

The Influence Of Brand Equity And Service Quality On Purchasing Decisions And Purchase Intention

Fitria Ariyani¹, Mohamad Yusuf Kurniawan²

Fakultas Ekonomi dan Bisnis, Universitas Gajayana, Jl. Mertojoyo Blok L, Merjosari, Malang, Indonesia

ABSTRACT:

In the era of globalization which is increasingly developing rapidly, it is causing progress in every segment, especially the world of technology. All these advances and changes can be accessed easily and quickly via the internet. This has triggered business players to develop their business digitally, one of which is Go-Jek. The aim of the research is to test and analyze the significance of the influence of brand equity and service quality on purchasing decisions through purchase interest as mediation. The research method explains that the research location is the scope of Malang Raya. This type of research is explanatory research which aims to obtain an explanation of the relationship (causality) between variables; through hypothesis testing. The population in this study were Go-Jek service users within the scope of Malang City. The total research sample was 105 respondents. The results of the research show that there is a significant and positive influence between the brand equity and service quality variables on purchasing interest, there is a significant and positive influence between the brand equity and service quality variables on purchasing decisions, there is a positive influence between the brand equity and service quality variables on purchasing decisions. purchase through purchase interest. Research limitations: This research was only carried out in the Greater Malang area. This research uses the minimum sample required to use path analysis. This research only uses independent variables: brand equity and service quality, dependent variable: purchase decision and intervening (mediation) variable: purchase intention.

Keywords: Brand Equity, Service Quality, Purchase Intention and Purchase Decision

I. INTRODUCTION

In the current era of globalization, it has caused very rapid progress in the field of information technology and this has had a big influence on various aspects, one of the results of advances in information technology that has contributed greatly to this change is the internet (Schiafone, et al., 2022). The internet is a network paired with communication tools so that we can interact anywhere and anytime. With the existence of the internet, the way companies carry out transactions has changed, from the old method where the process costs a lot of time and costs to a faster and easier process. The use of the internet is not only limited to utilizing information that can be accessed through social media or other applications, but can also be used as a means to carry out trade transactions, namely through electronic commerce or better known as E-Commerce (Schiafone, et al., 2022).

Besides that, population development and growth in this era of globalization is very rapid, there are many changes and society's needs are increasing (Rizwan, et al., 2021). This condition means that people must be able to work and carry out all other activities correctly and efficiently. This gives rise to very sharp business competition, both in national or domestic markets and in international or global markets. In this case, it certainly requires the business sector to make new developments and changes in order to meet all the needs of society. One of the business sectors that has a vital role in supporting daily community activities is the transportation services sector (Maharama & Kholis, 2018).

Transportation services are one of the efforts of society in general to overcome the problem of distance gaps to carry out various daily activities. Seeing the current existence of transportation services offered by the government to the community, transportation is considered inadequate. Many people still often complain about the public transportation they use, which is often felt by the community, including a lack of fleet or vehicles from one place to another, and sometimes the driver forces passengers to get on, which often causes accidents or overloading. by vehicle. There are buskers who disturb and scare passengers into giving money. This condition means that every company must develop appropriate steps to find mature marketing solutions so that it can survive and continue to develop and can increase the company's value in transportation services to users of public transportation services (Maharama & Kholis, 2018).

The existence of transportation services is considered very important, especially cheap, comfortable, easy and safe transportation services that are desired by today's modern society. One of the businesses that is currently developing is the online transportation service business using motorbikes or what used to be called motorbike taxis. As a means of transportation, motorbike taxis are considered to provide many benefits for

certain groups of people who are routinely or periodically needed to support movement. Another advantage of this facility is more due to the scope of service which is not limited by certain routes like other public transportation and does not have a fixed schedule. still. This motorbike taxi transportation is able to provide door-to-door (to the house) services. But now it is known by a new term, namely online motorcycle taxis. If previously motorbike taxis were managed conventionally and had sole ownership, now a new online motorbike taxi business has emerged, namely a commercial business, which provides transportation services to the public and is managed professionally (Maharama & Kholis, 2018).

