ABSTRACT

Objective: The purpose of this study is to investigate the relationship of Digital Marketing, Word of Mouth, Perceived Value and Perceived Quality on Indonesian Online Transportation (Go-Jek) Customers Satisfaction and Loyalty.

Theoretical framework: According to Konuk, (2019) Digital marketing is a marketing of products through digital media that is connected by the internet. According to Lin et al. (2015) Word of mouth is a marketing activity in which two or more individuals exchange information through direct communication, media, or electronic devices based on experience of using a product or service. According to Kuo et al. (2013) Perceived value is a consumer's perception of the understanding of the benefits of a product. According to Juwaini et al. (2022) Customer satisfaction is where someone compares the results of what is felt by a product or service with the person's expectations for the product. According to Daud et al. (2022) Customer loyalty is a commitment that is firmly held by customers to buy or use the product or service again or ensure that a product or service will be chosen consistently in the future.

Method: The method for collecting data in this study is the Questionnaire Method, which is an activity to collect data from respondents in which the form of the questionnaire in this study is structured or a closed questionnaire with answers to statements that have been prepared in the form of choices. Respondents do not need to provide additional answers, respondents only need to answer a statement with 5 available answers, which will make it easier for researchers to manage and analyze data. The scale used in the preparation of this questionnaire is the Likert scale, in which the scale has 5 levels of answers and is structured into a statement followed by 5 response responses. The sample was selected using a technique that is purposive sampling, in which the technique determines the sample with special considerations or certain criteria so that the respondent is eligible to be sampled. The criteria are: Consumers who have used Gojek services at least 2 times. Because respondents already know Gojek's services and from various kinds of consumers who become respondents, they must be 16-60 years old, because respondents are considered adults so they will be able to answer questions asked by the author. In this study, the number of respondents used is 675. The data obtained from the

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questionnaire will then be analyzed using a method called multiple linear regression where data processing is assisted by SmartPLS for Windows program to facilitate research data processing.

**Results and Conclusions:** Digital marketing on customer satisfaction and loyalty have p value 16.443 < 0.50 was obtained and t value 15.194 > 1.96, so it was concluded that digital marketing has a significant and positive effect on customer satisfaction and loyalty. Digital marketing on Perceived Value and Perceived Quality have p value < 0.50 was obtained and t value 21.732 > 1.96. Perceived quality on the decision to use Gojek services have p value 18.285 < 0.50 was obtained and t value > 1.96. Based on the results of the SmartPLS analysis concluded that digital marketing has a significant and positive effect on customer satisfaction and loyalty, digital marketing has a significant and positive effect on Word of Mouth, digital marketing has a significant and positive effect on Perceived Value and Perceived Quality, perceived quality has a significant positive role in the decision to use Gojek services.

**Implications of the research:** For Gojek, it is expected that the company will pay more attention to and predict word of mouth that is spread in the community because word of mouth is a means of promotion that does not cost money so that positive things that are spread in the community about Gojek services will stimulate potential consumers to make purchases or use the services of Gojek. In the process of increasing brand awareness, the Go-Jek company uses several strategies, the strategy carried out by Go-Jek has been successful by getting positive results from the community. Where by creating a positive image will lead to trust, from that trust they will try to get to know more then they will feel comfortable and loyal to the company.

**Originality/value:** The novelty of this research is the creation of a variable relationship model of satisfaction, loyalty, digital marketing, word of mouth, perceived value and perceived quality in online transportation companies (Gojek).

**Keywords:** Indonesian online transportation (Go-Jek), customers satisfaction, loyalty, digital marketing, word of mouth, perceived value, perceived quality.

**SATISFAÇÃO E FIDELIDADE DOS CLIENTES DE TRANSPORTE ONLINE DA INDONÉSIA (GO-JEK): QUAL É O PAPEL DO MARKETING DIGITAL, DO BOCA A BOCA, DO VALOR PERCEBIDO E DA QUALIDADE PERCEBIDA?**

**RESUMO**

**Objetivo:** O objetivo deste estudo é investigar a relação entre marketing digital, boca a boca, valor percebido e qualidade percebida no transporte online indonésio (Go-Jek) satisfação e fidelidade dos clientes.

