

The Influence of Customer Engagement and Relationship Marketing Orientation on Customer Loyalty in GoFood Services: The Mediating Role of Trust

Adinda Pangestika¹, Abror¹

¹Departement of Management, Faculty of Economics and Business, Universitas Negeri Padang, Indonesia

Email: abr094@fe.unp.ac.id

Abstract. *This study aims to examine and analyze the effects of customer engagement and relationship marketing orientation on customer loyalty in GoFood services, particularly within the local context of Padang, Indonesia, with trust as a mediating variable. This quantitative research collected data from 225 GoFood users in Padang using a structured questionnaire. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) software. Both customer engagement and relationship marketing orientation were modeled as second-order constructs using the repeated indicators approach. The results indicate that customer engagement does not significantly influence trust and customer loyalty, although both relationships are weakly positive. In contrast, relationship marketing orientation significantly and positively affects both trust and customer loyalty. Trust itself has a significant positive impact on customer loyalty. Mediation analysis revealed that trust does not mediate the relationship between customer engagement and customer loyalty, but successfully mediates the relationship between relationship marketing orientation and customer loyalty. These findings suggest that in the context of GoFood services in Padang, relationship-focused marketing strategies are more effective in fostering customer trust and loyalty than engagement effort alone. Strengthening trust remains essential for sustaining long-term loyalty in digital food delivery platforms.*

Keywords: *Customer Engagement, Relationship Marketing, Trust, Customer Loyalty, GoFood*

Received: May 24, 2025

Received in Revised: June 19,
2025

Accepted: July 18, 2025

INTRODUCTION

The rapid advancement of digital technology has significantly transformed consumption patterns in Indonesia, particularly among Millennials and Gen Z (Hinduan et al., 2020; Nuresa, 2023; Jusuf, 2023). According to the Indonesian Internet Service Providers Association (APJII, 2024), 79% of Indonesia's population approximately 221.56 million people are now connected to the internet. One of the most relevant uses of digital access is online transportation and food delivery, highlighting the growing reliance on digital platforms for daily life (Shroff et al., 2022; Cruz & Sarmiento, (2020).

GOJEK, the pioneer in Indonesia's on-demand service industry, has maintained a dominant position in transportation services through its multifunctional platform. Among its various offerings, GoFood stands out as a key service in the online food delivery sector. However, recent data indicates a downward trend in GoFood's market performance. Based on Momentum

Works (2023–2024), GoFood's Gross Merchandise Value (GMV) fell from 38% to 35%, while competitors such as ShopeeFood increased their share from 12% to 18%. This shift signifies intensifying competition and highlights the growing challenge of maintaining customer loyalty (Akanbi & Obafemi, 2024). Despite GOJEK's strong brand presence supported by consistent wins in the Top Brand Awards customer loyalty toward GoFood appears to be unstable. Negative reviews on the Google Play Store point to user dissatisfaction regarding service quality and application usability (Noor et al., 2022). These symptoms suggest broader issues, such as weak emotional connection, insufficient engagement strategies, and declining trust, all of which are essential in sustaining loyalty in digital platforms.

Customer engagement (So et al., 2014), relationship marketing orientation (Amoako, 2019), and trust (Morgan & Hunt, 1994) are widely recognized as critical antecedents of customer loyalty in competitive service environments. Customer engagement refers to the cognitive, emotional, and behavioral involvement of users with a brand, which can strengthen relational bonds. Relationship marketing orientation emphasizes long-term customer relationship building through personalized value and interaction (Amoako, 2019), while trust defined as confidence in the brand's reliability and integrity (Morgan & Hunt, 1994) serves as a central mediating factor influencing loyalty. In the context of Padang City, the use of food delivery platforms is rising in line with dynamic urban lifestyles and the rapid adoption of digital applications. A preliminary survey conducted by the author among 30 GoFood users in Padang revealed that while the service is widely used, 63% of respondents also actively switch to GrabFood and ShopeeFood, mainly due to more attractive promotions and usability. This finding indicates that customer loyalty in this segment is still unstable and easily influenced by external factors.

This study aims to examine the effect of customer engagement and relationship marketing orientation on customer loyalty among GoFood users in Padang City, with trust as a mediating variable. The results are expected to offer empirical insight into how digital service platforms can enhance loyalty by fostering user engagement, relationship strategies, and consumer trust in a competitive market.

METHODS

This study adopts a quantitative approach with a causal method to examine the direct and indirect effects of customer engagement and relationship marketing orientation on customer loyalty, with trust as a mediating variable. Data were collected through an online questionnaire targeting GoFood users in Padang City who had previously used the service at least twice.

