Brand Image, Service Quality, and Online Customer Review on the Decision to Use Gojek Application Services in Pekanbaru

Amirudin M. Amin[a*], Veren Veronica Utari[a], Dominicus Josephus Swanto Tjahjana[a], Hidayat Syahputra[a], Maulana Rezfajri S[b]

[a]Business Faculty, Institut Bisnis dan Teknologi Pelita Indonesia, Indonesia

[b]Postgraduate Doctorate in Management, Sekolah Tinggi Ilmu Ekonomi Indonesia, Indonesia

*Corresponding Author: amirudin.amin@lecturer.pelitaindonesia.ac.id

ABSTRACT

This study aims to determine and analyze the effect of brand image, service quality, and online customer reviews on purchasing decisions. The population of this study was students of the Pelita Indonesia Institute of Business and Technology, totaling 2,117 people with a sample size of 100 respondents. The sampling technique used was purposive sampling and proportionate stratified random sampling with the Slovin formula. The data analysis technique uses multiple linear regression analysis and hypothesis testing (t-test) with the help of the SPSS version 26 program. The results of this study indicate that brand image, service quality, and online customer review variables have a significant effect on the decision to use the Gojek application service in Pekanbaru (Case Study on Students of the Pelita Indonesia Institute of Business and Technology).

Keywords: Brand Image, Service Quality, Online Customer Reviews, Purchasing Decisions

INTRODUCTION

Technological sophistication brings major changes to human life. Humans often take advantage of technology in various fields because it is considered more practical and faster so that this makes humans tend to depend on technology. The internet is part of the creation of technology that can be used as a main component to support today's society's activities. With the internet, humans can access information from various mass media.

Based on a search by Kompas.com (2020), the most accessed events through Google in 2020 are about infectious epidemics. Google Indonesia released Year in Search 2020 data by looking at one year's data on Google. According to Google Indonesia's Head of Consumer Marketing, Fida Heyder said there were 9 categories in Google Year in Search 2020, one of which was "Top 10 Trending Livelihoods" and Corona Virus (COVID-19) occupied the first position in most searches.

Based on the results of a survey by the Association of Indonesian Internet Service Providers (APJII) in 2022 changes in internet use during the COVID-19 pandemic towards increasing frequency of use during the pandemic are divided into 3 parts, namely gender, age and income. In the gender section, women are 54.57% and men are 51.10%. In terms of age, the highest frequency was at the age of 13-18 years at 76.63% and the lowest was at the age of 55 and over at 33.93%. In terms of income, the highest frequency rate is above 15 million at 72.04% and the lowest is 1 million – 5 million at 50.67%.

Based on the results of a survey by the Indonesian Internet Service Providers Association (APJII) in 2022, one of the reasons people use the internet is to be able to access online transportation with an assessment of 76.47%. Online transportation is an example of the result of a form of innovation from fierce competition between companies in the transportation sector by utilizing the internet network. Online transportation is used by the public as a medium that can transport not only people but also goods.

Based on the Top Brand Index (TBI) chart in 2018 the Gojek application was 44.90%, in 2019 it was 44.60%, in 2020 it was 47.30%, in 2021 it was 53.00% and in 2022 it was 54.70%. Whereas in 2018 the Grab application was 48%, in 2019 it was 43.10%, in 2020 it was 43.50%, in 2021 it was 39.70% and in 2022 it was 36.70%. This graph proves that the Gojek application is superior to its competitor, namely Grab.

