
URGENCY OF STIMULATING INTEREST IN PURCHASE OF DIGITAL-BASED SERVICES INFLUENCED BY BRAND AWARENESS, PROMOTION, AND CUSTOMER SATISFACTION (STUDY ON GOJEK)

Muhamad Farid Mahmud
Management Study Program, Gunadarma University
mfarid282@gmail.com (*corresponding author*)

Patricia Alprits Marchus
Management Study Program, Gunadarma University
patricia.marchus@gmail.com

Masuk: 17-09-2024, revisi: 28-10-2024, diterima untuk diterbitkan: 04-11-2024

Abstract: The interest of GoJek customers is the ultimate goal in maintaining and expanding customer loyalty. The agility of digital-based services such as GoJek plays a crucial role in meeting mobility and solutions in various cities in Indonesia when facing congestion. In the digital era, online transportation services are growing rapidly, challenging competition by strengthening brands, promotions, and excellent service quality. This study endeavor to examine and scrutinize the influence of brand awareness, promotions and customer satisfaction in stimulating interest in using GoJek services at the Faculty of Economics, Gunadarma University. Employing quantitative methods to analyze the relationship between exogenous and endogenous constructs, based on primary data obtained from 157 respondents. Data analysis uses the Structural Equation Model approach or path analysis, with the SmartPLS 4 application, making it possible to map the priority scale of each latent variable construct indicator. The results of this study reveal that brand awareness plays an important role in stimulating purchase interest, especially the dimensions of brand purchase and consumption, but promotions and customer satisfaction also strengthen the interest of GoJek customers to subscribe.

Keywords: Brand awareness, Promotion, Customer satisfaction, Purchasing interest

Abstrak: Minat pengguna jasa GoJek menjadi tujuan akhir dalam menjaga dan memperluas loyalitas pelanggan. Kelincahan layanan berbasis digital seperti GoJek memegang peranan krusial dalam memenuhi mobilitas dan solusi di berbagai kota di Indonesia saat menghadapi kemacetan. Di era digital, layanan transportasi daring tumbuh pesat, menantang persaingan dengan memperkuat merek, promosi, dan kualitas layanan yang prima. Penelitian ini berupaya untuk mengkaji dan menguji pengaruh brand awareness, promosi dan kepuasan pelanggan dalam menstimulasi minat penggunaan layanan GoJek di Fakultas Ekonomi Universitas Gunadarma. Menggunakan metode kuantitatif untuk menganalisis hubungan antara konstruk eksogen dan endogen, berdasarkan data primer yang diperoleh dari 157 responden. Analisis data menggunakan pendekatan Structural Equation Model atau analisis jalur, dengan aplikasi SmartPLS 4, sehingga memungkinkan untuk memetakan skala prioritas setiap indikator konstruk variabel laten. Hasil penelitian ini mengungkap bahwa brand awareness memegang peranan penting dalam menstimulasi minat pembelian, terutama dimensi pembelian dan konsumsi merek, namun promosi dan kepuasan pelanggan juga turut memperkuat minat pengguna jasa GoJek untuk berlangganan.

Kata Kunci: Kesadaran merek, Promosi, Kepuasan pelanggan, Minat penggunaan

INTRODUCTION

Background

The empowerment of information technology is growing rapidly and has penetrated various sectors, including two-wheeled vehicle transportation services. In addition to helping mobility, this development can also solve congestion solutions, so that travel time becomes faster. The rise of online transportation service providers has caused the digital-based transportation service market to become increasingly competitive and creative by building good brands, promotions, and service quality. The following data illustrates how the two applicators compete to gain a position in winning the competition. In terms of the number of downloads, Grab leads the market with 144 million downloads with GoJek 142 million downloads, including Grab's coverage area covering 336 cities in eight countries, while GoJek only covers 204 cities and four countries. However, GoJek excels in food delivery services with 400 partners in 370 cities in Indonesia, while Grab only has 178 cities in Indonesia. For payment services, GoJek with GoPay partners with 28 financial institutions while Grab only has OVO. Therefore, GoJek needs to evaluate the causes of these competitive conditions.

Table 1
GoJek versus Grab Competition

Activities	GoJek	Grab
Number of application downloads	142 million	144 million
Food delivery services	400 thousand partners in 370 cities in Indonesia	In 178 cities in Indonesia
Ride-hailing (motorcycle and car)	2 million partners in Indonesia	9 million (plus agents) in Southeast Asia
Payment services	Go-Pay partners with 28 financial institutions and hundreds of thousands of partners in 370 cities	Grab partners with OVO in Indonesia
Coverage	204 cities in four countries	336 cities in eight countries

Source: Katadata (2020)

As a result, digital transformation can bridge services to customer more efficiently, agilely, and generate economic benefits (Mahmud & Tesniwati, 2023). In a business context, brands play an important role in improving company performance (Kilei et al., 2016). Not just a name, logo, or color, a brand is an identity to describe the quality or reputation of a product. In addition to being an identity, brands are also used as a strategy in an effort to increase customer interest in a product (Chakraborty, 2019). By building a good brand image, it is hoped that it can increase consumer trust in the products offered (Zarantonello et al., 2016). Brand awareness is a measure of the accessibility of a brand in consumer memory. We can measure it through brand recall. Brand awareness is the basic and most important limitation in any brand-related search and is the ability of consumers to recognize and recall a brand in different situations, influencing consumer decision-making about a product (Bian & Moutinhol, 2011), is a way to show the existence of a brand, which can be seen through writing, color, logo, or shape (Koskinen, 2020). With brand awareness, consumers will find it easier to recognize a brand or product identity. Someone who has a greater tendency towards a brand will be more likely to make a purchase (Agmeka et al, 2019). But of course, a brand that is known to many people is not easy. Building a brand requires an effective marketing strategy with a deep understanding of the market and consumers, as well as a commitment to providing value or quality through the product (Zulfikar, et al., 2022). Current research provides empirical evidence that brand awareness is important for consumer decision making, even providing insight into the nature of the relationship between brand awareness and market outcomes (Huang & Sarigollu, 2012). Faisal et al. (2021) concluded that brand awareness influences and

can mediate purchase intention, interaction, and recreation based on WoM. In an effort to win increasingly tight market competition, promotion plays an important role in diverting or attracting interest in using a product (Alexandrescu & Milandru, 2018).

