

Bobobox's Dedication To And Confidence

by Doddy Doddy

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Bobobox's Dedication To And Confidence In Its Customers Influences The Quality Of Service And Social Media Promotion

Doddy Adhimursandi¹

¹Universitas Mulawarman

Corresponding author: doddy.adhimursandi@feb.unmul.ac

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Development technology information Which very fast No just change method consumer in shop, will but Also ways Which used by company For influence And guard loyalty consumer on product or service company. Objective from study This is For analyze influence satisfaction customer, quality service And promotion in media social to loyalty customer, Which mediated by commitment And trust on bobbox users. This research was conducted in September – December 2022 with spread questionnaire in a manner on line to respondent Which chosen with purposive sampling with a total of 117 people and PLS-SEM was used as a tool inference. Study This find that Satisfaction customer influential positive for commitment and trust, quality of service and promotion in the media social influential positive on trust, And commitment And trust capable mediate connection between Satisfaction customer, quality service, promotion on social media and loyalty customer.

Keyword: Trust; customer satisfaction; commitment; quality service; loyalty customer; promotion in media social.

1. INTRODUCTION

According to a Data Books report According to data, there were 204.7 million internet users in Indonesia as of January 2023, a slight increase of 1.03% compared to the previous year when there were 202.6 million internet users. Furthermore, the trend of the number of internet users in Indonesia has continued to increase in the last five years. When compared to 2018, currently the number of national internet users has jumped by 54.25%. Meanwhile,





the internet penetration rate in Indonesia will reach 73.7% of the total population in early 2023. In its utilization, it is not only used for communication but for buying goods online, ordering transportation online, buying a service that is done online, to doing business. and develop creativity. With the current competitive situation, In the service industry, service quality is related to the company's ability to provide correct service, the willingness and ability of its employees to help customers meet customer needs, and company confidence so that it can create a sense of security for customers (Mariani, 2018). If the service provided by the company meets customer expectations, then the customer will be satisfied. Customer satisfaction is a concept that has long been known in marketing theory and applications, customer satisfaction is one of the important objectives of business activities, is considered one of the number one indicators for future profitability, and is a trigger for increasing customer satisfaction (Dam & Dam, 2021) . When competition is getting tougher, business actors trying to meet the needs and wants of consumers by offering a wide range of products or services, so that consumers have a variety of choices to choose from. If the service provided exceeds consumer expectations, it will make them trust the product or service (Rifa'i, 2019).

It is important for service providers to consider consumer trust in online travel applications, because travel application service providers cannot reach consumers directly. Increasing consumer trust in travel application services will have a significant impact on customer loyalty. This claim is supported by previous research which shows that trust has a significant impact on customer loyalty (Rifa'i et al., 2020) Commitment is a belief between related parties who want a continuous relationship, and is considered important in order to maintain good relations which will give birth to a long-term relationship (Rifa'i et al., 2020).

Quoted from We Are Social and Hootsuite internet users access social media such as Instagram as much as 86.6% of the total population. By following digital trends, people are slowly changing their habits by liking everything that is easy, fast and practical, which can be done via a smartphone. One of the reasons is that consumers' interest in using the internet network is considered fast in meeting consumer needs just looking for entertainment, buying necessities or looking for information. The easier it is to find information, the public can also search for tourist destinations when they want to take a vacation through the social media used, so that people have an idea of the tourist destinations they want to visit. One of the companies that emerged thanks to the development of internet technology and is quite popular today is the online travel agency service Bobobox. Bobobox is a travel accommodation search site such as plane tickets, hotel bookings, train tickets, bus tickets,





and can even order food and entertainment. Bobobox is also one of the most well-known platforms in Indonesia, ranking as the most visited travel site.

Purpose in this research is to examine and analyze the effect of customer satisfaction, service quality, promotions on social media on customer loyalty through commitment and trust. Although many similar studies have been conducted, what distinguishes this research from previous studies is that this study provides a more comprehensive discussion of the determinants of customer loyalty and considers two mediating variables that influence this relationship. It is hoped that this research can contribute to the theoretical level of marketing management and also provide direct managerial implications in the form of input into considerations of marketing strategies that can be used by companies, especially those related to the aim of increasing customer loyalty in online transactions

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2. LITERATURE REVIEW

2.1 Quality of service

Service quality is how far expectations are with the reality of services received by customers. Service quality can be achieved by comparing customer perceptions of service with what customers actually get. (Sivadas & Prewitt, 2000) argues that a good service quality assessment will lead to favorable behavioral intentions for the company such as praise for the company and expression of preference for the company's products or services over similar products or services from other companies. Deep service quality this context is believed to depend on the gap between the service provided and the service desired on a particular dimension (Anderson et al., 1994).

