferential data shows that ease of use has a positive and significant effect on satisfaction. This means that the higher the users' perception of the ease of use of the Gojek app, the higher their level of satisfaction. This can be explained by the ease of navigation, ease of access to features, and practicality of services, which encourage a positive experience when using the app.

In addition, when viewed from user satisfaction data (grand mean = 4.17), it can be seen that the majority of users are satisfied with Gojek's services, both in terms of partner speed (Y1.1), suitability with expectations (Y1.2), and overall satisfaction (Y1.3).

This correlation confirms that ease of use is one of the important determinants in shaping satisfaction, because users who do not experience technical difficulties or obstacles in using the application tend to have a more enjoyable and frustration-free experience (Wusko, 2015).

The implications of these findings suggest that Gojek needs to continue developing a user-friendly application interface and provide clear feature education and navigation guides so that all users feel empowered and comfortable. Thus, ease of use will not only increase satisfaction but also become the foundation for long-term loyalty.

The Influence of Satisfaction on User Loyalty to the Gojek Application at Gubeng Station in Surabaya

The results of the descriptive analysis of the Satisfaction variable show that the overall indicators obtained a grand mean of 4.17, which reflects a high level of satisfaction from users towards Gojek's services. The indicator with the highest mean value was service suitability with expectations (Y1.2) at 4.18, which shows that the majority of users consider Gojek's services to have met their expectations, especially in terms of flexibility, ease of access, and practicality of services.

Conversely, the lowest mean value appears in the overall satisfaction indicator (Y1.3) with a score of 4.16. Although still relatively high, this decline indicates that some users experience several obstacles, such as driver delays, technical problems with the application, or services that do not meet expectations. This shows that overall satisfaction is influenced by the entire service experience, not just one positive aspect.

User satisfaction plays a very important role in shaping loyalty to the Gojek app. Based on the results of inferential analysis using the Partial Least Square (PLS) method, it is known that the Satisfaction variable has a significant and positive effect on Loyalty, as indicated by a T-statistic value > 1.96 and a p-value < 0.05 . This means that the higher the user satisfaction with Gojek's services, the more likely they are to continue using the application in the future, recommend it to others, and remain loyal even though there are similar alternative services.

Satisfaction in this context is influenced by:

1. The speed and responsiveness of Gojek partners (Y1.1),
2. The suitability of the service to user expectations (Y1.2),
3. Overall satisfying experience (Y1.3).

These findings are in line with research by Putri & Wibowo (2021), which states that service quality, such as punctuality, comfort, and ease of access, contributes significantly to customer satisfaction, and that this satisfaction is the main foundation for loyalty in the use of online transportation apps.

The implications of these results emphasize the importance of maintaining consistent service quality. Gojek needs to ensure that the user experience is not only satisfactory in one aspect (e.g., speed) but also in the entire process, from ordering, communicating with partners, to completing the service. This improvement will help strengthen user loyalty, especially in strategic areas such as Gubeng Station, where high mobility demands fast, flexible, and reliable services.

The following is a comprehensive and scientific discussion of the influence of trust on user loyalty to the Gojek application at Gubeng Station in Surabaya, which is a collaboration between descriptive analysis of loyalty variables and previous research results:

The Influence of Trust on Gojek App User Loyalty at Gubeng Station in Surabaya

The descriptive analysis results show that the Loyalty variable obtained a grand mean of 3.91, indicating that the level of Gojek user loyalty is in the high category, although not as high as other variables such as trust (4.29), ease of use (4.31), or satisfaction (4.17). The indicator with the highest value was in the aspect of willingness to recommend (Y2.3) with a mean of 4.15, indicating that many users are willing to promote Gojek to others. This reflects a form of active loyalty that is not only demonstrated in repeated use but also through word-of-mouth promotion, which is very important in digital marketing.