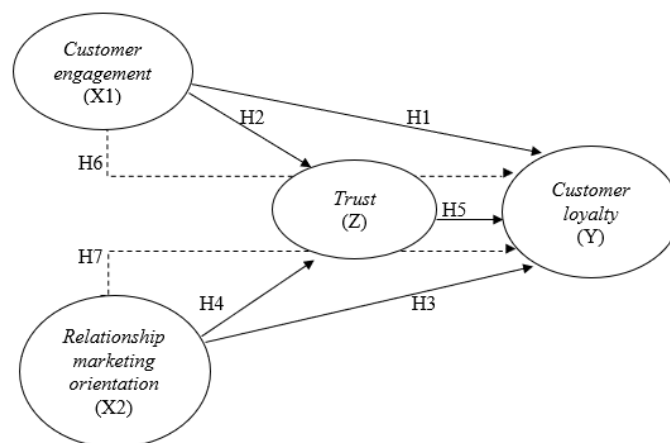


Figure 1. Research Model

A purposive sampling technique was used to ensure the relevance of the respondents to the research context. The inclusion criteria were: (1) GoFood users domiciled in Padang City, (2) aged between 18 and 55 years, and (3) had conducted a minimum of two GoFood transactions.

Respondents were screened at the beginning of the survey to ensure these criteria were met, using control questions regarding domicile and GoFood usage frequency. To reduce potential sampling bias, the survey link was distributed through WhatsApp and TikTok platforms, targeting communities and individuals residing in Padang who actively use food delivery services.

The measurement items used in this research were adapted from validated instruments in previous studies. Indicators for Customer Engagement were adapted from (So et al., 2014), comprising four dimensions: enthusiasm, attention, absorption, and interaction. Relationship Marketing Orientation items were adapted from (Sin et al., 2006) and (Amoako, 2019), reflecting long-term relational efforts and communication strategies. The Trust variable was measured using indicators developed by (Oly, 2007), while Customer Loyalty was measured based on constructs adapted from (Setó-Pamies, 2012). Minor modifications were made to ensure the items were contextually appropriate for GoFood users, and the instrument was reviewed by an academic experts for clarity and cultural relevance.

All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). A total of 225 valid responses were collected, exceeding the minimum required sample size of 215 respondents. The minimum was calculated based on the commonly used guideline of at least five respondents per indicator, as cited in (Kyriazos, 2018). Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. In this study, Customer Engagement and Relationship Marketing Orientation were modeled as second-order constructs using the repeated indicators approach.

RESULTS AND DISCUSSION

A total of 230 questionnaire responses were collected from GoFood users in Padang. Following a screening process based on the predefined criteria, five responses were excluded due to invalid or incomplete data. As a result, 225 valid responses were included in the final analysis. Table 1 presents the demographic and behavioral characteristics of the respondents, including gender, age group, monthly income, and occupational background. This descriptive information provides context for interpreting the findings from the subsequent data analysis.

Table 1. Description of Respondent Characteristics

Characteristics	Frequency	Percentage	Characteristics	Frequency	Percentage
Control Question			Income		
Yes	225	97,8%	<Rp1.000.000	49	21,78%
No	5	2,2%	Rp1.000.000 – Rp2.500.00	60	26,67%
Gender			Rp2.500.000 – Rp4.000.000	68	30,22%
Male	90	40%	Rp4.000.000 – Rp6.000.000	33	14,67%
Female	135	60%	>Rp6.000.000	15	6,66%
Age			Job		
18-25 Years	101	44,89%	Student	92	40,89%
26-35 Years	69	30,67%	Private Sector Employees	59	26,22%
36-45 Years	47	20,89%	Self-Employed	40	17,78%
46-55 Years	8	3,55%	Civil Servant	24	10,67%
			Others	10	4,44%

Source: Primary Processed Data (2025)

Before testing the structural relationships, the measurement model was evaluated for validity and reliability. Convergent validity was assessed using outer loadings, where all indicator

values exceeded the recommended threshold of 0.70, indicating that the items effectively represented their respective constructs. Discriminant validity was confirmed through the Fornell-Larcker criterion, where the square root of AVE for each construct was higher than its correlation with other constructs. This suggests that each construct is distinct and well-measured.