The more optimal the quality of service, the higher customer satisfaction will encourage companies to earn more profits (Baskara et al., 2021). Tjiptono (2014) also argues that service quality focuses on efforts to fulfill needs and desires, as well as the accuracy of their delivery to match customer expectations. Service quality is a matter of concern that is taken seriously by the company, involving all the company's resources.

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2.2 Customer satisfaction

Customer satisfaction can be described as fulfilling customer needs for goods and services (Mahajan et. al., 2021). Customer satisfaction is determined by the customer's perception of the performance of the product or service in meeting their expectations. Customer satisfaction will be achieved if after the customer uses a product or service that is wanted and needed, customer needs can be fulfilled even exceeding expectations ((Permana





et al., 2013). Kotler & Keller, (2011) argue that customer satisfaction will be achieved if after the customer using a product or service that is wanted and needed, customer needs can be met and even exceed their expectations. If performance is below expectations, the customer will be very disappointed, if performance is as expected then the customer will be very satisfied (Rifa'i, 2019).

2.3 Trust

Trust is the belief in certain parties to other individuals to carry out a transaction relationship based on the belief that the individual will fulfill all of his obligations as expected. To be able to buy with trust, a consumer must have confidence in a particular product or service from a well-known company, which has delivered reliable products for a long time (Pide, 2018). Jufriyanto & Yusron, (2019) said that trust is a person's psychological state in carrying out activities. Customer trust starts from a long process. If customer trust has arisen between the customer and the company, efforts to build cooperative relationships will be easier.

2.4 Commitment

Customer commitment is a longstanding desire within the customer to maintain a valuable or beneficial relationship (value relationship). Commitment is defined as an exchange partner's belief that continuing a relationship with another person is important to ensure maximum efforts are made to maintain it (Morgan & Hunt, 1994). (Rifa'i et al., (2020) also said that the more customer commitment increases, the loyalty will also increase. In addition, according to Jufriyanto & Yusron, (2019), commitment is also in the form of a desire to develop a stable relationship to be able to maintain relationships and trust on relationship stability Suparmi & Handhoko, (2018) propose commitment as a calculative action, that is an action where costs and benefits are exchanged. It develops as a result of the investment made in a relationship or the lack of alternatives which causes a high level of switching costs associated with terminating a relationship. Nguyen et al., (2013).) defines trust as the level of reliability guaranteed by one party to another in a particular exchange relationship.

2.5 Promotion on social media

Kuswandi & Nuryanto, (2021) said that promotional activities in a service company are important things to do. Promotion is one of the marketing mix variables used by companies to communicate with their market (Zultilhansyah & Haryanti, 2020). Istanti,





(2017) said that promotion can be done in various ways, one of which is through online promotion (e-promotion). Online promotion describes three parts of the strategy needed for online promotion activities, namely product and service promotion, site promotion and domain promotion. Kotler, (2000) defines promotion as an activity that communicates and informs about a product aimed at consumers in order to carry out exchange actions in marketing (purchasing) of the product. Promotion is one of the variables contained in the marketing mix which has an important role in communicating the existence and value of the product to potential customers. This also has an impact on promotions, which were previously carried out conventionally, people are forced to learn and start switching to digital promotions so that sales can remain smooth and stable, because everything is now done online and almost all of the target market is now on the internet. Yadav, (2019) The more intensive the promotion is, the higher the level of customer loyalty.

2.6 Customer loyalty

Customer loyalty is one of the most important things for a company because it can help increase company profits and company performance. Customer loyalty is a customer attitude that supports a brand or company that has been compared to several other choices and re-subscribes (Khakim et al., 2014). One reason is the variety of definitions and operationalization of this concept (Mariani, 2018). Customer loyalty is a relatively important issue to study because of its usefulness in increasing company profits and performance. Loyalty is a psychological condition (attitudinal and behavioral) related to attitudes towards products and services, customers will form beliefs, determine likes or dislikes, and decide whether they want to buy the product or service (Mariani, 2018). Cuong & Khoi, (2019) define customer loyalty as a deeply held commitment to rebuy or re-patronize a preferred product or service, consistently in the future, despite situational influences and marketing efforts having the potential to cause behavior switching. Dick & Basu, (1994) view loyalty as a relationship that has advantages.