One example of an online motorcycle taxi business that is currently booming is "GO-JEK". Go-Jek's current popularity has made its services widely used by many people. Chairman of the Indonesian Consumers Foundation, Tulus Abadi, said that 72.6 percent of the 4,668 respondents who used online transportation services chose Go-Jek. "Go-Jek occupies the highest rating chosen by consumers," he said in a written statement, Friday, May 12 2017. The survey involved 4,668 respondents to respond to the dynamics and existence of application-based transportation in several big cities in Indonesia. The survey was conducted online on 5-16 April 2017 (<https://www.kaskus.co.id/>:2017).

PT GO-JEK Indonesia was originally a company that only provided two-wheeled transportation services using a fleet of motorbike taxis. These transportation services are considered very important for cities with heavy traffic levels. In the cities where Go-Jek currently operates, Go-Jek continues to expand considering the increasingly complex needs of society. Go-Jek offers great benefits to both customers and service providers. Go-Jek has now grown into a leading on-demand mobile platform and application that provides a complete range of services ranging from transportation, logistics, payments, food delivery services, and various other on-demand services.

The facilities provided by Go-Jek vary, namely in the form of services provided by Go-Jek which currently dominate the needs of individuals currently living in the instant digital era. With busy activities, a person only has to open the Go-Jek application and choose what type of service is needed, then the server will move quickly to connect it and provide service directly to the consumer's destination without having to bother visiting the destination of the desired service facility, for example. When you're hungry, the weather is raining or the place you want to eat is too far away, Go-Jek provides the Go-Food service, which is the number 1 food delivery service in Indonesia which has more than 30,000 restaurant lists, in just minutes when ordering using the food application. to be ordered will arrive. Another example, Go-Send is an instant courier service that can be used to send letters and goods within 60 minutes and so on. This will certainly make everything needed easier and will definitely make your energy and time more efficient.

This could be the basis that Go-Jek is chosen more often than other similar brands. One way a company uses to introduce its brand and measure brand presence in the market can be known as brand equity. The American Marketing Association in Kotler and Keller (2016) defines a brand as a name, term, sign, symbol or design, or a combination of these, which is intended to identify the seller's goods or services and to differentiate them from competitors' goods or services. Kotler and Keller (2016) define brand equity as the added value provided to products and services. This value can be reflected in the way consumers think, feel and act towards the company's brand, price, market share and profitability. Brand equity cannot be separated from four dimensions, namely the level of awareness of a brand, consumer perceptions about the quality and superiority of a brand, the impression that appears in consumers' minds about a brand, and consumer loyalty to a brand.

With the increasing number of competitors in the market, the sharpness of competition between brands operating in the market also increases and only products that have strong brand equity will remain able to compete, capture and dominate the market (Garcia, et al., 2017). Brand equity provides value to consumers by increasing confidence in purchasing decisions. The stronger the brand equity, the stronger the appeal in the eyes of consumers to choose that company (Lee, et al., 2019). To survive in the business world, a company must be able to determine the right strategies and techniques. An important step in placing a service company to be superior is that it must be able to provide quality services. Companies are required to continue to make improvements, especially in the quality of their services. Service quality can be interpreted as an effort to fulfill consumer needs and desires as well as the accuracy of delivery in keeping with consumer expectations (Habib & Sarwar, 2020).

The decision to use a service is a complex decision that is influenced by several factors, including brand equity and the quality of service provided by the company to consumers (Habib & Sarwar, 2020). The purchasing decision is the stage in the buyer's decision-making process where consumers will actually buy (Kotler & Armstrong, 2013). After the factors that become the customer's perception are considered good, then the decision to purchase the product or service will be made. In research conducted by Sunardi, et al (2022), there is a positive linear relationship, namely that the greater the influence of service quality, the decision to purchase services will increase, and vice versa. According to Sari (2020), before a purchasing decision occurs, there is usually an interest in purchasing in the minds of consumers, only after that does a purchasing decision

occur for a product or service. Purchase interest is something personal that is related to the individual's attitude that the item has benefits and the individual wants to own the item and buy it with money (Simamora, 2002).