Table 2. Convergent Validity

ITEM	ENT	ATT	ABS	INT	COM	EMP	SV	T	CL
ENT1	0.802								
ENT2	0.703								
ENT3	0.718								
ENT4	0.788								
ENT5	0.767								
ATT1		0.758							
ATT2		0.757							
ATT3		0.733							
ATT4		0.773							
ATT5		0.746							
ABS1			0.790						
ABS2			0.758						
ABS3			0.788						
ABS4			0.805						
ABS5			0.804						
ABS6			0.762						
INT1				0.804					
INT2				0.704					
INT3				0.779					
INT4				0.707					
COM1					0.717				
COM2					0.767				
COM3					0.721				
COM4					0.748				
EMP1						0.719			
EMP2						0.710			
EMP3						0.747			
EMP4						0.752			
SV1							0.753		
SV2							0.721		
SV3							0.774		
SV4							0.830		
T1								0.757	
T2								0.785	
T3								0.716	
T4								0.728	
T5								0.817	
T6								0.802	
CL1									0.718
CL2									0.766

CL3									0.748
CL4									0.798
CL5									0.731

Source: Primary Processed Data (2025)

Table 3. Discriminat Validity

	ENT	ATT	ABS	INT	COM	EMP	SV	T	CL
ENT	0,757								
ATT	0,370	0,753							
ABS	0,258	0,467	0,785						
INT	0,226	0,456	0,444	0,750					
COM	0,151	0,364	0,419	0,502	0,738				
EMP	0,251	0,418	0,397	0,512	0,508	0,732			
SV	0,259	0,304	0,301	0,520	0,416	0,451	0,771		
T	0,338	0,216	0,269	0,331	0,396	0,350	0,602	0,768	
CL	0,228	0,370	0,259	0,406	0,421	0,413	0,492	0,653	0,753

Source: Primary Processed Data (2025)

Reliability was confirmed using Cronbach's Alpha and Composite Reliability. All constructs reported Cronbach's Alpha values above 0.70 and most construct reported Composite Reliability values above 0,80, while all values remained above the acceptable threshold of 0,70. These results indicate that the measurement model is both valid and reliable.

Table 4. Cronbach's Alpha and Composite Reliability

Variabel	Cronbach's Alpha	Composite Reliability (rho_a)
Ent	0,813	0,816
Att	0,810	0,810
Abs	0,875	0,877
Int	0,739	0,746
CE	0,883	0,887
Com	0,723	0,727
Emp	0,713	0,715
SV	0,771	0,779
RMO	0,834	0,838
T	0,861	0,865
CL	0,808	0,810

Source: Primary Processed Data (2025)

This study his study examines the structural relationships among customer engagement, relationship marketing orientation, trust, and customer loyalty, as illustrated in the structural model in Figure 2.