2.7 The relationship between customer satisfaction and commitment

Customer satisfaction creates good benefits for a business, satisfied customers will provide a harmonious relationship with the company. Between customer relationships with companies to be harmonious and consciously or not trigger customers to participate in promoting the company that is the mainstay of word of mouth that benefits the company (Tjiptono, 1997). This will lead to the customer's commitment to continue to be loyal and





always use the company to fulfill their needs or desires. Customer satisfaction is a condition where the desires, expectations and needs of customers can be fulfilled. With customer satisfaction it will be able to create a willingness to make transactions. Several studies have confirmed the relationship between customer satisfaction and commitment. Suratman, (2015) and Tonder & Beer, (2018) in their research said that customer satisfaction has a positive influence on commitment. Kiswara, (2017) customer satisfaction has a significant effect on commitment, the higher the customer satisfaction, the higher the commitment. H1: Customer satisfaction has a positive influence on commitment.

2.8 The relationship between customer satisfaction and trust

Satisfaction can be interpreted as an effort to fulfill something or make something adequate. One of the company's main goals, especially service companies, is to create customer satisfaction. Customer satisfaction is the result of a customer's assessment of what he expects by buying and consuming a product or service (Rifa'i et al., 2020). Companies that want to win the competition in online business can pay full attention to customer satisfaction. Full attention to customer satisfaction will have a positive impact on the company. As customer satisfaction increases, trust will also increase. In research conducted by Haron et al., (2020); Rifa'i et al., (2020) and Suratman, (2015) Customer satisfaction has a positive influence on customer trust.

H2: Customer satisfaction has a positive influence on trust.

2.9 The relationship between service quality and trust

Service quality is a condition in which the customer provides a comparison between the expectations of a product or service and the service received by the customer. Excellent service in many ways creates trust in customers because it is an important part of the service itself. Trust is important, so building customer trust is even more important. The customer as a trusted party depends entirely on the trusted party based on belief in the company (Bahctiar et al., 2018). Service provider companies will provide the services expected and needed by customers as well as possible to make customers trust the company. The better the quality of service provided by a company, the higher customer trust. This is in line with research conducted by (Bahctiar et al., 2018); Dam & Dam, (2021); and Ferdiansyah & Suprapti, (2021) that service quality has a positive effect on trust.

H3: Service quality has a positive influence on trust.





2.10 The relationship between promotion on social media and trust

The main function of promotion is to convince target customers that the goods and services they offer have distinct advantages from their competitors. According to Istanti, (2017) promotion can be done in various ways, one of which is through e-promotion. Promotion with social media aims to find out and meet customer needs quickly and precisely. Promotion on social media is also able to overcome problems in marketing strategy because it can increase the level of customer trust. It is important for companies to determine the most efficient and appropriate communication media to place promotions. To build customer trust, one of them is using promotions on social media, the higher the promotion, the higher the trust felt by customers. Where trust is the belief in certain parties to carry out a transaction relationship based on the belief that the party will fulfill its obligations as expected. This is in line with research conducted by Wijayanto et al. (2018) and Istanti, (2017) show that digital promotion has a positive effect on trust.

H4: Promotion on social media has a positive effect on trust.

2.11 The relationship between commitment and customer loyalty

Commitment is one of the factors that contribute significantly to customer loyalty and predicts a significant percentage of changes in customer loyalty. This is understandable because high commitment will make customers maintain good relationships to service providers (Suratman, 2015). According to Suparmi & Handhoko (2018), and Rifa'i et al., (2020) from the results of their analysis it can be seen that there is a significant influence between commitment to customer loyalty, meaning that with increasing customer commitment, loyalty will also increase. Several other empirical studies have also found that commitment has a positive effect on customer loyalty (Mariani, 2018; Jufriyanto & Yusron, 2019).