However, currently the most promising promotion is to provide attractive discounts in the form of special prices, bonuses or gifts as an attraction in the decision to purchase the product (Vigna & Mainardes, 2019). Lee et al., 2021 stated that promotional messages with an inviting orientation have a greater influence on purchasing interest compared to messages with a dissuasive tone, Sivaram et al. (2019) found that promotions have a positive effect on consumption interest, Wu & Ho (2014). Satisfied customers will usually remain loyal in using the product and increase their interest in using the products provided, even providing references to friends or family to also use it. Online transportation services have developed in the last decade in Indonesia, Gojek emerged as a pioneer in this regard. Starting from just an online motorcycle taxi application service, now Gojek has provided GoMart, GoFood, GoSend, GoTransit, and other service features by employing 2.6 million driver partners and more than 1 million GoFood merchants. Gojek successfully became the first unicorn company in Indonesia in 2016, expanded to Vietnam and Thailand in 2018, and also merged with Tokopedia to become the largest technology company in Indonesia, GOTO in 2021. The Gojek application has been used by 82% of respondents. Meanwhile, 57.3% use the Grab application, 19.6% use the Maxim application, and 4.9% use the InDrive application. Several studies have found that price, promotion, and service quality variables affect customer satisfaction (Bansal, Singh & Gangotia, 2014). This study fills the gap from previous studies so that it completes and reveals facts that have not been studied, related to how brand awareness, promotion and customer satisfaction become stimulators of interest in using services, by exploring the market fit value in the construct of customer satisfaction and flywheel marketing on purchase interest.

Research Objectives

This study endeavor to examine and scrutinize the influence of brand awareness, promotion and customer satisfaction in stimulating interest in purchasing Gojek services at the Faculty of Economics, Gunadarma University., with considerations: relevant student demographic representation, high mobility and ease of accessing services, the influence of the academic environment on customer needs and behavior, familiarity with information technology, potential social influence from student interactions.

LITERATURE REVIEW

Brand awareness and its effect on purchase intention

Brand awareness is a measure of the accessibility of a brand in the customer's memory. We can measure it through brand recall. Brand image means how consumers perceive a brand (Keller et al., 2011). Brand awareness is a primitive level of brand knowledge, which involves at least the identification of a brand name or structure that has been developed based on detailed information (Kapferer, 2008). Brand awareness is the basic and most important limitation in any brand-related search and is the consumer's ability to recognize and recall a brand in different situations. Brand awareness influences consumer decision making about a product. When a consumer is going to buy something, he or she considers a brand (Bian & Moutinhol, 2011). In other words, brand awareness is a way to indicate the existence of the brand, which can be seen through writing, color, logo, or shape (Koskinen, 2020). With brand awareness, it makes it easier for consumers to recognize a brand or product identity. Someone who has a greater tendency towards a brand will be more likely to make a purchase (Agmeka et al, 2019). But of course, a brand that is known to many people is not an easy thing. Building a brand requires an effective marketing strategy with a deep understanding of the market and consumers, as well as a commitment to providing value or quality through the product (Zulfikar, et al., 2022). In addition, brand awareness requires time and perseverance in planning the marketing and brand communication that is made (Hanssens & Pauwel, 2016). According

to Krisnawati (2016) brand awareness shows the ability of consumers or potential consumers to know or remember that a brand is part of a product with a certain category. A brand is a symbol in the form of a picture, name, word, letter, number, color arrangement, or a combination of all elements with differentiating power and is used in the buying and selling of goods or services. Based on previous research, it shows that brand awareness has a negative influence and does not have a significant effect on purchasing decisions in the GO-JEK transportation service business. Brand awareness is defined as the ability of a buyer to recognize or recall that a brand is part of a particular product category. The indicators used to measure brand awareness are adapted from a study conducted by Dhurup, Mafini and Dumasi (2014), namely: recall, recognition, purchase decision, consumption. Current research provides empirical evidence that brand awareness is important for consumer decision making, even providing insight into the nature of the relationship between brand awareness and market outcomes (Huang & Sarigollu, 2012).

Promotion and its effect on buying interest

Promotion is one of several components of the marketing mix that has a target to achieve goals with each consumer, namely convincing consumers to buy products or services produced by the Company. Sukirno (2013) states that promotion is an activity to introduce a product so that consumers like it and then buy it. Meanwhile, according to (Kotler, 2016: 153) promotion is a form of marketing communication that is delivered well as a dissemination of information, influencing or persuading consumers to buy or use the products or services offered. According to Kotler and Keller (2016) promotion indicators consist of: promotion message, promotion media, promotion time, promotion frequency. Promotion is an important factor because it determines consumer purchasing intention (Lee et al., 2021), brand awareness and customer satisfaction (Sivaram et al., 2019); Wu & Ho (2014).

Customer Satisfaction and its effect on purchasing interest

According to Park in (Irawan 2021:54), customer satisfaction is a customer's feeling in response to a product or service that has been consumed. Meanwhile, according to Kotler and Keller (2016:153), customer satisfaction is a person's feeling of pleasure or disappointment as a result of a comparison between perceived and expected performance or products. Meanwhile, according to Bahrudin & Zuhro (2016), customer satisfaction is an evaluation of choices caused by certain purchasing decisions and experiences in using or consuming goods or services. Meanwhile, Tjiptono (2014) conceptualizes customer satisfaction as a feeling that arises as an output of an assessment of the experience of using a product or service. So it can be concluded that customer satisfaction is a description of customer expression to explain satisfaction or dissatisfaction with the product used. Based on the results of previous research conducted (Lo et al, 2022) Customer Satisfaction has a positive and significant partial effect on the Re-Use of GO-JEK Transportation Services for Unpri Medan Medan Students. According to Indrasari (2019) there are 5 main factors that must be considered by the Company, namely: product quality, service quality, emotional, price and cost. Indicators for measuring customer satisfaction are: conformity to expectations, Desire to give recommendations and Intention to reuse. Research conducted by Dash et al. (2021) found that customer satisfaction has a strong and positive effect on the interest in purchasing a product, as does brand awareness on customer purchasing interest.