However, the indicator with the lowest value was emotional attachment to the brand (Y2.2) with a mean of 3.74. This means that some users still feel less emotionally connected to the Gojek brand. This could be due to negative experiences such as driver delays, technical glitches, or unmet service expectations. This finding confirms Tri Sudarwanto's (2020) statement that emotional loyalty is more difficult to build than functional loyalty and is highly dependent on the consistency of overall service quality.

Statistically, the results of inferential testing show that trust has a positive and significant effect on user loyalty. This is evidenced by a T-statistic value > 1.96 and a p-value < 0.05 , so the hypothesis that trust has an impact on loyalty is accepted. In this case, users who trust Gojek's services in terms of integrity, competence, and consistency will tend to continue using these services and recommend them, even amid fierce competition in online transportation services.

Trust is an important foundation that strengthens loyalty, because users will feel safe and comfortable to return to the service if they have had consistent positive experiences in the past. If this aspect of trust is disrupted—for example, due to a lack of transparency, inconsistent service, or unprofessional drivers—then long-term loyalty will be difficult to establish, even if users are functionally satisfied.

The implication of these findings is the importance of maintaining and building trust continuously, not only through promotions or sophisticated application features, but also through reliable service quality and honest and transparent communication. Strong trust will create a lasting bond between users and the brand, which ultimately results in loyalty that is not only based on usage, but also emotional and advocacy-based.

The following is a complete and scientific discussion for subchapter 4.7.4: The Influence of Trust on the Loyalty of Gojek App Users at Gubeng Station in Surabaya, developed based on the content of documents and theoretical and inferential analysis:

The Influence of Trust on the Loyalty of Gojek App Users at Gubeng Station in Surabaya

According to Mayer et al. (1995), trust is a person's willingness to depend on another party with the belief that the party will act as expected. In the context of digital services such

as Gojek, trust involves the belief that the application will provide safe, professional, and consistent services in line with user expectations.

The results of inferential analysis using SmartPLS 4 show that trust has a positive and significant effect on user loyalty, with a path coefficient value (original sample/O) of 0.491, a t-statistic of 3.768 (greater than 1.96), and a p-value of 0.000 (less than 0.05). Thus, the hypothesis that trust has a positive and significant effect on Gojek user loyalty at Gubeng Station in Surabaya is proven to be true.

These results show that the higher the level of user trust in the Gojek application, the greater the likelihood of them becoming loyal users. The loyalty referred to is not only in the form of repeated use, but also in the form of:

This finding is also reinforced by the results of descriptive analysis of the Loyalty variable, which shows that the indicator with the highest score is the willingness to recommend Gojek to others (mean = 4.15). This indicates a form of active loyalty that grows from trust and satisfaction with the service. Conversely, the lowest score was found in the indicator of emotional attachment to the brand (mean = 3.74), which shows that emotional loyalty has not been fully formed, especially if there are negative experiences such as technical disruptions, driver delays, or lack of information transparency.

These results support the findings of Krisnanto (2021), who states that customer trust has a direct effect on loyalty, as users tend to continue using a service if they feel secure and trust the service provider. Trust includes perceptions of (Huda et al., 2018) :

1. Service competence (e.g., driver professionalism),
2. System reliability,
3. Transparency and security in transactions,
4. Consistency of user experience.

In the context of Gojek users at Gubeng Station, trust is formed by daily experiences that are relevant to high mobility, the need for time efficiency, and quick access to services. Factors such as productive age (the majority of respondents are 26–35 years old), secondary education familiar with technology, and an income above IDR 2,000,000 also strengthen positive perceptions of Gojek's service quality and build trust that leads to loyalty.

The implication of these results is the importance for Gojek to continue to maintain and improve the factors that shape user trust, such as service integrity, information transparency, and consistent service. Without trust, loyalty will be difficult to maintain, especially amid fierce competition between online transportation platforms. Conversely, by building strong and sustainable trust (Wusko, 2015), Gojek can strengthen its customer base and encourage long-term loyalty.