H5: Commitment has a positive influence on customer loyalty

2.12 The relationship between trust and customer loyalty

Trust is an important element that influences the quality of a relationship. Customer trust in service providers will increase the value of the relationship that exists with service providers. The level of trust will affect how likely customers will switch to other service providers (Suparmi & Handhoko 2018). Trust is the ability to refer to comfort, experience, and build continuous communication to produce good relationships in the future (Cuong & Khoi, 2019). As customer trust increases, customer loyalty will also increase. From the





analysis results of Rifa'i et al., (2020); Cuong & Khoi (2019); and Rachbini et al. (2019) it can be seen that there is a positive influence between trust and customer loyalty.

H6: Trust has a positive influence on customer loyalty

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2.13 The relationship between customer satisfaction, commitment and customer loyalty

Commitment is a valuable relationship that needs to be maintained continuously, where each party is willing to work together to maintain this relationship. This established commitment will foster a sense of customer satisfaction, the increasing influence of customer satisfaction on commitment, the loyalty will also increase (Rifa'i, 2019). Tonder & Beer, (2018) also argues that commitment plays an important role in developing and maintaining long-term relationships. High levels of satisfaction provide customers with repeated positive reinforcement, thereby creating an emotional bond that drives commitment. Satisfaction can form customer commitment where if the customer is satisfied with a product, both services and goods, the customer will constantly make transactions to enjoy or use the product. Where these customers will be loyal to companies that provide products, both services and goods due to constant use. In research conducted by Jufriyanto & Yusron, (2019); Parawansa, (2018); and Tonder & Beer, (2018) that the effect of customer satisfaction has a positive influence through commitment to customer loyalty.

H7: Commitment mediates the relationship between customer satisfaction and customer loyalty.

2.14 The relationship between customer satisfaction, trust and customer loyalty

107 The increasing influence of trust on satisfaction, the loyalty will also increase. Customers are said to be loyal to a product or service if they make repeated transactions consistently in the future (Rifa'i et al., 2020). Haron et al., (2020) argue that trust eventually grows into loyalty, long-term relationships with customers emphasized by trust. A high level of customer loyalty creates a feeling of satisfaction with the product or service used by the customer resulting from the customer's satisfaction after using it. This is in line with increasing customer trust, so that customers will continue to use these services or products consistently. In research conducted by several researchers such as Ida Sukmawati, (2015); and Rifa'i et al.,

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H8: Trust mediates the relationship between customer satisfaction and customer loyalty.





2.15 The relationship between service quality, trust and customer loyalty

The better the quality of service provided and being able to meet customer expectations, it can form customer trust, and with trust, this can lead to customer loyalty (Ferdiansyah & Suprapti, 2021). Çerri, (2012) argues that service quality is more difficult for customers to evaluate because it is not only on service outcomes, but also on service processes. Dam & Dam, (2021) said the importance of customer loyalty is closely related to sustainable business survival and the influence of future growth. The better the quality of service that customers receive from service providers, the higher the customer's trust in service providers. This makes customer loyalty increase because of customer confidence in feeling the services provided by service providers are of high quality in serving customers. Service quality affects trust in long-term relationships. The description above is in line with research conducted by Ferdiansyah & Suprapti, (2021); and Rifa'i, (2019) that service quality through trust has a positive influence on customer loyalty.

H9: Trust mediates the relationship between service quality and customer loyalty.

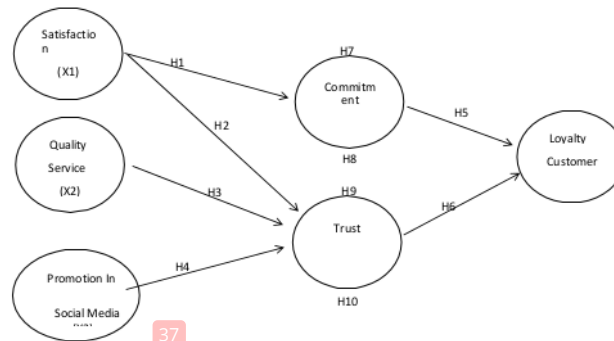
2.16 Relationship between promotions on social media, trust and customer loyalty

The stronger the promotion on social media carried out by a company, the higher the level of trust that customers have. A customer's attitude of trust in a brand has a strong desire to re-buy the same product now and in the future (Wijayanto et al., 2018). Promotions provided by companies can attract customers to use the products or services offered, customers will use these promos to make transactions at the company. This shows that the higher the promotion on social media, it will directly create customer trust which will ultimately affect the level of customer loyalty in the future. According to research conducted by Wijayanto et al., (2018); Çerri, (2012) and Istanti,

H10: Trust mediates the relationship between promotion on social media and customer loyalty.