**Quadro teórico:** De acordo com Konuk,(2019) Marketing digital é uma comercialização de produtos através de mídia digital que é conectada pela internet. De acordo com Lin et al. (2015) Palavra de boca é uma atividade de marketing em que dois ou mais indivíduos trocam informações através de comunicação direta, mídia ou dispositivos eletrônicos com base na experiência de usar um produto ou serviço. De acordo com Kuo et al. (2013) Valor percebido é a percepção do consumidor sobre a compreensão dos benefícios de um produto. De acordo com Juwaini et al. (2022) A satisfação do cliente é onde alguém compara os resultados do que é sentido por um produto ou serviço com as expectativas da pessoa para o produto. De acordo com Daud et al. (2022) A fidelidade do cliente é um compromisso firmemente assumido pelos...

Método: O método para coletar dados neste estudo é o Método Questionário, que é uma atividade para coletar dados de entrevistados em que a forma do questionário neste estudo é estruturada ou um questionário fechado com respostas a declarações que foram preparadas na forma de escolhas. Os entrevistados não precisam fornecer respostas adicionais; eles só precisam responder a uma declaração com cinco respostas disponíveis, o que facilitará o gerenciamento e a análise dos dados pelos pesquisadores. A escala usada na preparação deste questionário é a escala Likert, na qual a escala tem 5 níveis de respostas e é estruturada em uma declaração seguida por 5 respostas. A amostra foi selecionada por meio de uma técnica de amostragem intensiva, na qual a técnica determina uma amostragem considerando especeis ou determinados critérios para que o respondente possa ser amostrado. Os critérios são: Consumidores que utilizaram os serviços Gojek pelo menos duas vezes. Como os entrevistados já conhecem os serviços de Gojek e de vários tipos de consumidores que se tornam entrevistados, eles devem ter entre 16 e 60 anos de idade, porque os entrevistados são considerados adultos para que possam responder às perguntas feitas pelo autor. Neste estudo, o número de entrevistados utilizado é 675. Os dados obtidos do questionário serão então analisados usando um método chamado regressão linear múltipla, onde o processamento de dados é assistido pelo programa SmartPLS para Windows para facilitar o processamento de dados de pesquisa.

Resultados e Conclusões: O marketing digital sobre satisfação e fidelidade do cliente tem valor p 16,443 <0,50 foi obtido e valor t 15,194 > 1,96, então concluiu-se que o marketing digital tem um efeito significativo e positivo sobre a satisfação e lealdade do cliente. O marketing digital em Valor Percebido e Qualidade Percebida tem valor p <0,50 foi obtido e valor t 21,732 > 1,96, Qualidade percebida na decisão de usar os serviços Gojek tem valor p 18,285 <0,50 e valor t 1,96. Com base nos resultados da análise smartPLS concluiu que o marketing digital tem um efeito significativo e positivo na satisfação e fidelidade do cliente, o marketing digital tem um efeito significativo e positivo no Word of Mouth, o marketing digital tem um efeito significativo e positivo no valor percebido e na qualidade percebida, a qualidade percebida tem um papel positivo significativo na decisão de usar os serviços Gojek.

Implicações da pesquisa: Para Gojek, espera-se que a empresa preste mais atenção e preveja o boca a boca que é difundido na comunidade porque o boca a boca é um meio de promoção que não custa dinheiro, de modo que coisas positivas que são difundidas na comunidade sobre os serviços Gojek estimularão potenciais consumidores a fazer compras ou usar os serviços de Gojek. No processo de aumentar a conscientização da marca, a empresa Go-Jek usa várias estratégias, a estratégia realizada pela Go-Jek tem sido bem-sucedida, obtendo resultados positivos da comunidade. Onde criando uma imagem positiva conduzirá à confiança, a partir dessa confiança eles tentarão conhecer mais, então eles se sentirão confortáveis e leais à empresa.

Originalidade/valor: A novidade desta pesquisa é a criação de um modelo de relacionamento variável de satisfação, lealdade, marketing digital, boca a boca, valor percebido e qualidade percebida em empresas de transporte online (Gojek).