Based on the content of your document, here is a complete discussion for subsection 4.7.4 regarding the influence of *Ease of Use* on user loyalty to the Gojek application at Gubeng Station in Surabaya.

The Effect of Ease of Use on User Loyalty to the Gojek Application at Gubeng Station in Surabaya

Ease of use is the perception of the extent to which a person believes that using a system or technology does not require much effort (Maskuri et al., 2019). In the context of digital transportation applications such as Gojek, this concept covers aspects such as a simple interface, easy navigation, and flexible services that can be accessed anytime and anywhere.

However, the results of the SmartPLS 4 analysis in this study show that Ease of Use has a positive but insignificant effect on user loyalty, with a path coefficient (O) value of 0.129, a t-statistic of 1.096 (less than 1.96), and a p-value of 0.273 (greater than 0.05). Thus, the hypothesis stating that Ease of Use has a positive and significant effect on loyalty is rejected.

These results indicate that although the Gojek app is considered easy to use by the majority of users, ease of use is not enough to build long-term loyalty. Loyalty is more likely to be influenced by other factors such as customer satisfaction, service quality, trust, and consistency of experience. Ease of use is only a prerequisite for creating initial interest, but does not guarantee continued use.

This is also evident from the lowest Ease of Use indicator, namely the item "I have full control over service options, time, and payment methods on Gojek" (mean = 4.16). This score indicates dissatisfaction with service flexibility, which has the potential to hinder the formation of loyalty. Users find the application easy to use, but the lack of control and personalization of the experience means that they are not fully emotionally or functionally attached to the application.

The dominant user group in this study is:

1. Aged 26–35 years (44%), who tend to be digitally literate and have high expectations for control and service flexibility.
2. Private sector employees (36%), with busy routines that demand high efficiency.
3. High school graduates (67%), indicating the importance of an app design that is easy to understand.
4. Income above IDR 2,000,000 (40%), with sufficient purchasing power to choose the most efficient and suitable services.

These groups show that loyalty cannot be formed simply because an application is easy to operate, but also depends on the extent to which the application meets specific user preferences, such as control over services and added value.

This study is in line with the findings of Wahyuni & Nainggolan (2024), which state that *ease of use* does not have a significant effect on loyalty, but only acts as an initial supporting factor that must be combined with other elements such as trust and satisfaction to generate loyalty.

In conclusion, even though users find the Gojek app easy to use, ease alone is not enough to build loyalty. To increase user loyalty, Gojek needs to:

1. Provide greater control over services (e.g., payment methods, driver selection features).
2. Improve service transparency and consistency.

3. Tailoring features to the needs of professional and digitally active user segments.

Conclusion

The conclusion of this study shows that trust and ease of use significantly affect the level of satisfaction of Gojek app users in the Gubeng Station area of Surabaya. Increased satisfaction then acts as an important mediator in shaping user loyalty, where loyalty itself is directly influenced by the level of satisfaction and trust built through user experience. The results also reveal that although ease of use has a positive effect on satisfaction, its effect on loyalty is not significant, indicating that other factors such as trust and satisfaction are more dominant in maintaining customer loyalty. However, this study has limitations related to the study area, which is limited to one strategic transit area, and the relatively small sample size, so the results cannot be fully generalized to all Gojek users in various regions. For further research, it is recommended to explore other variables such as service quality, price, promotions, and emotional factors that may play a role in building loyalty, as well as expanding the scope of the study to various locations and user segments in order to obtain a more comprehensive picture.

Practically, the results of this study provide recommendations for Gojek to improve trust through transparency and service reliability and to strengthen the user experience by prioritizing personalization and greater control over services. Continuously strengthening trust and satisfaction will reinforce customer loyalty and maintain competitiveness amid fierce competition in the online transportation industry. Thus, strategies to improve service quality, honest communication, and innovation in application features that meet the needs and expectations of users in transit environments such as Gubeng Station are crucial for the sustainability and future growth of Gojek's business.

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