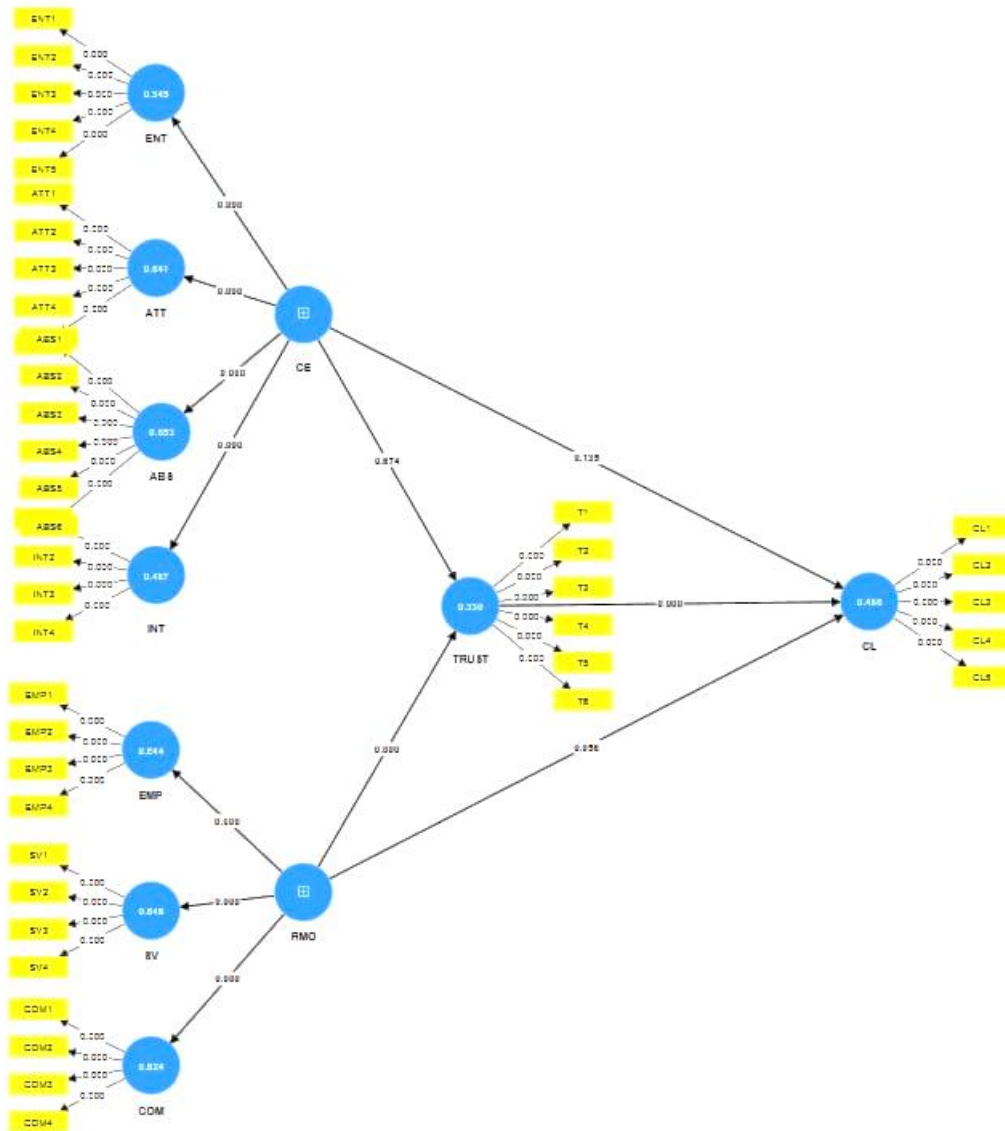


Figure 2. Data Processing Result

To assess how well the independent variables explain the variation in the dependent constructs, R-square (R^2) analysis was conducted. The R^2 values for each endogenous variable are summarized in Table 5.

Table 5. R-Square Output

Variabel	R-square	R-square Adjusted
Ent	0,345	0,343
Att	0,641	0,640
Abs	0,653	0,651
Int	0,487	0,485
Com	0,624	0,622
Emp	0,644	0,642
SV	0,646	0,644
T	0,330	0,324
CL	0,486	0,480

Source: Primary Processed Data (2025)

The R-square (R^2) values presented in Table 5 provide insights into the explanatory power of the structural model. Among the first-order constructs, Absorption (0.653), Attention (0.641), Empathy (0.644), Shared Value (0.646), and Communication (0.624) display relatively high R^2 values, suggesting that the higher-order constructs of Customer Engagement and Relationship Marketing Orientation successfully explain a substantial portion of variance in their respective dimensions. Meanwhile, Trust yielded an R^2 of 0.330, indicating that approximately 33.0% of its variance is explained by customer engagement and relationship marketing orientation. Although this value is considered moderate, it suggests that other factors outside the model may also influence trust.

Lastly, the R^2 for Customer Loyalty is 0.486, which demonstrates that trust, customer engagement, and relationship marketing orientation together explain 48.6% of the variance in loyalty. This reflects a moderate explanatory power, suggesting the model is adequate for predicting customer loyalty within the scope of this study.

Table 6. Path Coefficients and Direct Effect Result

Variabel	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistics (O/STDEV)	P-values
CE \Rightarrow ENT	0,588	0,596	0,064	9,181	0,000
CE \Rightarrow ATT	0,801	0,803	0,035	23,197	0,000
CE \Rightarrow ABS	0,808	0,810	0,041	19,648	0,000
CE \Rightarrow INT	0,698	0,704	0,049	14,324	0,000
CE \Rightarrow CL	0,133	0,146	0,089	1,497	0,135
CE \Rightarrow T	0,045	0,049	0,108	0,421	0,674
RMO \Rightarrow COM	0,803	0,804	0,037	21,403	0,000
RMO \Rightarrow EMP	0,804	0,804	0,045	17,947	0,000
RMO \Rightarrow SV	0,790	0,791	0,038	20,955	0,000
RMO \Rightarrow CL	0,193	0,179	0,101	1,915	0,056
RMO \Rightarrow T	0,546	0,552	0,108	5,075	0,000
T \Rightarrow CL	0,492	0,496	0,106	4,640	0,000

Source: Primary Processed Data (2025)

The direct hypothesis test findings, as shown in Table 6, indicate varying levels of significance among the relationships between the constructs, organized as follows; First, the first hypothesis (H1), which proposed that customer engagement significantly affects customer loyalty, is rejected. The analysis yielded a t-statistic of 1.497 (< 1.96) and a p-value of 0.135 (> 0.05), indicating a non-significant result. The original sample value of 0.133 suggests a weak positive effect, meaning that a one standard deviation increase in customer engagement leads to only a 0.133 standard deviation increase in customer loyalty. Second, the second hypothesis (H2), which proposed that customer engagement significantly affects trust, is also rejected. The t-statistic is 0.421 (< 1.96) and the p-value is 0.674 (> 0.05), showing a lack of statistical significance. The original sample value of 0.045 reflects a negligible positive relationship between the two constructs.