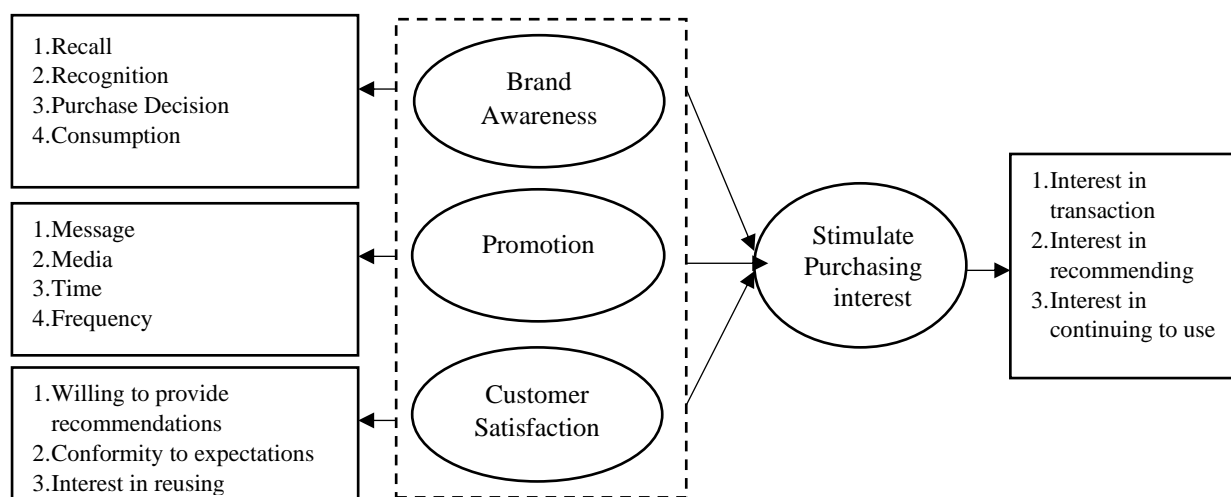
Purchase Interest

Purchase of services is a major factor in the consumption of a product, purchase interest or intention can be used to test the implementation of new distribution channels to help companies determine whether the concept is feasible to be developed further and determine which geographic and customer market segments will be targeted through the channel (Morwitz et al., 2007; Montano and Kasprzyk, 2015; Pena-García et al., 2020). Interest is one

of the dimensions of the affective aspect that plays a major role in a person's life (Knogler et al., 2015). The affective aspect is an aspect that identifies the dimensions of feelings from emotional awareness, disposition, and will that influence a person's thoughts and actions. Meanwhile, according to Pavlou (2003), online purchasing interest is understood as the extent to which costumers are willing to buy a product through an online store. Purchasing behavior has been studied in various marketing fields other than traditional purchases in physical stores, such as green marketing (Nguyen et al., 2016), luxury brands and products (Beuckels & Hudders, 2016), B2B transactions (Wei & Ho, 2019), and most recently, online purchases (Sundstrom et al., 2019). On the other hand, it was found that the lack of interest in buying online is one of the crucial obstacles to the development of e-commerce (He et al., 2008), and researchers such as Lim et al. (2016) noted that online purchase intentions and online purchase behavior need to be further explored. According to Davis et al. (1989) indicators of intention to use are: will transact, will recommend and will continue to use.

Based on the theoretical framework above, the following is a description of the research framework:

Figure 1
Research Framework



Source: Researcher (2024)

Research Hypothesis

Based on the literature review and the research framework, the hypotheses in this study are:

- H1: Brand awareness has a positive effect on Intention to Use Services
- H2: Promotion has a positive effect on Intention to Use Services
- H3: Costumer satisfaction has a positive effect on Intention to Use Services
- H4: The three latent variables have an effect on Intention to Use Services

RESEARCH METHODOLOGY

The research article employed quantitative methods to test hypotheses and answer the problem formulation, statistical data processing (multivariate) of this study uses the structural equation method (SEM) with SmartPLS-4 software statistical tool. This method reveals confirmatory factor analysis to reduce multi-indicator measurement bias in latent variables. In addition, the use of SEM is able to explain the role of dimensions or indicators of each independent variable, so that it can be a policy or strategy priority for business units. The research instrument is in the form of numbers from the results of a questionnaire distribution survey using a Likert scale. Sampling in this study was purposive sampling, namely: active

students of the Faculty of Economics, Gunadrama University, Depok area who are Gojek customers. Using a sample of 157 valid answers. The representative sample size that can be used in the Structural Equation Modeling (SEM) analysis approach is at least five times the number of indicators or parameters (Hair, 2010 in Mahmud & Tesniwati, 2023). In this study, there are 14 indicators, so the minimum sample size is 70 people.

Operationalization of Variable

Table 2

Variable Operationalization

Latent Variable	Indicator	Statement
Brand awareness (X1) (Dhurup et al. , 2014)	▪ <i>Recall</i>	I can spontaneously remember the Gojek brand when asked to mention several brands related to online transportation
		I can easily mention the Gojek brand first when asked to mention online transportation service applications
	▪ <i>Recognition</i>	I can easily recognize Gojek just by looking at its logo
		The green jacket reminds me of Gojek
	▪ <i>Purchase decision</i>	I will choose Gojek as the first choice to use online transportation services
		I use Gojek more often than other online transportation providers
	▪ <i>Consumption</i>	I choose Gojek as my main means of transportation for daily activities when using online transportation.
	Promotion (X2) (Kotler & Keller, 2016)	▪ <i>Message</i>
▪ <i>Media</i>		I am more interested in using Gojek when I see the promotion from the Gojek Brand Ambassador
		I often see Gojek promotions through advertisements electronic or digital media
▪ <i>Time</i>		I often see Gojek promotions on billboards (print media)
		I see Gojek promotions in an effective time
▪ <i>Frequency</i>		I often see different Gojek promotions on various occasions.
Customer Satisfaction (X3) (Indrasari, 2019)	▪ <i>Willing to provide recommendations</i>	I would recommend Gojek to friends or family
		The Gojek app is easy to use and efficient
	▪ <i>Conformity to expectations</i>	Gojek service meets my expectations
		Gojek application is adaptive to customer needs
	▪ <i>Interest in reusing</i>	I use Gojek more than once a week
		I will use Gojek again if I need online transportation services
Purchase Interest (Y) (Davis et al., 1989)	▪ <i>Interest in transacting</i>	Gojek influences my decision to make a transaction compared to other brands in the online transportation industry
		Gojek's promotion caught my attention to try it
	▪ <i>Interest in recommending</i>	I would recommend Gojek to others because of its affordable price
		I would recommend Gojek to others because of its convenience.
	▪ <i>Interest in continuing to use</i>	I will use Gojek every time I need online transportation services
		Gojek application services make me plan to use it again
		Gojek service quality influences my interest in using it again
		Gojek promo programs influence my interest in using it again