To find out the use of online transportation application services, a pre-survey was conducted in November 2022 for students of the Pelita Indonesia Institute of Business and Technology in Pekanbaru city using a total

sample of 20 respondents. From the pre-survey it shows that the number of respondents who often used online transportation applications before the covid pandemic was as many as 14 people, while during the covid pandemic the number of users was as many as 10 people. This means that there was a decrease in the number of users by 4 people during the co-pandemic compared to before the co-pandemic.
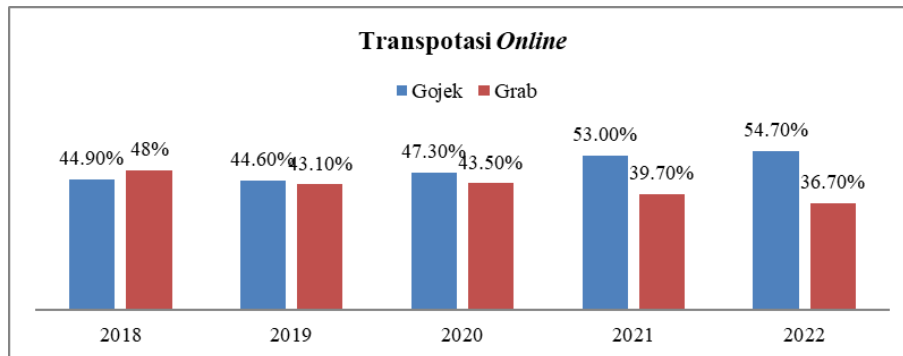

Figure 1. Gojek and Grab Top Brand Index (TBI) 2018 - 2022

Source: Top Brand Index (2022)

The online transportation application that is often used by students of the Pelita Indonesia Institute of Business and Technology during the Covid pandemic is Gojek, with a total of 13 people, while only 6 people Grab and 1 Maxim. This means that the number of Gojek users is greater than Grab and Maxim.

In the era of increasingly sophisticated technology, competition in the business world is unavoidable. Online motorcycle taxis are currently an effective and efficient means of transportation that can be used by the public. There are service features that can be accessed by the public in meeting their daily needs such as traveling, ordering food and other services. The large number of online motorcycle taxis at this time can cause opportunities in competition to be even higher. According to Firmansyah (2019: 81) purchasing decisions (Bo et al., 2023; Purnama et al., 2023) are the process of formulating various alternative actions in order to make a choice on one particular alternative to make a purchase. There are several factors that can be considered by consumers in making purchasing decisions, namely consumers can assess the brand image (Özcan & Elçi, 2020; Purba et al., 2023) of the company, the quality (Sofyan et al., 2023) of service provided and review the online motorcycle taxi.

LITERATURE REVIEW

Brand Image

According to Firmansyah (2018: 87) brand image is a representation of the overall perception of the brand and is formed from information and past experience of the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand will be more likely to make a purchase. According to Kotler (2013: 349) brand image indicators are: (1) Strength of Brand Association, (2) Uniqueness of Brand Association, (3) Excellence of Brand Association.

Service quality

According to Chandra et al., (2020: 68) service quality is one person's actions to other parties through the presentation of products or services according to the tastes, expectations and needs of consumers. According to Tjiptono (2014: 282) indicators of service quality are: (1) Physical Evidence, (2) Reliability, (3) Responsiveness, (4) Assurance, (5) Empathy.

Online Customer Reviews

According to Mo et al., (2015) online reviews are evaluation information about various aspects of consumer products. With this information, consumers can infer the quality of goods based on reviews and experiences, reducing personal time and purchase risk. According to Lackermair et al. (2013:2) online customer review indicators, namely: (1) Awareness, (2) Frequency, (3) Comparison, (4) Influence.

Buying decision

According to Firmansyah (2019: 81) purchasing decisions are the process of formulating various alternative actions in order to make a choice on one particular alternative to make a purchase. According to Kotler & Keller (2016: 195) indicators of purchasing decisions, namely: (1) Recognition of needs, (2) Search for information, (3) Evaluation of alternatives, (4) Purchase decisions, (5) post-purchase behavior.

Hypothesis Formulation

The Effect of Brand Image on Purchasing Decisions

According to Ernawati et al., (2021) brand image is a consumer's perception of a brand which includes the good or bad of the brand. Brand image is related to attitudes, beliefs, and preferences for certain brands. A brand that succeeds in creating a positive image from consumers will be more likely to encourage consumers to make purchases.