Third, the third hypothesis (H3) states that relationship marketing orientation (RMO) significantly affects customer loyalty. The result supports this hypothesis at the 10% significance level, with a t-statistic of 1.915 (> 1.645) and a p-value of 0.056 (< 0.10). The original sample value of 0.193 implies that a one standard deviation increase in RMO is associated with a 0.193 standard deviation increase in customer loyalty. Thus, H3 is accepted at the 10% significance level. Fourth, the fourth hypothesis (H4), which posits that relationship marketing orientation significantly affects trust, is accepted. The t-statistic is 5.075 (> 1.96) and the p-value is 0.000 (< 0.05), indicating strong statistical significance. The original sample value of 0.546 shows a substantial

positive effect of RMO on trust. Fifth, the fifth hypothesis (H5) suggests that trust significantly affects customer loyalty. This hypothesis is accepted, with a t-statistic of 4.640 (> 1.96) and a p-value of 0.000 (< 0.05), confirming a significant relationship. The original sample value of 0.492 indicates that a one standard deviation increase in trust leads to a 0.492 standard deviation increase in customer loyalty

Table 7. Path Coefficients and Indirect Effect Result

Variabel	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistics (O/STDEV)	P-values
CE \Rightarrow T \Rightarrow CL	0,022	0,0,22	0,054	0,412	0,680
RMO \Rightarrow T \Rightarrow CL	0,268	0,276	0,087	3,084	0,000

Source: Primary Processed Data (2025)

The results of the indirect hypothesis testing are presented in Table 7. This section analyzes the mediating role of trust in the relationships between the independent variables and customer loyalty. First, trust does not mediate the relationship between customer engagement and customer loyalty (H6). This is supported by a t-statistic value of 0.412 (< 1.96) and a p-value of 0.680 (> 0.05), indicating a non-significant indirect effect. The original sample value of 0.022 also reflects a very weak relationship. Therefore, the sixth hypothesis is rejected, suggesting that trust does not serve as a bridge between customer engagement and customer loyalty.

Second, trust is proven to significantly mediate the relationship between relationship marketing orientation and customer loyalty (H7). The t-statistic value is 3.084 (> 1.96) and the p-value is 0.002 (< 0.05), confirming a significant indirect effect. The original sample value of 0.268 shows that a one standard deviation increase in RMO, through trust, leads to a 0.268 standard deviation increase in customer loyalty. As such, the seventh hypothesis is accepted. These findings highlight the crucial role of trust in converting relational strategies into long-term customer loyalty, but show that customer engagement alone is insufficient to generate the same effect through trust.

Customer Engagement and Customer Loyalty

The study found that customer engagement does not have a significant effect on customer loyalty. This result aligns with prior studies (Elvira & Budiono, 2023; Li et al., 2020) which also reported a positive but non-significant influence of engagement on loyalty. One possible explanation is that the engagement observed in this study was primarily online-based and transactional in nature, such as routine app use, participating in promotions, or giving ratings. These behaviors may not be sufficient to create long-term loyalty without a deeper relational or emotional connection. This finding is also supported by the Uses and Gratifications Theory (Blumler & Katz, 1974), as cited in (Liestia, 2023) which suggests that users engage with platforms like GoFood to fulfill short-term functional needs such as convenience, price, and efficiency rather than to build lasting brand relationships. In particular, GoFood users in Padang may prioritize utilitarian benefits such as delivery speed or price when engaging with the platform.

As a result, casual engagement activities like rating submissions may be perceived as transactional rather than relational. This might explain why engagement alone fails to significantly influence loyalty. However, this does not diminish the potential value of customer engagement. Future strategies could explore ways to integrate relational cues such as personalized communication, user recognition, or supportive service interactions that may help strengthen emotional bonds and improve engagement's impact on customer loyalty, especially in markets where functionality currently dominates.