II. LITERATURE REVIEW

Brand Equity

Brand equity is a set of associations and behaviors held by brand customers, distribution channel members, and companies that enable a brand to gain strength, durability, and advantages that differentiate it from competitors (Aaker, 2009). Brand awareness is the ability of customers to recognize and recall a brand and associate it with a particular product. Brand awareness involves brand recognition and recollection of the brand. Brand recognition involves people being able to recognize the brand as something different from other brands, by hearing about it, after they have been introduced to it. Logos, slogans, names and packaging are common visual identities that will facilitate. Meanwhile, brand memory is a term used to explain how well people can remember category names or usage situations. This is important when consumers plan category purchases in advance.

Brand associations relate to everything related to customer memory of a brand. Therefore, in brand associations, "To truly stand out among other brands, a brand must have a unique emotional connection." In general, brand associations that form a brand image become the basis for consumers in purchasing decisions and their loyalty to the brand. In practice, there are many associations and variations of brand associations that can provide value to a brand, both from the company side and from the user side of the various association functions.

Perceived quality of a brand describes the customer's overall response to the quality and advantages offered by the brand. Because perceived quality is a customer's perception, perceived quality cannot be determined objectively, customer perception will involve what is important to the customer because each customer has different interests in a product or service. Building perceived quality must be followed by increasing the real quality of the product because it will be in vain to convince customers that the quality of the brand is high when reality shows otherwise. This has an impact on feelings of satisfaction or dissatisfaction. The point is that if the customer's usage experience does not match the quality that is positioned, the quality image cannot be maintained. Several things that need to be considered in building perceived quality are as follows (Duriyanto, 2001): Commitment to quality, meaning that the company must be able to build a clear concept of quality in the company's management system as a whole; Quality culture, meaning that quality commitment must be reflected in the company's culture, behavioral norms and values; Input information from customers, meaning customers determine quality, so the company focuses on consumer orientation; Clear targets or standards, meaning that the targets or standards are easy to understand, comprehend and prioritize by all employees. Not general and too many targets/standards; Develop employees who take the initiative, meaning that employees must be motivated and allowed to take the initiative and be involved in finding solutions to the problems they face.

Brand loyalty is a strong commitment to consistently subscribe or repurchase a brand in the future. Loyal consumers mean consumers who make repeated purchases of the brand and are not easily influenced by product characteristics, price and user comfort or various other attributes offered by alternative brand products. With proper management and utilization, brand loyalty becomes a strategic asset for the company. In general, steps to maintain and increase brand loyalty are through relationship marketing, frequency marketing, membership marketing and giving gifts (Aaker, 2009).

Service Quality

Kotler and Keller (2016) explain that quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Palazzo, et al (2021) explain that service quality is a factor that determines the level of success and quality of a company, namely the company's ability to provide quality service to consumers and as a company strategy to defend itself and achieve success in facing competition. Tjiptono (2014) explains that service quality focuses on efforts to fulfill customer needs and accuracy of delivery to match customer expectations. Service quality can be evaluated by comparing the quality experienced or received by company customers with the expected service. Meanwhile, Mardikawati and Farida (2013) state that service quality is the nature of product appearance or performance which is the main part of a company's strategy in order to achieve sustainable excellence, either as a market leader or a strategy to continue to grow. The service quality dimensions developed by Parasuraman, Zeithmal, and Berry 1988 (in Utami, 2010), became the basis for developing studies on service quality, namely:

- a. Tangibles, including physical facilities, equipment, employees and communication facilities.
- b. Reability, namely the ability to provide promised services promptly, accurately and satisfactorily.
- c. Responsiveness, namely the staff's desire to help customers and provide responsive service.
- d. Assurance, includes the knowledge, competence, politeness and trustworthiness of staff.

- e. Empathy, includes ease in establishing relationships, good communication, personal attention, and understanding of customers' individual needs.