Source: Researcher (2024)

RESULTS AND CONCLUSION

Results

Descriptive Statistics

Since more than a decade ago, Gojek has grown rapidly and become the main digital (online) transportation mode for urban students, including Gunadarma University students, even for certain groups it has become a 'brand image' in itself. The two-wheeled transportation service mode uses an application that is developed in such a way that it is easy to access and at

a competitive price. The development of the application was able to increase customers from 3,000 per day to 10,000 per day. In 2017, Gojek became the first unicorn company in Indonesia and was ranked 17th out of 20 companies that changed the world according to fortune. In 2018, Gojek Indonesia expanded its business wings abroad, namely to Vietnam and Thailand which made this company continue to grow. In 2020, the Gojek Singapore, Thailand, and Vietnam applications were merged into one, where the Gojek application was downloaded more than 190 million times, and played an important role during the Covid-19 pandemic. In 2021, Gojek and Tokopedia merged into GoTo, the largest technology company in Indonesia. Through promotions and price variations, this service is at the forefront in many big cities. With the location of the Gunadarma University campus spread across various places, including: in Pondok Cina Jalan Margonda Depok, in Kelapa Dua Depok, in Salemba Jakarta, in Pasar Kenari Jakarta, in Jatiasih Jakarta, in Karang Malang Bekasi, in Karawaci, Cengkareng Jakarta, and other locations, encouraging high student mobility to adjust the schedule and location of learning, students use this service more often to avoid traffic jams, and are more agile and fast. The price of the service is still relatively friendly to student equipment. Gojek not only provides pick up and drop off services, but also develops to provide other digital-based services, such as Gofood for food ordering services, Gosend for package delivery services, Gomart for shopping ordering services.

This study tries to provide attention to the community of students majoring in management at the university, with a focus on two-wheeled transportation services, considering that at the beginning of its establishment this service was the first to be known to the public. The subjects in this study were students of the Faculty of Economics, Gunadarma University. Gojek purchasers in the student environment are reflected in the results of the answered questionnaire, more than 70 percent are female, the rest are male (out of 157 respondents who returned the questionnaire). This means that the mobility of female students in the campus environment who use Gojek is greater than that of male students. Almost 80 percent, are already in class 3 or semesters 5-6. This is interesting, considering that student activities in that semester are denser than other semesters. And among them, the most are management students, around 75 percent. This means that compared to students from other majors in the same faculty, management students use Gojek services more in their activities.

Statistic Results

The following are the results of statistical data processing on respondents, where the following structural equation shows that the exogenous variables studied have a strong influence or can explain endogenous variables, as indicated by the coefficient of determination (R^2). Brand awareness, promotion and customer satisfaction have a significant influence on purchase intention, where exogenous variables are able to explain their influence on endogenous variables by 81 percent. Of the three latent constructs, promotion shows the most significant influence, followed by brand awareness and customer satisfaction. As explained in the values listed in the following equation:

Structural Equation:

$$Y = 0.07 * X_1 + 0.395 * X_2 + 0.392 * X_3, R^2 = 0.810$$

(0.05) (0.00) (0.00)

The results of the statistical test can explain that the three latent variables have a positive effect on the interest in using Gojek products, but promotion and customer satisfaction have a stronger correlation seen from the loading factors of both. The significance of the three variables shows that promotion is the biggest stimulator, followed by satisfaction and brand awareness. Gojek's strategy in carrying out massive and attractive promotions is able to attract and influence the public, especially students of Gunadarma University Depok and create a desire to try or subscribe.

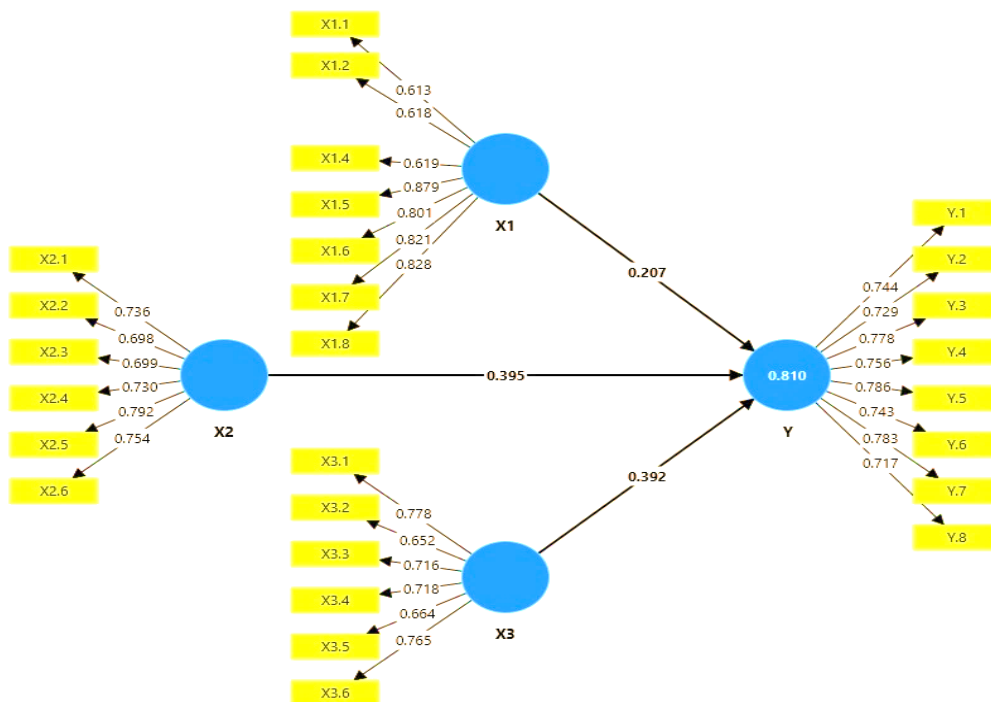
Creative advertising content displayed on various media such as Youtube, billboards or billboards has been proven to be able to attract customers' attention. The statistical results are