Customer Engagement and Trust

This study also found no significant relationship between customer engagement and trust. Although users may show high levels of enthusiasm, attention, absorption, and interaction, this alone does not build trust toward the service. This finding supports the Cognitive-Affective Model of Trust Formation (McAllister, 1995), which states that trust requires not only emotional engagement but also consistent service experiences and concrete evidence of reliability. Similarly, research by (Cahaya et al., 2023) found that trust is more strongly influenced by service quality, system security, and service consistency, rather than engagement itself. Therefore, even if users are highly engaged, trust may not form if their experiences do not meet their expectations.

Relationship Marketing Orientation and Customer Loyalty

The results show that relationship marketing orientation (RMO) has a positive and significant effect on customer loyalty. This supports the Customer Relationship Management (CRM) theory by (Payne & Frow, 2005), which emphasizes the importance of building long-term relationships to foster loyalty. CRM theory views customer loyalty not as a result of single transaction, but as result of sustained value through trust-building, personalization, and mutual engagement. The result of this study reinforces that structured relational strategies when perceived as sincere, can strengthen loyalty even in highly functional service environment like GoFood.

In the context of GoFood, personalized services, consistent communication, and loyalty programs can strengthen customer perceptions and encourage repeat usage. Unlike casual engagement, RMO reflects more structured and intentional relational strategies that customers may perceive as sincere and trustworthy. In Padang, where users tend to prioritize functionality, these deliberate efforts appear to stand out and foster loyalty more effectively. This aligns with findings by (Steviano & Sihombing, 2023), who also observed a significant influence of RMO on customer loyalty in digital service contexts.

However, the implementation of RMO presents operational challenges. In GoFood's service ecosystem, customer experiences are co-created through interactions with both the platform and its partners, such as drivers and merchants. Not all partners may have the interpersonal skills to deliver personalized and empathetic service. As a result, customers are exposed to high relational cues that may develop elevated expectation that are not always matched by their real-life service encounters. This discrepancy may ultimately limit the long-term effectiveness of RMO if not addressed through adequate training, alignment, and service quality assurance across the platform's touchpoints.

Relationship Marketing Orientation and Trust

RMO was also found to significantly influence trust. The result confirms the Commitment-Trust Theory (Morgan & Hunt, 1994), which views trust as a central element in long-term customer relationships. In GoFood's case, consistent service quality, responsive customer support, and relational strategies such as empathy and shared values help build customer trust. This result is further supported by (Wongsansukcharoen, 2022), who also found a significant positive relationship between RMO and trust.

Trust and Customer Loyalty

Trust was shown to significantly influence customer loyalty. This finding supports the theory by (Morgan & Hunt, 1994) that trust reduces uncertainty and strengthens a customer's willingness to maintain the relationship. When users perceive GoFood as reliable, honest, and consistent, they are more likely to remain loyal. This aligns with studies by (Hantoro et al., 2025; Huddin et al., 2024), which highlight trust as a key factor in forming emotional bonds and long-term commitment in customer relationships.

Trust as a Mediator between Customer Engagement and Customer Loyalty

The study found that trust does not mediate the relationship between customer engagement and customer loyalty. This suggests that although users are engaged, their engagement does not translate into trust, and therefore does not lead to loyalty through an indirect path. This result partially contrasts with the Commitment-Trust Theory (Morgan & Hunt, 1994), which posits that engagement builds trust, and trust fosters loyalty. In digital service contexts like GoFood, particularly in regions like Padang, engagement may be more functional than emotional, thus failing to create sufficient trust or loyalty. This is supported by (Cahaya et al., 2023), who found that trust does not always serve as a significant mediator in digital service ecosystems, especially when customer experiences lack emotional depth or consistency.

Trust as Mediator between Relationship Marketing Orientation and Customer Loyalty

Finally, the study confirmed that trust significantly mediates the relationship between relationship marketing orientation and customer loyalty. This implies that while RMO alone can drive loyalty, its effect is strengthened when customers also trust the service provider. Trust thus serves as a psychological mechanism that transforms relational strategies into behavioral commitment. This finding aligns with (Steviano & Sihombing, 2023), as well as (Wongsansukcharoen, 2022), who found similar mediation effects in Thailand's digital banking context. Despite differing service types, these results indicate that when relational marketing is perceived as sincere and consistent, it can foster trust that leads to sustained loyalty across digital platforms. Therefore, trust-building remains a critical lever in ensuring the long-term success of relationship-based strategies in both local and broader service markets.

Based on these findings, platforms like GoFood should design relational strategies that not only personalize user experience but also actively build and sustain customer trust. For instance, implementing localized loyalty programs tailored to consumer preferences in Padang, improving transparency in service quality, and ensuring consistent service experiences across drivers and merchants can strengthen both relational perceptions and user satisfaction. Training program for partners may also be necessary to ensure relational values are upheld at every customer touchpoint.