The results of research by Purnama et al. (2020) shows that brand image has an influential and significant impact on purchasing decisions. The research results of Suciadi et al. (2021) shows that brand image has a positive and significant effect on purchasing decisions. Also, the results of research by Wijaya & Pahar (2022) show that brand image has no effect on purchasing decisions.

H1: Brand image has a significant effect on the decision to use Gojek application services in Pekanbaru (Case Study on Students of the Pelita Indonesia Institute of Business and Technology).

The Effect of Service Quality on Purchasing Decisions

According to Chandra et al., (2020) service quality is one person's actions to other parties through the presentation of products or services according to the tastes, expectations and needs of consumers. Companies can provide services that are in accordance with the wishes of consumers, so the company's service quality (Khatoon et al., 2020) is good. This good service will encourage customers to make repeat purchases at the company

The results of the research by Reppi et al. (2021) shows that service quality has a positive and significant effect on purchasing decisions. The results of Serang et al. (2022) shows that service quality has a positive effect on purchasing decisions. And the results of research by Novi & Setiawan (2019) show that service quality has a significant effect on purchasing decisions.

H2: Service Quality has a significant effect on the decision to use Gojek application services in Pekanbaru (Case Study on Students of the Pelita Indonesia Institute of Business and Technology).

The Effect of Online Customer Review (OCR) on Purchasing Decisions

According to Lee & Shin, (2014) Review is part of electronic Word of Mouth (eWOM), a direct opinion from someone and not an advertisement. Customer reviews are said to be relevant because they are carried out voluntarily by customers who have purchased the item. Customer review is also one of the factors that determine purchasing decisions.

The results of the research by Priangga & Munawar (2021) show that online customer reviews have a positive and significant effect on purchasing decisions. The results of Nuraeni & Irawati's research (2021) also show that online customer reviews have a significant effect on purchasing decisions. As well as the research results of Ghoni & Soliha (2022) showing that online customer reviews have no effect and are not significant on purchasing decisions.

H3: Online customer reviews have a significant effect on the decision to use Gojek application services in Pekanbaru (Case Study on Students of the Pelita Indonesia Institute of Business and Technology).

Framework

The frame of mind in this study is brand image (X1), service quality (X2), online customer reviews (X3) and purchasing decisions (Y) can be arranged as follows:

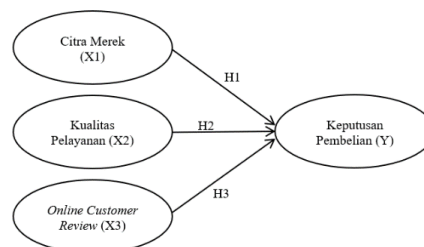

Figure 2. Framework

Source: Purnama et al. (2020), Suciadi et al. (2021), Wijaya & Pahar (2022), Reppi et al. (2021), Serang et al. (2022), Novi & Setiawan (2019), Priangga & Munawar (2021), Nuraeni & Irawati (2021), Ghoni & Soliha (2022)

METHODOLOGY

Place and time of research

This research was conducted at the Pelita Indonesia Institute of Business and Technology College located on Jalan Srikandi, Delima, Kec. Handsome, Pekanbaru City, Riau from October 2022 to January 2023.

Population and Sample

The population of this study were students of the Pelita Indonesia Institute of Business and Technology, totaling 2,117 people. Meanwhile, the sample size was determined based on the Slovin formula which obtained 100 respondents. The Slovin formula is as follows:

$$n = \frac{N}{1 + Ne^2} = \frac{2.117}{1 + 2.117\,(0.10)^2} = 95,48\%$$

So, it is known that the number of samples is 95.48, it will be rounded up to 100 respondents.