Palavras-chave: transporte online Indonésio (Go-Jek), satisfação dos clientes, lealdade, marketing digital, palavra de boca, valor percebido, qualidade percebida.
1 INTRODUCTION

GO-JEK is transportation company connecting taxi drivers and passengers. This industry was founded in 2011. GO-JEK is a social enterprise that drives the transportation revolution in Ojek. Because the aim of this company is to work effectively with experienced motorcycle taxi drivers, interest customers will grow. As a result, GO-JEK expanded to other big cities. GO-JEK itself was present in the city of Surabaya in 2015, this aroused the enthusiasm of the people as an alternative means. GO-JEK is the leading solution for goods delivery, food ordering, and travel during peak hours. Customers say it is more efficient to use GO-JEK and pocket friendly. Consider development and consumer growth, then this company launched other products and is available in the city of Surabaya. The GO-JEK application is also available for smartphones running the iOS or Android operating system. Customers can be delivered and picked up accurately with the help of a smartphone application.

According to Wibowo et al. (2020) Transportation is a very important role in economic growth in Indonesia today. The more the population increases, the more transportation is needed to carry out all daily activities. With this phenomenon, the business in the transportation sector will be very promising. According to Ashraf et al. (2018) Nowadays the need for transportation is heading in a new direction, where conventional-based transportation services have begun to be eroded by the existence of online-based transportation services, this is closely related to the era of globalization where all aspects of life are changing from conventional to online or digital. With such a competitive competition, it is necessary to have effective marketing activities for Gojek so that potential consumers are willing to make a decision to use Gojek's services.

According to Abu (2015) states that the decision-making process should be a series of processes where it begins with selecting the various alternative options available and ends with choosing an alternative that suits certain needs and determining the choice that is considered the most profitable for voters. According to Auka et al. (2012); Ashraf et al. (2018) stated that usage decisions are a series of processes which combine experience and knowledge to assess the available alternative options and choose one of these options.

According to Ahmed et al. (2014); Auka et al. (2012) stated that usage decisions are influenced by brand trust and service quality. According to Ahmed et al. (2014); Auka et al. (2012); Ashraf et al. (2018) explained that usage decisions are influenced by brand
image and word of mouth. According to Abu (2015); Aditi et al. (2021) explained that usage decisions can be influenced by company image, word of mouth, product quality and service quality. According to Ahmed et al. (2014); Auka et al. (2012); Ashraf et al. (2018) suggest that purchase or use decisions are influenced by service quality, digital marketing and word of mouth. Based on this, it can be determined if the variables that influence the use decision variables are: brand trust, service quality, brand image, word of mouth communication, company image, product quality and digital marketing.

1.1 LITERATURE REVIEW

1.1.1 Digital Marketing

According to Konuk, (2019) Digital marketing is a marketing of products through digital media that is connected by the internet. This facilitates communication in the form of marketing promotions through cyberspace. According to Haudi et al. (2020); Asbari et al. (2020) The existence of digital marketing also makes communication between producers, marketers, and consumers or buyers easier. In addition, digital marketing makes it easier for business people to monitor and provide everything that potential consumers need. They can also search and obtain information about the product simply by accessing the internet so as to facilitate the process of finding the product. Prospective buyers are now getting smarter in making a buying decision based on what they see on the internet. Digital marketing is able to cover all internet users wherever they live without any regional or time restrictions. Internet applications that are widely used in marketing are social media such as Twitter, Instagram, Facebook, Telegram, Spotify, Youtube, and Tiktok. According to Purwanto et al. (2021) Product sellers can also take advantage of website media or other personal sites. If business actors want to continue to survive from competitors, then they must take advantage of the internet as a marketing medium. Digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, Adwords, or social networks. According to Purwanto et al. (2021) Digital marketing is the use of the internet and the use of other interactive technologies to create and link information between companies and consumers in the form of web sites, search engine marketing, web banners, social networking, viral marketing, e-mail marketing and affiliate marketing. At a time when the effectiveness of traditional marketing is declining, new methods in the world of marketing are experiencing significant growth. There are six digital marketing indicators.
1.1.2 Word of mouth

In a study conducted by Purwanto et al. (2021) states that word of mouth has a positive and significant role in the decision to use. As well as research from Lin et al. (2015); Purwanto, A. (2022); Purwanto et al. (2021) stated that word of mouth has a positive and significant role in the decision to use. However, according to research conducted by According to Konuk,(2019); Lin et al. (2015) stated that word of mouth has a negative and insignificant role in the decision to use, as well as research by Purwanto, A. (2022); Purwanto et al. (2021) show that word of mouth has an insignificant role in purchasing decisions. According to Konuk,(2019); Lin et al. (2015) Word of mouth is a marketing activity in which two or more individuals exchange information through direct communication, media, or electronic devices based on experience of using a product or service. Maximizing a user's response by providing good service in order to get opinions spread to other potential users, Gojek tries to provide excellent service from the workings of drivers who join as Gojek's partners. So that after potential consumers get information from a service that is obtained through conversations with people closest to them and want to try the service or product, other potential consumers will make a decision to use it.