CONCLUSION

This study, based on 225 GoFood users in Padang, examines how customer engagement and relationship marketing orientation (RMO) affect trust and customer loyalty. The findings indicate that RMO has a significant effect on both trust and loyalty. Trust also mediates the relationship between RMO and customer loyalty. In contrast, customer engagement does not significantly influence either trust or loyalty, and trust does not mediate this relationship. These results suggest that although users may demonstrate enthusiasm, attention, absorption, and interaction, these dimensions of engagement alone are not sufficient to enhance trust or build loyalty. Relationship marketing strategies such as communication, empathy, and shared values prove to be more effective in strengthening trust and increasing customer loyalty. Therefore, GoFood is encouraged to focus more on building long-term customer relationships rather than relying solely on customer engagement efforts. These findings emphasize the need for GoFood to prioritize relationship-based strategies over surface-level engagement, especially in highly competitive digital service environments. Practically, GoFood should consider implementing region-specific loyalty programs, transparent communication strategies, and consistent service standards across its partners to enhance trust and maintain relational value. Partner training programs focusing on empathetic customer interaction may also help close the gap between customer expectations and actual service delivery.

Theoretically, this study reinforces the propositions of Commitment-Trust Theory (Morgan & Hunt, 1994) by confirming the central role of trust in fostering customer loyalty within digital service platforms. However, it also reveals that trust is not always a guaranteed outcome of

customer engagement, suggesting that the theory's assumptions may require further contextual refinement especially in markets where user behavior is driven more by functional needs than emotional connections. This study is limited by its focus on a single city, which may not fully capture the diversity of consumer behavior across different regions. Moreover, it did not account for moderating variables such as user age, frequency of use, or socioeconomic status, which could influence how engagement and RMO affect trust and loyalty.

SUGGESTION

Future research could explore comparative analyses between cities or countries to assess how cultural, economic, or technological factors influence the effectiveness of relationship marketing strategies. Qualitative approaches may also help capture deeper emotional dynamics that quantitative models alone cannot reveal.

ACKNOWLEDGMENT

The author would like to express sincere gratitude to all respondents who willingly contributed their time and input for the completion of this study. Appreciation is also extended to Mr. Abror, S.E., M.E., Ph.D., for his guidance, feedback, and support throughout the research process. Lastly, thank you to everyone both directly and indirectly involved whose presence, support, or encouragement played a role in bringing this research to its final form.

REFERENCES

- Akanbi, P. A., & Obafemi, O. O. (2024). Impact of Customer Loyalty on Organizational Performance in Some Selected Publishing Companies in South-Western Nigeria. *British Journal of Management and Marketing Studies*, 7(1), 119-133. <https://doi.org/10.52589/BJMMS-OVPW9YV5>
- Amoako, G. K. (2019). Relationship marketing, orientation, brand equity and firm value: The mediating role of customer value—An emerging market perspective. *Journal of Relationship Marketing*, 18(4), 280-308. <https://doi.org/10.1080/15332667.2019.1639589>
- Cahaya, Y. F., Riwayat, H. E., & Markonah, M. (2023). The influence of Customer Engagement and Financial Literacy on Loyalty is mediated by Customer Trust. *Journal of Finance & Banking Review (JFBR)*, 8(2). [https://doi.org/10.35609/jfbr.2023.8.2\(2\)](https://doi.org/10.35609/jfbr.2023.8.2(2))
- Cruz, C. O., & Sarmiento, J. M. (2020). "Mobility as a service" platforms: A critical path towards increasing the sustainability of transportation systems. *Sustainability*, 12(16), 6368. <https://doi.org/10.3390/su12166368>
- Elvira, E., & Budiono, H. (2023). Pengaruh Customer Brand Engagement terhadap Brand Loyalty dengan Brand Trust sebagai Variabel Mediasi Penumpang Maskapai Penerbangan Super Air Jet. *Jurnal Manajerial Dan Kewirausahaan*, 5(4), 927-934. <https://doi.org/10.24912/jmk.v5i4.26955>
- Hantoro, P. T., Astuti, H. J., Rachmawati, E., & Purwidiyanti, W. (2025). The Effect of Service Quality, Corporate Image, Customer Trust, Customer Satisfaction, And Customer Experience on Customer Loyalty at PT Pelindo (Persero)(Case Study at Tanjung Intan, Gresik, And Tanjung Perak Port). *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 8(2), 3917-3937. <https://doi.org/10.31538/ijse.v8i2.6356>
- Hinduan, Z. R., Anggraeni, A., & Agia, M. I. (2020). Generation Z in Indonesia: The self-driven digital. In *The new Generation Z in Asia: Dynamics, differences, digitalisation* (pp. 121-134). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-80043-220-820201012>
- Huddin, M. N., Kurnia, D., Deviyantoro, D., & Nafiudin, N. (2024). The relationship between customer experience, customer satisfaction, customer trust, and customer loyalty in