Based on the description of the relationship between variables and the development of the hypothesis above, the research framework can be seen in Figure 1 below.





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Figure 1. Research framework

3. METHOD

This study uses a quantitative approach with a casual associative method. The variables studied consisted of independent variables, namely customer satisfaction (X1), service quality (X2), and promotion on social media (X3), while the mediating variables were commitment (Z1) and trust (Z2) and the dependent variable was customer loyalty (Y). Data was obtained through the questionnaire method which was carried out by distributing questionnaires online with g-from. Measurement of each indicator of each variable uses the same Likert scale with a score of 1 - 4 (where 1 = strongly disagree, 2 = disagree, 3 = agree and 4 = strongly agree).

The operationalization of service quality variables is adopted from Akroush et al. (2015), the customer satisfaction and customer loyalty variables were adopted from Dam & Dam, (2021), the trust variable was adopted from Cerri, (2012), the commitment variable was adopted from Kiswara, (2017), while the promotion variable on social media was adopted from Nicholas et al. al. (2020). Each variable is represented by four questions, thus the total questionnaire questions that will be used to measure the six variables consist of twenty four questions (24).

According to Sugiyono (2011) population is a generalized area consisting of objects or subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions. The population in this study is all people in West Jakarta who have used Bobobox, an unknown number. Therefore, a purposive sampling method was used to select respondents, with the profiles of the informants being those aged 20 years and over, using the Bobobox application at least once and domiciled in the West Jakarta area. The number of samples is determined using the formula Hair et al. (2018) where the minimum



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sample size is 5-10 times the number of indicators. With 24 statement items used in the questionnaire, the number of respondents in this study was 117 people.

Pretest testing is carried out to test whether the indicators used as measuring tools for each variable can be trusted and consistent through validity and reliability tests. The reliability test was carried out by measuring Cronbach's Alpha and comparing it with a critical value > 0.60 (Sugiyono, 2011), while the validity test was carried out with Pearson Product Moment with the condition that the correlation value $(r) < 0.05$ (Ghozali, 2011).

The data analysis technique in this study used the Partial Least Square Structural Equation Model (PLS-SEM). The PLS-SEM operational standard consists of two evaluations, namely the evaluation of the outer model and inner model using the MTMM (MultiTrait – MultiMethod) approach. Evaluation of the outer model is carried out by testing convergent validity and discriminant validity. Individual reflective measure (factor loading) is said to be high if it correlates more than 0.70 with the construct you want to measure. However, at the scale development stage research, loading 0.50 to 0.60 is still acceptable (Ghozali & Latan, 2015). Convergent validity can also be assessed through Average Variance Extracted (AVE), provided that the AVE value is > 0.50 . Discriminant validity was carried out using the Fornell-Larker Criterion method by comparing the cross loading values between the indicators and their constructs. If the correlation is higher on the indicator, it shows that the latent construct predicts the indicator on the latent variable better than the indicators of other variables. Finally, the reliability test of all constructs was carried out by looking at the value of Cronbach's Alpha and Composite Reliability (CR), provided that it is reliable if > 0.70 . Whereas the evaluation of the inner model is carried out by looking at the results of goodness of fit, with the condition that the SRMR (Standardized Root Mean Residual) value < 0.1 , Chi-square > 0.05 and NFI (Normed Fit Index) < 0.9 (Ghozali, 2016). The suitability test can also be carried out by conducting an f-square test with the condition that if the f-square value is > 0.35 it means it has a large influence, 0.15 – 0.35 has a medium effect while < 0.15 has a weak effect at the structural level. Testing lastly is the analysis of the coefficient of determination (R^2) and hypothesis testing by comparing the results of T-count with T-table at a significant level of 5%.