Purchase Intention

According to Pakerti & Panday (2021) intention is something personal and related to attitude. Individuals who are interested in an object will have the strength or encouragement to carry out a series of behaviors to approach or obtain the object. According to Felbert & Breuer (2020) buying interest is part of the consumer behavior component in consuming attitudes, the respondent's tendency to act before the buying decision is actually implemented. Purchase interest can be identified through the following indicators (Felbert & Breuer, 2020):

- a. Transactional interest, namely a person's tendency to buy a product.
- b. Referential interest, namely a person's tendency to refer products to other people.
- c. Preferential interest, namely interest that describes the behavior of someone who has a primary preference for the product. This preference can only be changed if something happens to the preferred product.
- d. Exploratory interest, this interest describes the behavior of someone who is always looking for information about the product they are interested in and looking for information to support the positive properties of the product.

Purchase Decision

According to Sari (2020), a purchasing decision is a stage where consumers have a choice and are ready to make a purchase or exchange between money and a promise to pay for the right to own or use a good or service. Pakerti & Panday (2021) also explain that what is meant by a purchasing decision is a problem solving process which consists of analyzing or recognizing needs and desires to behavior after purchase.

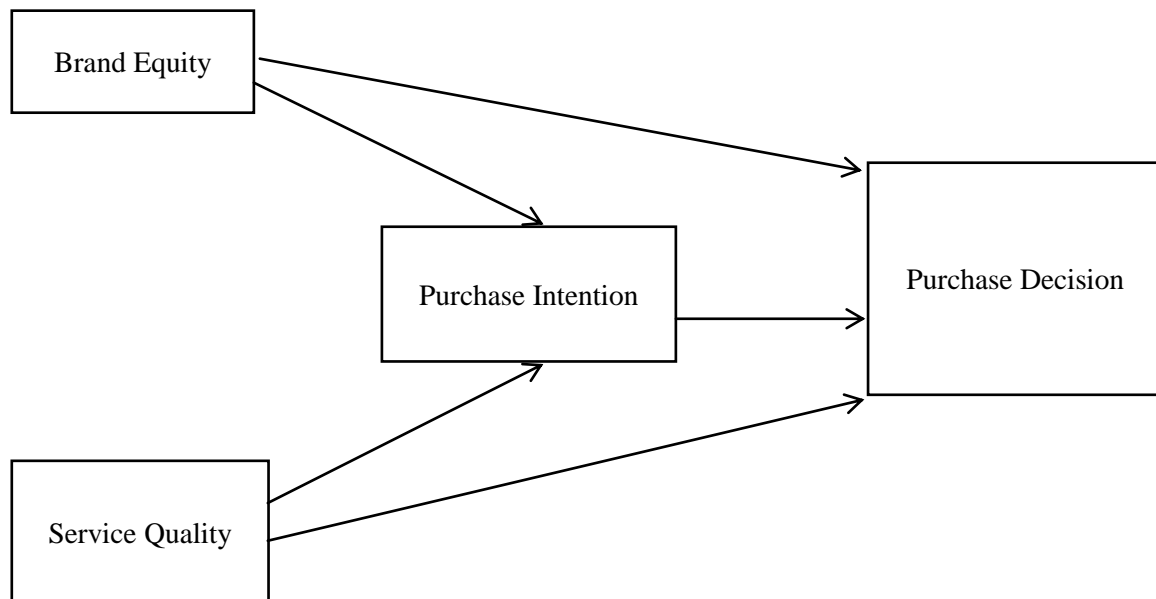


Figure 1. Conceptual Framework

So the hypothesis in this research is:

- H1: There is an influence of brand equity on purchase intention.
- H2: There is an influence of service quality on purchase intention.
- H3: There is an influence of brand equity on purchasing decisions.
- H4: There is an influence of service quality on purchasing decisions.
- H5: There is an influence of purchasing interest on purchasing decisions.
- H6: There is an indirect influence of brand equity with the mediation of purchase interest on purchasing decisions.
- H7: There is an indirect influence on service quality with the mediation of purchasing interest on purchasing decisions.