reinforced by Convergent Validity: to determine the validity of each relationship between indicators and constructs (latent variables). The results of data processing with PLS software show the loading factor for each construct indicator, while to assess Convergent Validity the loading factor value must be more than 0.5, and the average extracted (AVE) and collectively values must be greater than 0.5, the following results are obtained: Based on the first data processing with the Brand Awareness variable, there is 1 invalid instrument (<0.5) namely X1.3 and the rest are valid (>0.5). Promotion variables are all valid instruments (>0.5). Customer Satisfaction variables are all valid instruments (>0.5). Service customer variables are all valid instruments (>0.5).

PLS Output

Figure 2

PLS Algorithm



Source: Researcher (2024)

Construct Validity and Reliability

Several concepts about the validity and reliability criteria of an indicator below strengthen the reasons for this study: as according to Ertz, Karakas & Sarigollu (2016) a loading factor of 0.4 and above is considered valid. Then according to Malhotra (2007) an indicator is considered valid if it has a loading factor value of 0.50 or more. This is reinforced by Truong & Mc Coll (2011) that for better results the value of all loading factors for each item is more than 0.50 which is important to confirm a good questionnaire, as well as Hair et al. (2010). The criteria for a construct to be considered reliable according to Ghozali (2018) if the composite reliability value of each variable is ≥ 0.7 .

The results of the validity test for each indicator in the latent variable brand awareness (X1) show a loading factor value between 0.61 - 0.82, the latent variable promotion (X2) is in the range of 0.69 - 0.79, while the latent variable customer satisfaction is in the range of 0.65 - 0.77, while the latent variable purchase interest is in the range of 0.71 - 0.78. Thus, all variables studied are valid. Then the reliability test produces a composite reliability of variable X1 of

0.897, variable X2 of 0.876, X3 of 0.864 and variable Y of 0.914. The path diagram containing the loading factor is presented in Figure 5 below.

Table 3
Validity and reliability test results

Variable	Composite Reliability	Rule of Thumb	Average variance extracted (AVE)
Brand Awareness	0.897	0.700	0.559
Promotion	0.876	0.700	0.541
Customer Satisfaction	0.864	0.700	0.514
Purchasing Interest	0.914	0.700	0.570

Source: Researcher (2024)

Confirmatory Factor Analysis (CFA) Results and Model Feasibility

The CFA test results show that each variable has met the goodness of fit criteria which include the main indicators, namely: SRMR, d_ULS, d_G and NFI. as can be seen in table 4. This condition is also shown in figure 2. It can be seen that the model is good and meets the Goodness of fit criteria. The NFI value starting from 0 - 1 is obtained from the comparison between the hypothesized model and a certain independent model. The model has a high fit if its value is close to 1.

Based on the table 4, the NFI value is at 0.706 which means it has a model fit that can be stated as good. Based on the results of the fit test in table 4, the SRMR value is 0.078, then d_ULS which is 2.275, d_G > 0.9 and the NFI value > 0.5 which directly explains this research model well according to the assessment criteria.

Goodness of Fit Test

Table 4
Full Model Feasibility Test Results

	Saturated Model	Estimated Model
SRMR	0,078	0,078
d_ULS	2,275	2,275
d_G	1,057	1,057
NFI	0,706	0,706

Source: Researcher (2024)

The following are the results of the hypothesis test as well as showing the structural relationship between latent variables, then a hypothesis test must be carried out on the path coefficient between variables by comparing the p value with alpha (0.05) or t-statistic of (> 1.97). Based on table 5 with a P-Value of 0.005 < 0.05 or with a t-statistic of 2.807 > 1.97, Brand Awareness has an effect on Customer Interest. Then with a t-statistic of 5.923 > 1.97, Promotion has a positive and significant effect on Buyer Interest. Likewise with a t-statistic of 4.663 > 1.97 which means that Customer Satisfaction has a positive and significant effect on Buyer Interest. Simultaneously, the significance of SmartPLS can be seen in the results of the F value. Thus all hypotheses are accepted.

Hypothesis Test Result

Table 5
Direct Effect

Criteria	Significance value of Variable	Hypothesis
	Brand awareness	Accepted
t-Statistics	2.807	
P-Value	0.005	

	Promotion		Accepted
t-Statistics	5.923		
P-Value	0.000		Accepted
	Customer satisfaction		
t-Statistics	4.663		Accepted
P-Value	0.000		

Source: Researcher (2024)

The number of independent variables (k) is 3 and the number of research samples (n) is 157 with a significance level of α of 0.05 (5%), then the Fcount and Ftable values are 4.10 and 2.66, respectively. Because Fcount $4.10 \geq$ Ftable 2.66, it can be concluded that simultaneously the independent variables Brand Awareness, Promotion, and Customer Satisfaction have a significant influence on the dependent variable Interest in Using Gojek Services. The results of a survey among active students (Gen-Z), especially in the Gunadarma University Jakarta environment, show that brand awareness has the strongest correlation and the highest significance. This means that this variable greatly influences consumption interest. As seen in the table above, where the loading factor value for brand awareness ranges from 0.615 to 0.840 with T-statistics ranging from 8,813 to 30,273. However, Promotion and Customer Satisfaction also show a fairly strong correlation with an average loading factor figure above 0.714 with a significance above 14,339. So that in fact the three latent variables can stimulate customers in realizing purchase interest or interest in using Gojek services. Mante et al. (2023) found that brand awareness of services (recognition/remembering) positively and significantly drives the performance of banking companies. In addition, brand love mediates the relationship between brand awareness and company performance. Shahid et al. (2017) stated that brand awareness must be triggered to enrich information that can stimulate consumption desires. Purchase and consumption of brands are dominant indicators, meaning that Gojek needs to understand that costumers will consider a brand as an alternative choice when they are going to use its products. So if Gojek is not included in the alternative choices, then activities below the line become crucial to anticipate. In addition, it is important to understand that costumers still remember a brand when they use competing products. The strategies developed by Gojek so far have been able to stimulate brand purchases and consumption, including: adaptive innovation, stakeholder focus, collaboration (strategic partnerships), and diversification.