4. RESULTS AND DISCUSSION

The domicile of the most informants came from the Jatayu sub-district (25%). Based on gender, the majority of respondents were women (77%). The age of the majority of respondents is the millennial generation, 21-25 years (69%). The majority education level is





high school (63%). The range of income per month for the largest number of respondents was Rp. 1,000,000 – Rp. 2,500,000 (62%), consistent with findings on the level of education and type of work that the respondents dominated as students (55%). Table 1 summarizes the demographics of the informants.

Table 1. Demographics source person

Information	Freq	%	Information	Freq	%		
Gender	Man	27	22%	Last education	SENIOR HIGH SCHOOL	77	63%
	Woman	93	77%		S1	28	23%
					S2	5	4%
			Other		10	8%	
Subdistrict	crybaby	20	17 %	Monthly Income	Rp. 1000,000- Rp. 2500,000	74	62%
	Kalideres	28	23%		Rp. 2500,000- Rp. 5000,000	33	27%
	flower	5	4%		Rp. 5000,000- Rp. 8,000,000	6	5%
	Taman Sari	3	3%			7	5%
	Grogol Petamburan	15	13%				
	Jatayu	30	25%				
	Palmer	4	2%				
	Tambora	15	13%		Student / Student	63	55%
Age	21 – 25 Years	85	69 %	Type of work	civil servant	0	0%
	26 – 30 Years	18	15 %		Self-employed	10	8%
	30 – 35 Years	13	11%		Private employees	23	19%
	> 36 Years	4	3%		Other	22	18%

Source: Results of data processing (2023)

Based on the validity and reliability test of the questionnaire (pretest) conducted on the first 35 respondents, the following results were obtained. The results of the validity test show that all indicators used to measure the variables of customer satisfaction, service





quality, promotion on social media, commitment, trust and customer loyalty are valid because the r-count value is greater than the r-table value at a significance level of 5% (0.334). Thus, all the indicators used have a degree of accuracy for what is to be measured. Furthermore, to test the validity of all variables, the results of Cronbach's Alpha were 0.908, 0.901, 0.947, 0.893, 0.908, 0.894 respectively, greater than the critical point of 0.6. Thus, it can be concluded that all indicators used are consistent.

4.1 Evaluation of the measurement model (outer model)

Evaluation of the measurement model is carried out to ensure that each indicator can be related to its latent variable. Based on the test results, all indicators for all variables meet the requirements of convergent validity, because the outer loading value is > 0.70. Then the AVE value of all variables is also above the threshold of 0.50. Then based on discriminant validity using the Fornell-Larker Criterion method, it was found that the value of the variable trust (0.795), quality of service (0.817), commitment (0.793), customer satisfaction (0.850), customer loyalty (0.855) and promotions on social media (0.868) which are higher than the correlation values of each variable with other variables. Then Cronbach's Alpha and CR values for all variables are above the threshold of 0.70. Based on the results above, it can be concluded that all research constructs are valid and reliable. The results of testing the measurement model are summarized in Table 2 below.

Table 2. Measurement Model Results

Table with 7 columns: Variable, Indicator, Outer Loading, AVE, Cronbach's Alpha, CR. Rows include Customer satisfaction, Service Quality, and Promotion on Social Media with their respective indicators and values.





	Z1.1	0.779			
Commitment	Z1.2	0.792	0.628	0.804	0.869
	Z1.3	0.766			
	Z1.4	0.833			
	Z2.1	0.743			
Trust	Z2.2	0.773			
	Z2.3	0.849	0.633	0.805	0.873
	Z2.4	0.813			
Customer loyalty	Y1	0.863			
	Y2	0.855	0.731	0.877	0.916
	Y3	0.877			
	Y4	0.821			

Source: Data Processing Results (2023)

4.2 Evaluation of the structural model (inner model)

Structural model evaluation is carried out to show the relationship or predictive strength between latent variables or constructs based on substantive theory. Based on the Goodness of Fit test of the structural model used, several results were obtained. The SRMR value was 0.076 < 0.10, the Chi-square value was 619.690 > 0.05 and the NFI value was 0.728 < 0.90. These results indicate that the structural model used has a good fit. The f-square test shows that customer satisfaction has a strong effect on commitment (0.772) and a medium effect on trust (0.170). Service quality has a weak effect on trust (0.088), promotion on social media has a medium effect on trust (0.151), commitment (0.169) and trust (0.158) have a medium effect on customer loyalty.