1.1.3 Perceived value

According to Kuo et al. (2013) stated that the perceived value felt by consumers or a product has a direct effect on a behavior which is commonly called the concept of loyalty. According to Haudi et al.(2020); Asbari et al.(2020) The high value obtained by consumers will lead to high retention by customers. The results obtained from perceived value can be stated empirically, namely customer satisfaction and customer loyalty according to According to Hu et al. (2009); Hussain et al. (2015); Juwaini et al. (2022); Kuo et al. (2013). According to Kuo et al. (2013) Perceived value is a consumer's perception of the understanding of the benefits of a product. It also involves about how customers judge that the product is in accordance with what they expect, To increase the customer perceived value of a product or service, the company should add the benefits of the product or service and reduce costs in order to reduce the purchase price by customers for a product. as well as services,
1.1.4 Customer Satisfaction

According to Juwaini et al. (2022); Kuo et al. (2013) stated that customer satisfaction is an important premise to achieve customer loyalty as well as a driver to improve the financial sector. It has long been proven that increasing customer satisfaction can ensure customer loyalty to the product which ensures competitive advantage and long term success. Based on the discussion above, satisfaction is a trigger for a consumer to make a repeat purchase, which later if the satisfaction is continuously felt by the consumer will arise a sense of loyalty to the product. Customer satisfaction is a form of attitude that results from a comparison of performance expectations with what consumers get from the services provided. Satisfaction experienced by consumers is obtained from the results of evaluating the products or services they get or consume. According to Juwaini et al. (2022); Kuo et al. (2013) Customer satisfaction is where someone compares the results of what is felt by a product or service with the person's expectations for the product.

1.1.5 Customer Loyalty

Customers may be loyal to a product or service due to limited choices or limited availability of products or services. Consumers will form their trust in a product or service through the experiences they feel. According to Daud et al. (2022) Customer loyalty is a commitment that is firmly held by customers to buy or use the product or service again or ensure that a product or service will be chosen consistently in the future. This definition focuses on the behavior and attitude of customer loyalty. According to Chang et al. (2009); Chen et al. (2014); Chinomona et al. (2014); David et al. (2022)

2 METHOD

The method for collecting data in this study is the Questionnaire Method, which is an activity to collect data from respondents in which the form of the questionnaire in this study is structured or a closed questionnaire with answers to statements that have been prepared in the form of choices. Respondents do not need to provide additional answers, respondents only need to answer a statement with 5 available answers, which will make it easier for researchers to manage and analyze data. The scale used in the preparation of this questionnaire is the Likert scale, in which the scale has 5 levels of answers and is structured into a statement followed by 5 response responses. The sample was selected using a technique that is purposive sampling, in which the technique
determines the sample with special considerations or certain criteria so that the respondent is eligible to be sampled. The criteria are: Consumers who have used Gojek services at least 2 times. Because respondents already know Gojek's services and from various kinds of consumers who become respondents, they must be 16-60 years old, because respondents are considered adults so they will be able to answer questions asked by the author. In this study, the number of respondents used is 675. The data obtained from the questionnaire will then be analyzed using a method called multiple linear regression where data processing is assisted by a SmartPLS. The reason the researcher uses multiple linear regression analysis is because in this study analyze the influence of the independent variable, namely word of mouth and service quality on the dependent variable in the decision to use, and is used to determine the large contribution of the influence between the independent variable and the independent variable, namely word of mouth and service quality. as an independent variable on the decision to use as the dependent variable.

The hypothesis in this study is

H1: Digital marketing have significant and positive effect on customers satisfaction and Loyalty,

H2: Digital marketing have significant and positive effect on Word of Mouth,

H3: Digital marketing have significant and positive effect on Perceived Value and Perceived Quality

H4: Perceived quality have a significant positive role in the decision to use Gojek services.
3 RESULT AND DISCUSSION

The results of validity testing using SmartPLS obtained the result that all indicators had a value of more than 0.70 so that it was concluded that all indicators were valid.