The technique used in this study is a purposive sampling technique with certain considerations (Sugiyono, 2013: 85), namely consumers who use Gojek application services in Pekanbaru at least 1 (one) month 2 (two) times and to calculate the proportion of the number of samples, used proportionate stratified random sampling Sugiyono (2013: 82) on the characteristics of the study program are as follows:

$$Total\ Each\ Program\ Study = \frac{Subpopulation}{Population} x\ Sample$$

Table 1. Results of Proportionate Stratified Random Sampling Technique

Study Program	Students	Proportion	
S2 Magister Manajemen	257	$\frac{257}{2117} x\ 100 = 12,14$	12
S1 Manajemen	860	$\frac{860}{2117} x\ 100 = 40,62$	41
S1 Akuntansi	541	$\frac{541}{2117} x\ 100 = 25,56$	25
S1 Sistem Informasi	187	$\frac{187}{2117} x\ 100 = 8,83$	9
S1 Teknik Informatika	272	$\frac{272}{2117} x\ 100 = 12,85$	13
Total	**2.117**	**100**	

Source: Sugiyono (2013:89-90)

Operational Research Variables

Table 2. Operational Research Variables

No	Variable	Indicator		Source	Scale
1	Brand Image (X1)	1.	Strength of Brand Association	Kotler (2013:349)	Interval
		2.	The Uniqueness of Brand Association		
		3.	Favorability of Brand Association		
2	Service Quality (X2)	1.	Physical Evidence (Tangibles)	Tjiptono (2014:282)	Interval
		2.	Reliability,		
		3.	Responsiveness,		
		4.	Assurance,		
		5.	Empathy,		
3	Online Customer Reviews (X3)	1.	Awareness	Lackermair et al. (2013:2)	Interval
		2.	Frequency		
		3.	Comparison (comparison)		
		4.	Effects		
4	Purchase Decision (Y)	1.	Introduction of needs	Kotler & Keller (2016:195)	Interval
		2.	Information search		
		3.	Evaluation of alternatives		
		4.	Purchase decision		
		5.	Post purchase behavior		

Source: Kotler (2013:349), Tjiptono (2014:282), Lackermair et al. (2013:2), Kotler & Keller (2016:195).

Data Collection Techniques

Data collection techniques used in this study were questionnaires, literature studies and the official website.

Data analysis technique

Data analysis techniques used in this study were validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, f test, coefficient of determination test (r2), multiple linear regression analysis and hypothesis testing (t test) using the SPSS Version program. 26.

RESULT AND DISCUSSION

Respondent Characteristics Analysis

Table 3. Results of Respondent Characteristics

Characteristics	Category	Percentage (%)
Gender	Man	50%
	Woman	50%
	Total	**100%**
Age	< 21 years	31%
	21 – 30 years	63%
	31 – 40 years	5%
	> 40 years	1%
	Total	**100%**
Study program	S2 Master of Management	12%
	S1 Management	41%
	S1 Accounting	25%
	S1 Information Systems	9%
	S1 Informatics Engineering	13%
	Total	**100%**
Income	< Rp. 3,000,000	42%
	Rp. 3,000,000 - Rp. 5,000,000	46%
	Rp. 5,000,000 - Rp. 10,000,000	7%
	> Rp. 10,000,000	5%
	Total	**100%**
Minimum Use of the Gojek Application Service in a Month	2 times	39%
	3 times	12%
	4 times	8%
	More than 4 times	41%
	Total	**100%**

Source: Processed data, 2023

Based on the table of respondents' characteristics, it shows that the majority of students based on gender are female, based on age are students who are in the age range of 21-30 years, based on the study program are S1 Management students, based on income are students who have an income of around Rp. 3,000,000 – Rp. 5,000,000 and based on a minimum of students using the Gojek application service in a month is more than 4 times.