Then, the R2 value for the trust model is 0.704 which means customer satisfaction, service quality and promotion on social media together can explain 70.4% of the variation in trust and the remaining 29.6% is caused by other factors outside the model. The R2 value of the commitment model is 0.436 which means that customer satisfaction explains 43.6% of the variation in commitment and the remaining 56.4% is influenced by factors outside the model and the R2 value for the customer loyalty model is 0.606 which means commitment and trust can explain 60.6% of the variation in customer loyalty while the remaining 39.4% is influenced by other factors outside the model.

The results of the model fit test above suggest that further procedures to test hypotheses and estimate coefficients can be safely carried out. The path diagram of the structural research model is presented in Figure 2 below.



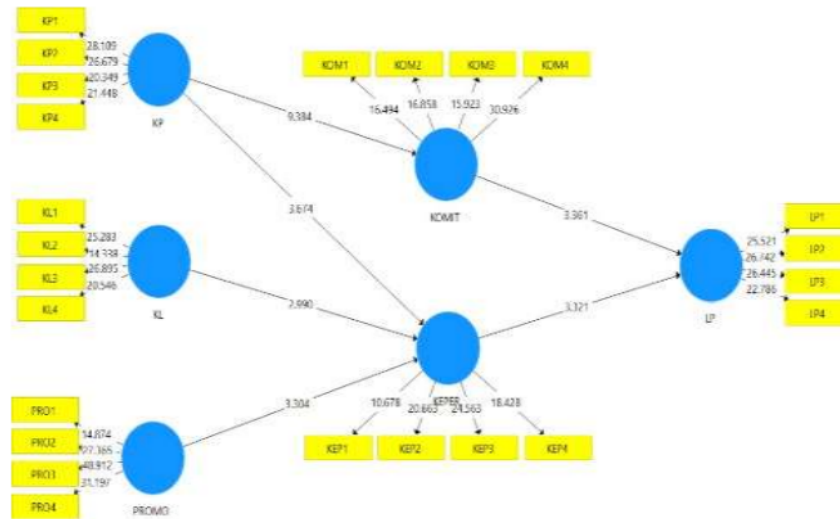


Figure 2. Path diagram (T-score)

The results of hypothesis testing showed that all research hypotheses were declared significant because the $t\text{-count} > t\text{-table}$ at a significance level of 5% (1.96). The complete results of the hypothesis test are shown in Table 3 below.

Table 3. Results of hypothesis testing

	Hypothesis	Coefficient t	t value
H1	X1 has a positive effect on Z1	0.660	9.176
H2	X1 has a positive effect on Z2	0.403	3,649
H3	X2 has a positive effect on Z2	0.231	3,279
H4	X3 has a positive effect on Z2	0.311	3,241
H5	Z1 has a positive effect on Y	0.420	3,353
H6	Z2 has a positive effect on Y	0.404	3,329
H7	Z1 mediates the relationship between X1 and Y	0.277	2,942
H8	Z2 mediates the relationship of X1 and Y	0.163	2,461



H9	Z2 mediates the relationship between X2 and Y	0.093	2064
H10	Z2 mediates the relationship between X3 and Y	0.126	2,379

Source: Results of data processing (2023)

5 DISCUSSION

The results showed that customer satisfaction has a direct effect on commitment. This result is in line with previous research conducted by Suratman, (2015) and Tonder & Beer, (2018) which stated that customer satisfaction has a positive effect on commitment. Increasing customer satisfaction with the goods or services offered will make these customers loyal to using the products or services offered by the company. In this case the level of customer satisfaction using the Bobobox application contributes to the maximum to make customers committed or loyal to using the Bobobox application as an ordering or transaction tool.

Second, this study also found that customer satisfaction has a positive effect on trust. These results are in line with research conducted by Haron et al., (2020); and Rifa'i et al., (2020) who found that customer satisfaction affects trust. It can be interpreted if the satisfaction received by customers for services or products is in accordance with customer expectations, this contributes to increasing consumer confidence in the products or services offered by the company.

Third, service quality has a positive effect on trust. These results are in line with research conducted by Bahctiar et al., (2018); and Dam & Dam, (2021) which states that service quality has a positive effect on trust. This shows that the quality of service provided by Bobobox affects customer trust in Bobobox application users, where Bobobox provides fast and responsive services with clear information to Bobobox application users so that users have no difficulty accessing or using the Bobobox application.