![Fig 2. Validity Testing](source: Results of analysis by authors)

The results of reliability testing using SmartPLS obtained the result that all variables had an AVE value greater than 0.60 and a composite reliability value of 0.60 so that all variables were reliable.

![Table 2. Reliability Testing](source: Results of analysis by authors)
The results of the hypothesis test using SmartPLS obtained the result that all variables have a t value greater than 1.96 so that it is concluded that all variable relationships have a significant relationship.

Digital marketing on customer satisfaction and loyalty

Based on the results of the smartPLS analysis, p value 16.443 <0.50 was obtained and a t value > 1.96, so it was concluded that digital marketing has a significant and positive effect on customer satisfaction and loyalty.
3.1 DIGITAL MARKETING ON WORD OF MOUTH

Based on the results of the smartPLS analysis, p value 15.194 < 0.50 was obtained and a t value > 1.96, so it was concluded that digital marketing has a significant and positive effect on Word of Mouth.

3.2 DIGITAL MARKETING ON PERCEIVED VALUE AND PERCEIVED QUALITY

Based on the results of the smartPLS analysis, a p value 21.732 < 0.50 was obtained and a t value > 1.96, so it was concluded that digital marketing has a significant and positive effect on Perceived Value and Perceived Quality.

3.3 PERCEIVED QUALITY ON THE DECISION TO USE GOJEK SERVICES.

Based on the results of the smartPLS analysis, p value 18.285 < 0.50 was obtained and a t value > 1.96, so it was concluded that perceived quality has a significant positive role in the decision to use Gojek services.

Gojek in an effort to increase the use of services from consumers must pay attention to the quality of service received by consumers from gojek drivers. Service quality is an evaluation value that becomes a benchmark for whether consumers are satisfied with the services that have been obtained after using a service or product. When consumers are satisfied with what they get from the services provided by Gojek drivers, those consumers will reuse Gojek services. The creation of positive word of mouth or word of mouth communication and good service quality will greatly determine consumers in determining service use decisions. This has been proven in the research of Chinomona et al. (2014); David et al. (2022) which states that word of mouth and service quality both have a positive and significant role on the use decision variable. According to Chang et al. (2009); Chen et al. (2014) which states that word of mouth and service quality have a positive and significant role on the use decision variable. Based on the results of the research that has been carried out, the results of this study state that the variables Digital Marketing, Word of mouth, perceived value, perceived quality simultaneously have a significant role in the decision to use. Word of mouth and service quality variables increase or decrease simultaneously, it will affect the decision to use. Gojek in an effort to increase the use of services from consumers is trying to create positive word of mouth or word of mouth communication in the community. The formation of good word of mouth will influence potential consumers to use the services, because positive things that...
are spread about the company will make potential consumers interested in using these services. Word of mouth can also be used as a free promotional media, because consumers who have used Gojek's services and are satisfied with what they get, these consumers will voluntarily share their experiences using Gojek's services to others.

Consumers who have used Gojek's services will provide information about the company's services to the closest people, be it to friends, family or co-workers whether the service is good or bad which will affect them whether to participate in using the service or not. Consumers who are satisfied with what they get when using Gojek's services will tell this to their closest people, so that people who hear positive things about Gojek's services will be interested in using the service. Based on the results of research that has been done, the results of this study show that the variables Digital Marketing, Word of mouth, perceived value, perceived quality have a positive and significant role in the decision to use Gojek services. The results of this study also show that increasing word of mouth will have an impact on increasing usage decisions. Thus, the hypothesis that was originally formulated in accordance with these results. The creation of good communication about Gojek services will later determine whether consumers will use these services or not.

Gojek must always give the best to consumers, because that will create positive word of mouth. This is in accordance with the statement by Juwaini et al. (2022); Kuo et al. (2013) Word of mouth or word of mouth communication that can make a good conversation, where people will start asking their closest people about the quality of an item or service before they use it. Thus, word of mouth can influence someone to make a decision to use it. In line with the research of Kuo et al. (2013) which states that the word of mouth communication variable has a positive and significant role on the use decision variable. The more often people talk about positive things about Gojek's services, the more potential consumers will be interested in using Gojek's services. This word of mouth formed will be an effective and efficient promotional tool because satisfied consumers will voluntarily tell their experiences to others without getting any incentives from the company.