In the era of digital transformation, flywheel marketing as one of the sustainable marketing tactics and stakeholder focus, encourages costumers to use cross-border e-commerce more widely. Cross-border e-commerce transactions are characterized by product differentiation, low prices, and short procurement times. Therefore, costumers are increasingly interested in shopping on digital platforms. The number of costumers who place orders is also increasing. Simultaneously, customer perceptions, beliefs, and attitudes play an important role in influencing consumer shopping behavior (Wang, et al, 2023).

Consumption interest can be used to evaluate the implementation of new distribution channels in helping business units: whether the concept is worth developing further, determining geographic markets and segmentation or targeting through these channels (Morwitz et al., 2007). The importance of purchase interest lies in the fact that interest is considered the main stimulus for actual behavior (Montano & Kasprzyk, 2015).

Indicator Significancy

Table 6

The Significance rating of indicators

Latent Variabel	Indicator	Loading	T-Statistics
Brand awareness	<i>Purchase</i>	0,840	30.273
	<i>Consumption</i>	0,824	27.242
	<i>Recognition</i>	0,619	8.795

Promotion	<i>Recall</i>	0,615	8.813
	<i>Timing</i>	0,792	21,729
	<i>Frequency</i>	0,754	21,237
	<i>Message</i>	0,717	16,097
	<i>Media</i>	0,714	15,536
Customer satisfaction	<i>Conformity to expectations</i>	0,717	16.518
	<i>Willing to provide recommendations</i>	0,715	15.552
	<i>Interest in reusing</i>	0,714	14.339

Source: Researcher (2024)

At certain moments, self-efficacy in digital services becomes a key factor when adapting consumption patterns. In addition, there are findings that prove the strengthening of the formed cultural values. Customer purchasing interest in digital services in developing countries is found to be different from customers in developed countries. Practical implications for companies to develop digital platforms internationally (Pena-García, et al. 2020). Thus, this study underlines the findings on digital service practices, especially the importance of building brand awareness through stakeholder focus and flywheel marketing based on digital transformation. In Indonesia, digitalization is increasingly opening up access to consumption interests, this is emphasized by the findings of Reinartz et al., (2019) that Digital transformation facilitates and enables new ways of creating value because it allows long-standing customer needs to be met in unprecedented ways. As a source of value creation, automation, individualization, environmental immersion, interaction, and transparency and control combine a large number of activities and processes. Therefore, in addition to promotion and customer satisfaction, building brand awareness for future-oriented and long-term business interests is becoming increasingly important, because creating a loyal market for a product starts with brand awareness. Several domestic studies also strengthen this argument, the findings of Sudayo & Saefulloh (2019), Repi et al. (2020) stated that interest in using services is driven by brand awareness. Of course, the brand factor is not the only reason that in a marketing process, both traditional and digital, promotion is a strategic step to strengthen the driving force of a product or service.

This study found that content, frequency, time, and promotional media are important, meaning that almost all lines of promotion have a significant impact. In this digital era, promotions are increasingly easy to spread through various platforms and customer crowds (Kasali, 2019 and Kartajaya, 2019). The assertion that promotions stimulate interest in using services is also conveyed from other domestic studies such as Vania & Simbolon (2021). Likewise with the findings of Charoensereechai (2022) in Thailand and Yaprakli & Kara (2017) in Turkey. Furthermore, customer satisfaction is a determining factor for them to remain loyal to a product or service, this satisfaction is the estuary of every product or service enjoyed, in the eyes of producers this is a barometer of business performance (Mahmud, et al. 2022). One of these opinions is supported by research by Lo et al. (2022), Theng Tan (2022) in Malaysia who also concluded that customer satisfaction affects the intention to use. The end result is the fit between the product/content/service and our expectations (market fit), innovation and creativity (innovative) are important, transformation, advertising, reliability and efficiency are important, but if it does not guarantee conformity to market demand, it does not matter.

Therefore, customer involvement, attention and collaboration are needed to truly find a fit, and this is sustainable. Steven Elov (CEO of Nokia) at that time had innovated in such a way in all lines, but suddenly collapsed when new customer expectation technology emerged. The results of this study are one of the arguments where Gojek's digital-based services are in accordance with customer desires, especially the current generation who crave efficiency,

agility, and adaptability, so that they become part of everyday life. Moreover, with a massive promotion pattern by utilizing the crowd and mainstream platforms. With this satisfactory service, costumers tend to remember and recommend to their community, either directly or through electronic word of mouth.

CONCLUSION

The three latent variables (exogenous) are linearly and positively able to stimulate purchase interest or interest in using Gojek services (endogenous) which is supported by initial descriptive data and multivariate analysis results. There is a common thread in the descriptive data and statistical tests. However, brand awareness can be the main factor in stimulating interest in using digital-based Gojek services, especially in the student environment. This is evidenced by its linear and positive influence on interest in using the service with the most significant regression coefficient. Diversification of Gojek services can strengthen customer brand awareness so that customers feel comfortable and recommend it to their community, both verbally and electronically. Promotion and satisfaction are unavoidable in expanding market share and creating a product flywheel.

Gojek is already on the right strategy, when its business focuses on customer satisfaction by building collaboration or partnerships, this is a form of concern, attention and also an effort to adapt services, because changing times demand changing needs. The step of utilizing the crowd is more effective in capturing new and old customers. Furthermore, for further research it will be more interesting to examine costumers between provinces or between islands.