Perception Level Analysis

Brand Image Variables

Based on the analysis of the level of perception of the brand image variable, it shows that the response of respondents with the highest average level of perception of the brand image variable (X1) is found in the statement "The Gojek brand is easy to pronounce" of 4.57. While the responses of respondents with the lowest average level of perception of the brand image variable (X1) are found in the statement "Gojek brand is superior to other competitors" of 3.86. This shows that the highest brand image variable with a good value is the easy-to-pronounce Gojek brand.

Service Quality Variables

Based on the analysis of the level of perception of the service quality variable, it shows that the response of respondents with the highest average level of perception of the service quality variable (X2) is found in the

statement "Gojek drivers reconfirm their customer goals" of 4.19. While the response of respondents with the lowest average level of perception of the service quality variable (X2) is found in the statement "Gojek drivers always look neat and clean" of 3.48. This shows that the highest service quality variable with a good value is the Gojek driver reassuring his customer's goals.

Online Customer Review Variables

Based on the analysis of the level of perception of the online customer review variable, respondents' responses with the highest average level of perception of the online customer review variable (X3) are found in the statement "In my opinion, reviews are very influential on the decision to use the Gojek application service" of 4.02. While the responses of respondents with the lowest average level of perception of the online customer review variable (X3) are found in the statement "I compared reviews of Gojek application services with other online transportation applications" of 3.52. This shows that the highest online customer review variable with a good score is in my opinion, reviews are very influential on the decision to use the Gojek application service.

Purchasing Decision Variables

Based on the analysis of the level of perception of the purchase decision variable, it shows that the response of respondents with the highest average level of perception of the purchase decision variable (Y) is found in the statement "I need Gojek application services when traveling, ordering food, delivering goods, paying bills and others." of 4.07. While the responses of respondents with the lowest average level of perception of the purchase decision variable (Y) are in the statement "I get information on Gojek application services from recommendations from people closest to me" of 3.54. This shows that the highest purchasing decision variable with a high value is that I need Gojek application services when traveling, ordering food, delivering goods, paying bills and so on.

Validity Test and Reliability Test

Validity test is used to measure the precision or accuracy of a research instrument. The questionnaire or research instrument is said to be valid, if it has a validity value of 0.30 (critical) or more (Sugiyono, 2016: 177). Testing the validity in this study using the SPSS program. Testing the validity of each item can be seen in the Item-Total Statistics table rated Corrected Item-Total Correlation. Meanwhile, the reliability test is used to adjust the accuracy of a measure or its reliability measuring device (Sugiyono, 2016). A variable in the study is said to be reliable, if the measurement value of Cronbach Alpha is > 0.60 (Ghozali, 2016). Based on the results of the validity and reliability tests that have been carried out, it was found that all statements have a Corrected Item-Total Correlations value in SPSS greater than 0.3. While the value of Cronbach's Alpha in SPSS is greater than 0.60.

Classic assumption test

Normality test

The normality test is carried out to test whether in a regression model, an independent variable and a dependent variable or both have a normal or abnormal distribution (Ghozali, 2016: 154). Testing the normality of the data in this study used the One Sample Kolmogorov-Smirnov Test on Asymp. Sig. (2-tailed).

Table 4. Results of the One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.44674949
Most Extreme Differences	Absolute	.067
	Positive	.067
	Negative	-.050
Test Statistic		.067
Asymp. Sig. (2-tailed)		**.200[c,d]**

Source: Processed data, 2023

Based on table 4. shows that the value of Asymp. Sig. (2-tailed) of $0.200 \geq 0.05$. This shows that the data is normally distributed, so the data sample is feasible to use in this study.

Multicollinearity Test

The multicollinearity test is used to determine whether the regression model found a correlation between the independent (independent) variables (Ghozali, 2016: 103). Multicollinearity testing can be seen in the tolerance value and variance inflating factor (VIF).