III. METHOD

This type of research is explanatory using a quantitative approach. This research was conducted within the scope of Greater Malang City which refers to Go-Jek service users. In this research, the sample was determined using probability sampling using a simple random sampling method. Data collection in this research used a questionnaire method. Hypothesis testing and analysis using path analysis. Path analysis is a method for testing mediating variables. Riduwan (2012) Path analysis is carried out to analyze the pattern of relationships between variables with the aim of determining the direct or indirect influence of a set of independent variables on the dependent variable. Direct influence is the coefficient of all coefficient lines with one-ended arrows, while indirect influence is the influence that appears through intermediate variables (moderating variables). According to Sugiyono (2015) the accuracy of the sample regression function in estimating the actual value can be measured from its Goodness of Fit. Statistically, at least this can be measured from the statistical t test value. Individual Parameter Significance Test (t Statistical Test) or t statistical test basically shows how far the influence of an explanatory/independent variable individually is in explaining variations in the dependent variable (Sekaran & Bougie, 2016). The basis for making decisions to accept and reject Ho and Ha is to use significance probability figures, namely:

- a. If the significance probability number is > 0.05 , then Ho is accepted and Ha is rejected.
- b. If the significance probability number is < 0.05 , then Ho is rejected and Ha is accepted.

IV. RESULTS

The overall results of the problems in the research can be summarized and summarized in the following table:

Table 1. Direct Influence, Indirect Influence, and Total Influence

Variable	Path Coeff.	Total Influence	Sig.	Conclusion
X1-Z	0,198	0,198	0,036	Positive and Significant
X2-Z	0,336	0,336	0,000	Positive and Significant
X1-Y	0,204	0,204	0,034	Positive and Significant
X2-Y	0,212	0,212	0,033	Positive and Significant
Z-Y	0,200	0,200	0,044	Positive and Significant
X1-Z-Y	0,0396	0,244		Positive and Significant
X2-Z-Y	0,0672	0,279		Positive and Significant

Source: Primary data processed, 2023

From Table 1 it shows that the biggest influence is on the relationship X2 – Z with a value of 0.336, while the smallest influence relationship is on X1 – Z with a value of 0.198 so that based on Table 1, the overall results of the variable influence can be seen as follows:

- a. The independent variable brand equity (X1) has a direct effect on the dependent variable buying interest (Z). The coefficient value is 0.198 with a measurement value of $\alpha = 0.036$ which is smaller than 0.05, which means that the variable X1 and the variable Z directly show a positive and significant relationship.
- b. The independent variable service quality (X2) has a direct effect on the dependent variable purchasing interest (Z). The coefficient value is 0.336 with a measurement value of $\alpha = 0.000$ which is smaller than 0.05, which means that the variable X2 and the variable Z directly show a positive and significant relationship.
- c. The independent variable brand equity (X1) has a direct effect on the dependent variable purchasing decisions (Y). The coefficient value is 0.204 with a measurement value of $\alpha = 0.034$ which is smaller than 0.05, which means that variable X1 and variable Y directly show a positive and significant relationship.
- d. The independent variable service quality (X2) has a direct effect on the dependent variable purchasing decisions (Y). The coefficient value is 0.212 with a measurement value of $\alpha = 0.033$ which is smaller than 0.05, which means that variable X2 and variable Y directly show a positive and significant relationship.
- e. The intervening variable buying interest (Z) has a direct effect on the dependent variable purchasing decisions (Y). The coefficient value is 0.200 with a measurement value of $\alpha = 0.044$ which is smaller than 0.05, which means that variable Z and variable Y directly show a positive and significant relationship.
- f. The independent variable brand equity (X1) has an indirect effect on the dependent variable purchasing decision (Y) with the intervening variable purchasing interest (Z) the total coefficient value is 0.244

which means that the brand equity variable (X1) and the purchasing decision variable (Y) indirectly with through the intervening variable buying interest (Z) shows a positive relationship.