The four promotions on social media have a positive effect on trust. This result is in line with previous research conducted by Wijayanto et al. (2018) who found promotions on social media had a positive effect on trust. Bobobox uses Instagram as a promotional tool on social media by conveying information about promos through audio and visuals. The success of promotions on social media in attracting and providing clear information to customers contributes to increasing customer trust in the products or services offered by the company.





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Fifth, commitment has a positive effect on customer loyalty. This finding is in line with studies conducted by Jufriyanto & Yusron, (2019), Mariani, (2018), and Suparmi & Handhoko, (2018) which state that commitment has a positive effect on customer loyalty. These results indicate that customer loyalty can be influenced by customer commitment in using the products or services provided by the company. The higher the customer commitment, the more loyal the customer is to the company's products or services, the less likely the customer is to turn to a competitor's product or service.

Sixth, trust has a positive effect on customer loyalty. This finding is in line with previous research conducted by Cuong & Khoi, (2019), and Rachbini et al., (2019) which stated that trust has a positive effect on customer loyalty. Another factor that can affect customer loyalty is customer trust. If the customer already believes in a brand or service provided by the company and according to what is expected, the customer will trust the brand and service.

Seventh, commitment mediates the effect of customer satisfaction on customer loyalty. This finding is in line with Jufriyanto & Yusron, (2019); Parawansa, (2018); and Tonder & Beer, (2018) who found that customer satisfaction has an indirect effect on customer loyalty through commitment. In other words, commitment can be an intermediary that influences customer satisfaction so that customers become loyal to the company's products or services. Therefore, the company's success in increasing customer satisfaction can contribute increase customer commitment to the products or services offered which will ultimately make customers more loyal to the company.

Eighth, trust mediates the effect of customer satisfaction on customer loyalty. This finding is consistent with the studies of Haron et al., (2020), Sukmawati, (2015), Rifa'i et al., (2020) which state that customer satisfaction has an indirect effect on customer loyalty through trust. This shows that the higher customer satisfaction will have an impact on service providers or products enjoyed by customers which will make customers more loyal and continue to use products or services from the company.

2
Ninth, trust mediates the effect of service quality on customer loyalty. The results of this study are in line with previous research conducted by Dam & Dam, (2021), Ferdiansyah & Suprapti, (2021) which states that service quality can indirectly affect customer loyalty through trust. These results indicate the company's success in continuously improving the quality of service provided to customers, contributing directly to increasing trust in the products or services provided which will make customers more loyal to the products or services offered by the company.





Tenth, trust mediates promotions on social media on customer loyalty. These results are in line with research conducted by Istanti (2017) and Wijayanto et al., (2018) which states that promotion on social media has an indirect effect on customer loyalty through trust. Promotions on social media that are carried out in an informative, precise and continuous manner can contribute to increasing customer trust which in turn will increase customer loyalty for the products or services offered by the company.

6 CONCLUSION

Based on the results of this study, it can be concluded that all the determinant variables used can influence both directly and indirectly the customer loyalty of Bobobox application users. Satisfaction has a direct and positive effect on commitment and trust, service quality and promotions on social media have a direct and positive effect on trust, and commitment and trust have a direct and positive effect on customer loyalty. Customer satisfaction also has an indirect effect on customer loyalty through commitment and trust, while service quality and promotions on social media have an indirect effect on customer loyalty through trust.

There are still some imperfections in this study that might be corrected, one of which is the coverage area that is not too large so that the data produced cannot reflect accurate and maximum results from actual conditions. Besides that, the condition of the Covid-19 pandemic also made it impossible to carry out offline surveys, so the authors cannot directly confirm the accuracy of the answers given by respondents. In addition, the relatively low R2 value of the model used in this study also indicates that there are still other potential variables that can be explored as determinants of customer loyalty, such as transaction security and ease of use. Finally, further similar researchers may also consider using other research objects,

The direct managerial implication of this study is that online travel agency companies should consider exploring the use of marketing strategies aimed at increasing customer satisfaction and service quality as well as intensifying promotion on social media by create informative and attractive advertisements to attract consumer interest because these methods have proven successful in increasing customer loyalty for the products or services offered by the company. It is hoped that the results of this study can also add depth to empirical studies in the marketing management literature.





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