Table 5. Multicollinearity Test Results

No	Variable	Collinearity Statistics		Information
		Tolerance	VIF	
1	Brand Image (X1)	0.624	1.603	There is no multicollinearity
2	Service Quality (X2)	0.503	1.987	There is no multicollinearity
3	Online Customer Reviews (X3)	0.665	1.504	There is no multicollinearity

Source: Processed data, 2023

Based on table 5, it shows that the Collinearity Statistics values, namely Tolerance and Variance Inflating Factor (VIF) indicate that brand image variables (X1), service quality (X2) and online customer reviews (X3) have Tolerance values. ≥ 0.1 and VIF value ≤ 10, it can be concluded that there is no multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual one observation to another (Ghozali, 2016: 139). Testing the heteroscedasticity of values in this study used the Glejser Test.

Table 6. Heteroscedasticity Test Results with the Glejser Test

No	Variable	Sig.	Information
1	Brand Image (X1)	0.838	There is no heteroscedasticity
2	Service Quality (X2)	0.552	There is no heteroscedasticity
3	Online Customer Reviews (X3)	0.491	There is no heteroscedasticity

Source: Processed data, 2023

Based on table 6. shows that the value of Sig. shows that the variables brand image (X1), service quality (X2) and online customer review (X3) have a Sig value ≥ 0.05, it can be concluded that there is no heteroscedasticity.

Test Models

F test

The F test is used to determine how much influence the independent variables jointly have on the dependent variable (Sujarweni, 2015: 162). The level used is 0.5 or 5%, if the significant value of F <0.05 it can be interpreted that the independent variables simultaneously affect the dependent variable or vice versa (Ghozali, 2016:96).

Table 7. Hypothesis Test Results

Variable	Unstandardized Coefficient	Standardized Coefficient	T / F Count	Sig.	Results
Regression Test					
Constant	-1.389				
Brand Image (X1)	0.688	0.395	4.998	0.000	Influential
Service Quality (X2)	0.380	0.328	3.721	0.000	Influential
Online Customer Reviews (X3)	0.254	0.221	2.888	0.005	Influential
Test Models					
ANOVA		53.424	3.090	0.000	
Adj.R2		0.614			

Source: Processed data, 2023

Based on table 7. shows that the F-count value is 53,424 > F table is 3.09 from the calculation ($\alpha = 0.05$ (df1 = 3 − 1) (df2 = 100 − 3)) and a significant value of 0.000 <0.05, it can be concluded that the image brand (X1), service quality (X2) and online customer review (X3) simultaneously influence purchasing decisions in using the Gojek application service in Pekanbaru for Pelita Indonesia Business and Technology Institute students.

Determination Coefficient Test (R2)

The coefficient of determination test (R2) is carried out to calculate how much influence the independent variables have in explaining the dependent variable. The value of the coefficient of determination (R2) is between 0 (zero) and 1 (one) (Ghozali, 2016:97).

Based on table 7. shows that the Adjusted R Square value is 0.614, it can be concluded that brand image (X1), service quality (X2) and online customer reviews (X3) can influence purchasing decisions (Y) in using Gojek application services in Pekanbaru in Pelita Indonesia Institute of Business and Technology students with a percentage of 61.4%, while the remaining percentage of 38.6% is influenced by variables other than those in this study.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to test the effect of two or more independent variables on the dependent variable (Ghozali, 2016: 8). Then the multiple linear regression analysis equation model for this study is as follows:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

Information:

Y	=	Purchase Decision
a	=	Constant
b1 b2, b3	=	Regression coefficients of the independent variables
X1	=	Brand Image
X2	=	Quality of Service
X3	=	Online Customer Reviews
e	=	Errors

Then the multiple linear regression analysis equation can be explained as follows:

Y Purchase Decision = -1.389 + 0.688 Brand Image + 0.380 Quality of Service + 0.254 Online Customer Review