- g. The independent variable service quality (X2) has an indirect effect on the dependent variable purchasing decision (Y) with the intervening variable purchasing interest (Z) with a total coefficient value of 0.279, which means that the service quality variable (X2) and the purchasing decision variable (Y) are indirectly related to through the intervening variable buying interest (Z) shows a positive relationship

V. DISCUSSION

The Influence of Brand Equity on Purchase Intention

The brand equity variable has a direct effect on interest in purchasing Go-Jek services, which means that strong brand equity will provide encouragement and trust which creates interest in using Go-Jek services. The higher the brand equity that will be implanted in the consumer's brain, the greater a person's interest in using the service, so that consumers who have a special view of the strength of the brand can generate interest in buying in the future. According to Kotler & Keller (2016), brand equity is the added value given to products and services which can be reflected in the way consumers think, feel and act in relation to the brand, and also the price, market share and profitability that the brand provides for the company. . So when people's way of thinking, feeling and acting regarding the Go-Jek brand increases, this will automatically increase buying interest in Go-Jek products. These results also support research conducted by Habib & Sarwar (2020) entitled After-Sales Services, Brand Equity and Purchasing Intention to Buy Second-Hand Products. This is also in line with research conducted by Rizwan, et al (2021) entitled Impact of Brand Equity on Purchase Intentions: Empirical Evidence from The Health Takaful Industry of The United Arab Emirates which states that the brand equity variable has a significant effect on purchase intention.

The Influence of Service Quality on Purchase Intention

The service quality variable has a direct effect on interest in purchasing Go-Jek services, which means that the higher the intensity of service quality provided to consumers, the higher the likelihood that consumers will be interested in purchasing, then seek information and references from friends or family. Service quality is a reflection of the quality of the company's performance so that consumers who enjoy Go-Jek services will have the desire to use these services. Customer satisfaction is the core of marketing in the exchange process, because this contributes to the success of service providers (Lee, et al., 2019). The more consumers get what they expect when purchasing or using services, the higher the possibility that consumers will buy again at the same level, so that the greater the level of customer satisfaction, the greater the loyalty to a good or service (Wong & Sohal, 2003). Habib & Sarwar (2020) in their research on the influence of service quality on purchase intention found that good service quality will encourage customers to commit to the company, while disappointed consumers will not use a product again in the future. Quality service can be a powerful weapon for a company. The results of research conducted by Garcia, et al (2017) indicate that there is a positive influence between service quality and purchase intention. This is confirmed by research by Felbert & Breuer (2020) with the same results.

The Influence of Brand Equity on Purchase Decisions

The brand equity variable has a direct influence on the decision to purchase Go-Jek services, which means that brand equity instilled in consumers makes consumers remember and trust online motorcycle taxi services. So that brand equity in online motorcycle taxis has a positive impact on marketing online motorcycle taxis. The existence of brand equity in the company can help in strategic sales of services, especially online motorcycle taxis, because brand strength is a characteristic or character attached to the product that must be improved and developed and then socialized to consumers about Go-Jek products. Having a well-known brand makes consumers feel confident, this is in accordance with the theory put forward by Aaker (2009) which strengthens the relationship between brand awareness and purchasing decisions by stating that a well-known brand with a high level of awareness can cause consumers to have great confidence in the brand because considered to have a commitment to consumers. Aaker (2009) also said that a high level of brand loyalty, namely strong customer commitment to the brand, can create a great sense of confidence in customers when making decisions. Kotler & Keller (2016) say that brand associations can influence customers' feelings of confidence in purchasing decisions by creating good credibility in the minds of customers. A brand with good credibility creates great trust in the brand, so that it can create customer confidence in purchasing decisions. Perceived quality provides an important reason to purchase, influences confidence in which brands to consider and in turn influences which brands to choose. Because perceived quality can make all marketing elements effective (Palazzo, et al., 2021).

The Influence of Service Quality on Purchasing Decisions

The service quality variable has a direct influence on the decision to purchase Go-Jek services, which means that good quality service and comfort received by consumers will create motivation or desire to use it again in the future. With quality service that makes everyday life easier for consumers, it will have the impact of consumers feeling satisfied and made easier because of Go-Jek's services, this will give consumers a strong mindset for using Go-Jek services. The results of this research are in accordance with the research results of Sunardi, et al (2022) which stated that the higher the quality of service, the higher the purchasing decision.