- tourism destination. *Diponegoro International Journal of Business*, 6(2), 142-154. <https://doi.org/10.14710/dijb.6.2.2023.142-154>
- Jusuf, D. I. (2023). Digital technology and changes in consumer behavior: Case study of the millennial generation. *Jurnal Ekonomi*, 12(04), 1338-1343.
- Kyriazos, T. A. (2018). Applied psychometrics: sample size and sample power considerations in factor analysis (EFA, CFA) and SEM in general. *Psychology*, 9(08), 2207. <https://doi.org/10.4236/psych.2018.98126>
- Li, M. W., Teng, H. Y., & Chen, C. Y. (2020). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. *Journal of Hospitality and Tourism Management*, 44, 184-192. <https://doi.org/10.1016/j.jhtm.2020.06.015>
- Liestia, M. N. (2023). Utilization of Uses and Gratifications in Media Use Literature During the Covid-19 Pandemic. *Journal of Social Research*, 2(8), 2608-2627. <https://doi.org/10.55324/josr.v2i8.1299>
- McAllister, D. J. (1995). Affect-and cognition-based trust as foundations for interpersonal cooperation in organizations. *Academy of management journal*, 38(1), 24-59. <https://doi.org/10.2307/256727>
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of marketing*, 58(3), 20-38. <https://doi.org/10.2307/1252308>
- Noor, A., Mehmood, M. D., & Das, T. (2022, November). End users' perspective of performance issues in google play store reviews. In *International Conference on Product-Focused Software Process Improvement* (pp. 603-609). Cham: Springer International Publishing. https://doi.org/10.1007/978-3-031-21388-5_45
- Nuresa, D. (2023). Changing Generation Z Consumption Patterns and Their Implications for Global Marketing Strategies. *Mandalika Journal of Business and Management Studies*, 1(2), 26-34. <https://doi.org/10.59613/mjbms.v1i2.234>
- Oly Ndubisi, N. (2007). Relationship marketing and customer loyalty. *Marketing intelligence & planning*, 25(1), 98-106. <https://doi.org/10.1108/02634500710722425>
- Payne, A., & Frow, P. (2005). A strategic framework for customer relationship management. *Journal of marketing*, 69(4), 167-176. <https://doi.org/10.1509/jmkg.2005.69.4.167>
- Setó-Pamies, D. (2012). Customer loyalty to service providers: examining the role of service quality, customer satisfaction and trust. *Total Quality Management & Business Excellence*, 23(11-12), 1257-1271. <https://doi.org/10.1080/14783363.2012.669551>
- Shroff, A., Shah, B. J., & Gajjar, H. (2022). Online food delivery research: A systematic literature review. *International Journal of Contemporary Hospitality Management*, 34(8), 2852-2883. <https://doi.org/10.1108/IJCHM-10-2021-1273>
- Sin, L. Y., Tse, A. C., Chan, H., Heung, V. C., & Yim, F. H. (2006). The effects of relationship marketing orientation on business performance in the hotel industry. *Journal of Hospitality & Tourism Research*, 30(4), 407-426. <https://doi.org/10.1177/1096348006287863>
- So, K. K. F., King, C., & Sparks, B. (2014). Customer engagement with tourism brands: Scale development and validation. *Journal of Hospitality & Tourism Research*, 38(3), 304-329. <https://doi.org/10.1177/1096348012451456>
- Steviano, A., & Sihombing, S. O. (2023). Pengaruh Manajemen Hubungan Masyarakat Dan Orientasi Pemasaran Hubungan Terhadap Loyalitas Merek Dengan Keterlibatan Pelanggan Dan Kepercayaan Merek Sebagai Variabel Mediasi [The Influence Of Public Relations Management And Relationship Marketing Orientation On Brand Loyalty With

Customer Involvement And Brand Trust As Mediation Variables]. *DeReMa (Development Research of Management): Jurnal Manajemen*, 18(2), 86-108.

Wongsansukcharoen, J. (2022). Effect of community relationship management, relationship marketing orientation, customer engagement, and brand trust on brand loyalty: The case of a commercial bank in Thailand. *Journal of Retailing and Consumer Services*, 64, 102826. <https://doi.org/10.1016/j.jretconser.2021.102826>