REFERENCES

- Agmeka, F., Wathoni, RN. And Santoso, AS. (2019), The Influence of Discount Framing towards Brand Reputation and Brand Image on Purchase Intention and Actual Behaviour in ecommerce, *Procedia Computer Science* 161(2019): 851–858, Elsevier. Doi.org/10.1016/j.procs.2019.11.192
- Alexandrescu, M., & Milandru, M. (2018). Promotion as a form of Communication of the Marketing Strategy. *Land Forces Academy Review*, 23, 268 - 274. DOI:10.2478/raft-2018-0033
- Bahrudin, M., & Zuhro, S. (2016). Pengaruh kepercayaan dan kepuasan pelanggan terhadap loyalitas pelanggan. *BISNIS: Jurnal Bisnis Dan Manajemen Islam*. <https://doi.org/10.21043/bisnis.v3i1.1463>
- Bansal, S. P., Singh, R., & Gangotia, A. (2014). Measuring the Impact of Sales Promotion, Service Quality and Customer Experience: A Case of e-Ticketing. *Transnational Corporations Review*, 6(4). <https://doi.org/10.5148/tncr.2014.6407>
- Beuckels, E. and Hudders, L. (2016), An experimental study to investigate the impact of image interactivity on the perception of luxury in an online shopping context, *Journal of Retailing and Consumer Services (elsevier)*, 33(2016) 135-142. <https://doi.org/10.1016/j.jretconser.2016.08.014>
- Bian, X. and Moutinho, L. (2011), The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits: Direct and indirect effects, *European Journal of Marketing*, Vol. 45 No. 1/2, pp. 191-216. <https://doi.org/10.1108/030905611111095658>
- davisborty, U. (2019), "The impact of source credible online reviews on purchase intention: The mediating roles of brand equity dimensions", *Journal of Research in Interactive Marketing*, Vol. 13 No. 2, pp. 142-161. <https://doi.org/10.1108/JRIM-06-2018-0080>
- Charoensereechai, C., Nurittamont, W., Phayaphrom, B., Siripipatthanakul, S., (2022). Understanding the Effect of Social Media Advertising Values on Online Purchase Intention: A Case of Bangkok, Thailand, *Asian Administration & Management Review Journal* , Vol. 5, No. 2, <http://dx.doi.org/10.2139/ssrn.4103522>

- Dash, G., Kiefer, K. And Paul, J. (2020), Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention, *Journal of Business Research* (elsevier), 122(2020): 608-620, <https://doi.org/10.1016/j.jbusres.2020.10.016>
- Davis, F. D.; Bagozzi, R. P.; & Warshaw, P. R. (1989). *User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. Management Science*, 35(8), 982-1003.
- Dhurup, M., Mafini, C & Dumasi, T. (2014). “ The impact of packaging, price, and brand awareness on brand loyalty: Evidence from the paint retailing industry, “ *Acta Commercii* 14 (1), Art.
- Faisal, A., & Ekawanto, I. (2021). The Role of Social Media Marketing in Increasing Brand Awareness, Brand Image and Purchase Intention. *Indonesian Management and Accounting Research*, 20, 185-208. <https://doi.org/10.25105/imar.v20i2.12554>
- Hanssens, D. M., & Pauwels, K. H. (2016). Demonstrating the Value of Marketing. *Journal of Marketing*, 80(6), 173-190. <https://doi.org/10.1509/jm.15.0417>
- Ghozali, I. (2018). *Struktural Equation Modeling Metode Alternatif dengan Partial Least Square*. Badan Penerbit Universitas Diponegoro.
- Indrasari, M. (2019). *Pemasaran Dan Kepuasan Pelanggan*. Surabaya. Unitomo Press. Diambil dari:<http://books.google.com>
- Irawan, H. (2021). *Manajemen Merek & Kepuasan Pelanggan*. Pekalongan. PT. Nasya Expanding Management (NEM). Diambil dari:<http://books.google.com>
- Kartajaya, H. (2019). *Citizen 4.0: Menjejakkan Prinsip-Prinsip Pemasaran Humanis Di Era Digital*. Jakarta: Gramedia Pustaka Utama
- Kasali, R. (2019). *#MO: Sebuah Dunia Baru yang Membuat Orang Gagal Paham*. Jakarta: Gramedia Pustaka Utama
- Kilei, P., Iravo, M., & Omwenga, J. (2016). The Impact Of Brand Awareness On Market Brand Performance Of Service Brands : Contextual Consideration of Kenya ’ s Banking Industry. 8(18), 92–103
- Koskinen, H. (2020). Domesticating startup culture in Finland. *European Journal of Cultural and Political Sociology*, 8(2), 175–196. <https://doi.org/10.1080/23254823.2020.1788963>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (14th edition). Shanghai: Shanghai People’s Publishing House.
- Keller KL., Parameswaran MG. and Jacob, I. (2011) *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India.
- Knogler, M., Harackiewicz, J. M., Gegenfurtner, A., & Lewalter, D. (2015). How situational is situational interest? Investigating the longitudinal structure of situational interest. *Contemporary Educational Psychology*, 43, 39–50.
- Krisnawati, D. (2016). Pengaruh Brand Awareness Terhadap Keputusan Pembelian AMDK Merek Aqua. *Jurnal Manajemen Bisnis Krisna Dwaipayana*. Vol. 4. No. 1.
- Lee, K., Shim, E., Kim, J. And Nam, H.(2021), The influence of product innovation messages on the intention to purchase incumbent products, *Journal of Innovation & Knowledge / ScienceDirect.com by Elsevier*, 6(3): 154-166. <https://doi.org/10.1016/j.jik.2021.01.003>
- Lim, YJ., Osman, A., Salahuddin, SN., Romle, AR.and Abdullah, S. (2015),Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention, 7th International Economics & Business Management Conference, *Procedia Economics and Finance* 35 (2016) 401 – 410. [https://doi.org/10.1016/S2212-5671\(16\)00050-2](https://doi.org/10.1016/S2212-5671(16)00050-2)
- Lo, E. L., Marpaung, F. K., Chandra, M., Queteres, W., & La’ia, D. F. (2022). Pengaruh Harga, Kupon Promosi Dan Kepuasan Konsumen Terhadap Minat Ulang Menggunakan Jasa Transportasi Go-Jek Pada Mahasiswa Universitas Prima Indonesia Medan. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(2), 517-524.