The Influence of Purchase Interest on Purchase Decisions

The purchase interest variable has a direct influence on the decision to purchase Go-Jek services, which means that consumers who want to buy products are motivated and encouraged to decide to enjoy Go-Jek services. The higher the consumer's desire for the many offers offered by the company, the more consumers will look for information before enjoying online motorcycle taxi services and then decide to use Go-Jek services. According to Pakerti & Panday (2021) buying interest is a psychological activity that arises because of feelings and thoughts about a desired item or service. Sari (2020) believes that buying interest is a driving force or an intrinsic motive that is able to encourage someone to pay attention spontaneously, naturally, easily, without coercion and selectively to a product and then make a purchasing decision. These results also support research conducted by Foroudi, et al (2021) which states that the purchase interest variable has a significant effect on purchasing decisions. Based on experts and previous research, it can be concluded that the purchase interest variable is related to and influences purchasing decisions. The high buying interest of consumers will lead to the decision to make a purchase from the Go-Jek online motorcycle taxi service.

The Influence of Purchase Interest as an Intervening Variable of Brand Equity on Purchase Decisions

The brand equity variable, through the mediation of purchase interest, indirectly influences the decision to purchase Go-Jek services, which means that equity, indirectly mediated by motivation, makes a contribution, although not significant, to consumers making the decision to purchase Go-Jek services. Strong brand equity provides positive value in the minds of consumers, unique brand equity also encourages consumers to seek information so that there is a sense of interest in enjoying online motorcycle taxi services, positive brand equity also provides trust and wisdom for family or friends in making decisions to purchase Go products -Jack. Purchasing decisions are greatly influenced by customer purchasing interest (Pakerti & Panday, 2021).

The Influence of Purchase Intention as an Intervening Variable of Service Quality on Purchase Decisions

The variable service quality through the mediation of purchase interest indirectly influences the decision to purchase Go-Jek services, which means that service quality mediated by purchase interest has a positive but not significant effect on the purchase decision. The existence of high service quality can indirectly encourage and result in positive reactions to consumers' interest in purchasing decisions. Therefore, service quality must be maintained and developed so that it always has a positive impact. Maharama & Kholis (2018) which shows the results that service quality has a positive influence on buying interest and has a positive impact on purchasing decisions.

VI. CONCLUSION

The brand equity variable directly has a positive and significant effect on purchase intention to use Go-Jek online motorcycle taxi services. This research proves that there is a strong relationship between the two variables. The service quality variable directly has a positive and significant effect on purchase intention to use Go-Jek online motorcycle taxi services. This research proves that there is a strong relationship between the two variables. The brand equity variable directly has a positive and significant effect on purchasing decisions for Go-Jek online motorcycle taxi services. This research proves that there is a strong relationship between the two variables. The service quality variable directly has a positive and significant effect on purchasing decisions for Go-Jek online motorcycle taxi services. This research proves that there is a strong relationship between the two variables. The purchase interest variable directly has a positive and significant effect on purchasing decisions for Go-Jek online motorcycle taxi services. This research proves that there is a strong relationship between the two variables. The brand equity variable, mediated by purchase interest, indirectly has a positive effect on the decision to purchase Go-Jek online motorcycle taxi services. This research proves that there is an influence of the relationship between buying interest as mediation of brand equity on purchasing decisions. The service quality variable indirectly mediating buying interest has a positive effect on purchasing decisions for Go-Jek online motorcycle taxi services. This research proves that there is an influence of the relationship between buying interest as a mediator of service quality on purchasing decisions. For the Go-Jek company, it would be better to increase supervision and evaluation for marketing managers in supervising drivers who do not use complete attributes, there is still no strong perception of the brand promising to use the application in the future,

less responsiveness in handling complaints, lack of sense of security in the service provided. provided by drivers and lack of interaction or communication with customers. Because in practice it is still not accepted by consumers who use Go-Jek's online motorcycle taxi services. Consumers should pay more attention to the quality of service when using Go-Jek online motorcycle taxi services because in practice there is greater interest in service quality than brand equity.

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