Based on table 7, the results of the multiple linear regression analysis equation are as follows: (1) The constant value (a) is -1,389, which means that if the independent variables, namely brand image, service quality and online customer reviews, are worth 0 (zero), then the decision variable purchases decreased. (2) The value of the brand image perception beta coefficient (X1) of 0.688 which has a positive value indicates a positive influence on purchasing decisions, which means that every increase of one unit of brand image, the purchase decision will increase by 68.8%. The higher the brand image, the higher the purchase decision for Gojek application services, especially students. Students will be encouraged to make purchases. (3) The value of the perceived service quality beta coefficient (X2) of 0.380 which has a positive value indicates a positive influence on purchasing decisions, which means that for every increase of one unit of service quality, the purchasing decision will increase by 38%. The higher the quality of service, the higher the purchase decision for Gojek application services, especially students. Students will be encouraged to make purchases (4) The beta coefficient value of online customer review perceptions (X3) is 0.254 which has a positive value indicating a positive influence on purchasing decisions, which means that every increase of one unit of online customer review, the purchase decision will increase by 25.4 %. The higher the online customer review, the higher the purchase decision for Gojek application services, especially students. Students will be encouraged to make purchases.

Hypothesis Test (t test)

The t test basically shows how far the influence of one independent variable individually explains the variation of the dependent variable. Testing was carried out using a significance level of 0.05 (α=5%) (Ghozali, 2016:97).

Based on table 7, the results of the hypothesis testing are as follows: (1) The test results show that the t-count value for the brand image variable is 4.388 > t-table 1.98498 (α = 0.05 (df = n – k – 1 = 100 – 3 – 1 = 96)) and a significant value of 0.000 <alpha 0.05, then Hypothesis 1 is accepted. This means that the brand image variable has a significant and significant effect on purchasing decisions. (2) The test results show that the t-count value for the service quality variable is 4.517 > t-table 1.98498 (α = 0.05 (df = n – k – 1 = 100 – 3 – 1 = 96)) and a significant value is 0.000 < alpha 0.05. then Hypothesis 2 is accepted. This means that the service quality variable

has a significant and significant effect on purchasing decisions. (3) The test results show that the t-count value for the online customer review variable is 2.400 > t-table 1.98498 ($\alpha = 0.05$ (df = n – k – 1 = 100 – 3 – 1 = 96)) and a significant value is 0.018 < alpha 0.05. then Hypothesis 3 is accepted. This means that the online customer review variable has significant and significant influence on purchasing decisions.

Discussion of Research Results

The Effect of Brand Image on Purchasing Decisions

The results of the research hypothesis test (t test) showed that the t-count value for the brand image variable was 4.388 > t-table 1.98498 and a significant value of 0.000 < alpha 0.05, so Hypothesis 1 was accepted. This means that the brand image variable has a significant effect on purchasing decisions. So it can be concluded that the brand image variable has a significant effect on the decision to use the Gojek application service in Pekanbaru (Case Study on Students of the Pelita Indonesia Institute of Business and Technology).

The results of this study were strengthened by an analysis of the level of perception for this variable, indicating that the responses of respondents with the highest average level of perception of the brand image variable were found in the statement "The Gojek brand is easy to pronounce". This means that students feel that the pronunciation of the name of the Gojek brand is simple, consisting of only 5 (five) letters starting with the letter G which means Gojek.

Meanwhile, the responses of respondents with the lowest average level of perception of the brand image variable are found in the statement "The Gojek brand is superior to other competitors". This means that there are still students who feel that competing brands are no less superior than the Gojek brand in the city of Pekanbaru.

There are differences in previous research with the results of this study on brand image variables. The results of this study are in line with the results of research (Purnama et al., 2020) which states that brand image has a significant and significant effect on purchasing decisions. However, the results of this study are in contrast to the results of research (Suciadi et al., 2021) which states that brand image has a positive and significant effect on purchasing decisions. As well as the results of this study are also contrary to the results of research (Wijaya & Pahar, 2022) which states that brand image has no effect on purchasing decisions.