Consumers who find themselves satisfied with the services provided by Gojek drivers will return to using services from Gojek in the future. However, if the service received by consumers from Gojek drivers is less impressive or even disappointing, consumers will switch to other service providers. Based on the results of research that has
been carried out, this study shows that service quality has a significant positive role in the decision to use Gojek services. The results of this study indicate that increasing service quality will have an impact on increasing usage decisions. Thus, the formulated hypothesis is in accordance with these results. Service quality is a value that becomes a benchmark for whether consumers are satisfied or not with the services that have been obtained after using a service or product.

Another study by Hu et al. (2009); Hussain et al. (2015) which states that word of mouth and service quality have a positive and significant role on the use decision variable. Word of mouth or word of mouth communication can create a good conversation, where people will start asking those closest to them about the quality of an item or service before they use it. Thus, word of mouth can influence someone to make a decision to use it. In line with the research of Kuo et al. (2013) which states that the word of mouth communication variable has a positive and significant role on the variable of decision to use. Word of mouth or word of mouth communication is a situation where individuals exchange information with each other regarding something they think is good so that it can influence other consumers to make use decisions and can make a business successful. While the quality of service has an important function to achieve customer satisfaction. Maximum service will create a sense of consumer satisfaction to use or repurchase an item/service offered by the company. With good service quality and word of mouth strategy, it will greatly influence consumers in making usage decisions. This has been proven in the research of Hussain et al. (2015); Juwaini et al. (2022); Kuo et al. (2013) which states that the variables of word of mouth and service quality are the variables used in the decision to use.

The presence of Go-Jek is a form of implication of technological developments and the widespread use of the internet and smartphones in the community. The existence of applications and business wheels in the transportation sector seems to have changed the way people use transportation from conventional methods to internet-based transportation. The increasing number of internet users has an impact on the number of users of social media networks through smart phones so that people tend to switch to using internet-based transportation. The emergence of online motorcycle taxi applications, for example, has changed the behavior of some people in getting motorcycle taxi services. Online transportation provides convenience and comfort for consumers by choosing a time and place that suits the needs of consumers, this is very different from
conventional transportation which needs a place to hang out or directly approach potential customers to offer services, while online transportation can be accessed by potential consumers anywhere, and anytime via a mobile application on a smartphone. Where in today’s era everyone must already have a smartphone and can connect to the internet. Thus, there are many internet users in Indonesia, so it can be concluded that online transportation will continue to develop along with the times. Go-Jek is an internet-based transportation in Indonesia.

4 CONCLUSION

Based on the results of the research that has been carried out and the discussion described above, it can be concluded as follows: Digital Marketing, Word of mouth, perceived value, perceived quality have a significant positive role in the decision to use Gojek services. (3) Service quality has a significant positive role in the decision to use Gojek's services. Based on the conclusions above, the authors can make several suggestions for the company and for future researchers. (1) For further researchers, the limitation of this research is that it only raises the independent variable word of mouth and service quality on the decision to use and the object of Gojek users. For further researchers who are interested in analyzing a similar context regarding usage decisions, to be able to develop research using variables of brand trust, brand image, company image, product quality and digital marketing as well as different research objects as a whole to obtain more varied results that can be used. describe the variables that will affect the decision to use. (2). For Gojek, it is expected that the company will pay more attention to and predict word of mouth that is spread in the community because word of mouth is a means of promotion that does not cost money so that positive things that are spread in the community about Gojek services will stimulate potential consumers to make purchases or use the services of Gojek. In the process of increasing brand awareness, the Go-Jek company uses several strategies, the strategy carried out by Go-Jek has been successful by getting positive results from the community. Where by creating a positive image will lead to trust, from that trust they will try to get to know more then they will feel comfortable and loyal to the company. With the activities of this strategy, Go-Jek maintains good relations with consumers, the community, and the community and always provides services and features that can meet the needs of the community to gain public awareness and loyalty to the company. Go-Jek is able to introduce its company by
providing services that are different from the others. Go-Jek dares to innovate by creating unusual features for the community and this can be well received by the community, even with the different service features made by Go-Jek, it is well received by the public. With this difference, Go-Jek can make its company the best online-based motorcycle taxi company compared to other online-based motorcycle taxis.
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