- Mahmud, MF., Purwoko B., Zulkifli and Sutawijaya, AH. (2022), How to improve organizational performance with digital transformation as an intervening variable ? (studi in Indonesian Customs, *Hongkong Journal of Social Science*, Autumn/winter(60): 371-381. <https://doi.org/10.55463/hkjss.issn.1021-3619.60.37>
- Mahmud, MF., & Tesniwati, R. (2023). Peningkatan Kinerja Melalui Transformasi Digital Layanan Publik Kepabeanan yang Diperkuat dengan Budaya dan Pola Keerja Adaptif, *Jurnal Ilmiah Ekonomi Bisnis*, 28(2), 161-182. <http://dx.doi.org/10.35760/eb.2023.v28i2.7004>
- Mante, GDK., Haiyat, U. and Martey, EM. (2023). Brand Awareness And Firm Performance: The Mediating Role Of Brand Love, *International Journal of Academic Research in Economics and Management Sciences*, 12(4): 298-314. <http://dx.doi.org/10.6007/IJAREMS/v12-i4/19899>
- Morwitz, VG., Steckel, JH. And Gupta, A. (2007), When do purchase intentions predict sales?, *International Journal of Forecasting (elsevier)*, 23(3): 347-364. <https://doi.org/10.1016/j.ijforecast.2007.05.015>
- Montaño, D. E., & Kasprzyk, D. (2015). Theory of reasoned action, theory of planned behavior, and the integrated behavioral model. In K. Glanz, B. K. Rimer, & K. "V." Viswanath (Eds.), *Health behavior: Theory, research, and practice* (5th ed., pp. 95–124). Jossey-Bass/Wiley.
- Nguyen, THN, Nguyen TLH., and Nguyen, TP. (2023), The Impact of Digital Transformation and Digital Marketing on the Brand Positioning and Consumer Behavior, *Conference paper*, University of Finance and Accountancy, Vietnam.
- Pavlou, P.A. (2003) Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model. *International Journal of Electronic Commerce*, 7, 101-134.
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A. and Siqueira-Junior, JR. (2020), Purchase intention and purchase behavior online: A cross-cultural approach, *Heliyon Journal (Elsevier)*, 6(6):1-11. <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Reinartz, W., Wiegand, N. And Imschloss, M. (2019), The impact of digital transformation on the retailing value chain, *International Journal of Research in Marketing*, 36(2019): 350-366. <https://doi.org/10.1016/j.ijresmar.2018.12.002>
- Repi, OW., Lumanaw, B. and Wenas, RS. (2020), Pengaruh Bauran Promosi, kesadaran Merek dan Persepsi Nilai Terhadap Minat beli di Bukalapak pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Sam Ratulangi manado, *Jurnal EMBA*, 8(4): 110 – 119. <https://doi.org/10.35794/emba.8.4.2020.30583>
- Shahid, Z., Hussain, T. and Azafar, F. (2017). The Impact of Brand Awareness on The consumers' Purchase Intention. *Journal of Marketing and Consumer Research*, 33(2017)-34-38.
- Sivaram, M., Munawar, MA., and Ali, H. (2019), Determination of Phurchase Intention Through Brand Awareness and Perceive Quality, *Dinasti International Journal of Management Science* , 1(2) 231-246. <http://dx.doi.org/10.31933/dijms.v1i2.71>
- Sudayo, T. and Saefuloh, D. (2019). Analisis Pengaruh Kesadaran Merek, Citra Merek, Persepsi Kualitas, dan Loyalitas Merek Terhadap Minat Beli Studi Kasus : Merek Nokia, *Jurnal Politeknik Negeri Bandung*, 841–850.
- Sundstrom, M., Hjeilm-Lidholm, S. and Radon, A. (2019), Clicking the boredom away – Exploring impulse fashion buying behavior online, *Journal of Retailing and Consumer Services (elsevier)*, 47(2019) 150-156. <https://doi.org/10.1016/j.jretconser.2018.11.006>
- Sukirno, S. (2013). *Pengantar Bisnis Edisi Pertama* (1 ed.). Jakarta: Kencana.
- Tjiptono, F. (2014), *Pemasaran Jasa –Prinsip, Penerapan,dan Penelitian*, Andi Offset, Yogyakarta.

- Vigna, J. P., & Mainardes, E. W. (2019). Sales promotion and the purchasing behavior of food consumers. *Revista Brasileira de Marketing*, 18(3), 101–129.
doi.org/10.5585/remark.v18i3.16368
- Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X. and Zhao S. (2023). The influence of consumer perception on purchase intention: Evidence from cross-border E-commerce platforms, *Heliyon Journal (Elsevier)*, 9(11): 1-21.
<https://doi.org/10.1016/j.heliyon.2023.e21617>
- Wei, C.L., Ho, C.-T. (2019). Exploring signaling roles of service providers' reputation and competence in influencing perceptions of service quality and outsourcing intentions. *Journal of Organizational End User Computer*, 31 (1), 86–109.
DOI: 10.4018/JOEUC.2019010105
- Wu, SI. And Ho, LP.(2014), The Influence of Perceived Innovation and Brand Awareness on Purchase Intention of Innovation Product — An Example of iPhone, *International Journal of Innovation and Technology Management* , 11(4).
<https://doi.org/10.1142/S0219877014500266>
- Zarantonello, L., Romani, S., Grappi, S. and Bagozzi, R.P. (2016), "Brand hate", *Journal of Product & Brand Management*, Vol. 25 No. 1, pp. 11-25.
<https://doi.org/10.1108/JPBM-01-2015-0799>
- Zulfikar, T., Kadarisman, S. ., Djogo, O., Paramarta, V., Yuliati, F., Mulyani, S. R. ., Fitriana, Kosasih, Panjaitan, B. ., & Kurniasih, A. (2022). Branding dan Digital Marketing Meningkatkan Penjualan pada Pelaku Usaha Dodol Nanas Desa Tambakmekar Jalancagak Kabupaten Subang. *Jurnal Abdimas Peradaban*, 3(1), 41–47.
<https://doi.org/10.54783/ap.v3i1.7>