The Effect of Service Quality on Purchasing Decisions

The results of the research hypothesis testing (t test) showed that the t-count value for the service quality variable was 4.517 > t-table 1.98498 and a significant value of 0.000 < alpha 0.05. This means that the service quality variable has a significant effect on purchasing decisions. So, it can be concluded that the service quality variable has a significant effect on the decision to use the Gojek application service in Pekanbaru (Case Study on Students of the Pelita Indonesia Institute of Business and Technology).

The results of this study were strengthened by an analysis of the level of perception for this variable, indicating that the responses of respondents with the highest average level of perception of the service quality variable were found in the statement "Gojek drivers reconfirm their customer goals". This means that students feel that Gojek drivers reconfirm that their customers' goals are quality services.

While the responses of respondents with an average level of perception of the service quality variable were the lowest in the statement "Gojek drivers always look neat and clean". This means that there are still students who feel that the appearance of Gojek drivers is still not neat and clean. Even though Gojek drivers are required to wear various equipment to make it more comfortable and safer. By looking neat and clean, customers will be more confident if that person is a Gojek driver.

There are differences in previous research with the results of this study on brand image variables. The results of this study are in contrast to the results of research (Reppi et al., 2021) which state that service quality influences purchasing decisions. As well as the results of this study are also contrary to the results of research (Serang et al., 2022) which states that service quality has a positive effect on purchasing decisions. However, the results of this study also contradict the results of research (Novi & Setiawan, 2019) which states that service quality has a significant effect on purchasing decisions.

The Effect of Online Customer Reviews on Purchasing Decisions

The results of the research hypothesis test (t test) show that the t-count value for the online customer review variable is 2,400 > t-table 1.98498 and a significant value of 0.018 < alpha 0.05. then Hypothesis 3 is accepted. This means that the online customer review variable has a significant effect on purchasing decisions. So, it can be concluded that the online customer review variable has a significant effect on the decision to use the Gojek application service in Pekanbaru (Case Study on Students of the Pelita Indonesia Institute of Business and Technology).

The results of this study are strengthened by an analysis of the level of perception for this variable, indicating that the response of respondents with the highest average level of perception of the online customer review variable is found in the statement "In my opinion, reviews are very influential on the decision to use the Gojek application service". This means that students feel helped by the reviews, reviews can be used as a comparison between one service and another on the Gojek application.

Meanwhile, the responses of respondents with an average level of perception of online customer review variables were the lowest in the statement "I compared reviews of Gojek application services with other online transportation applications". This means that there are still students who do not use reviews. Even though reviews can help customers understand the contents of the reading and provide an overview of the services available in the Gojek application.

There are differences in previous research with the results of this study on online customer review variables. The results of this study are in contrast to the results of research (Priangga & Munawar, 2021) which states that online customer reviews have a positive and significant effect on purchasing decisions. However, the results of this study are in line with the results of research (Nuraeni & Irawati, 2021) which states that online customer reviews have a significant effect on purchasing decisions. As well as the results of this study are also contrary to the results of research (Ghoni & Soliha, 2022) which states that online customer reviews have a negative and insignificant effect on purchasing decisions.

CONCLUSION

Conclusion

This research was conducted to determine brand image, service quality and online customer review on the decision to use Gojek application services in Pekanbaru (a case study on Pelita Indonesia Institute of Business and Technology students), it can be concluded: (1) Brand image (X1) influences and significantly to the decision to use the Gojek application service in Pekanbaru (a case study on Pelita Indonesia Institute of Business and Technology students). So, it can be concluded that brands that have a positive image on the Gojek application service will increase purchasing decisions. (2) Quality of service (X2) has significant and significant influence on the decision to use the Gojek application service in Pekanbaru (a case study on Pelita Indonesia Institute of Business and Technology students). So, it can be concluded that quality service in the Gojek application service will increase purchasing decisions. (3) Online customer review (X3) has significant and significant influence on the decision to use Gojek application services in Pekanbaru (a case study on Pelita Indonesia Institute of Business and Technology students). So, it can be concluded that positive reviews in the form of compliments in the Gojek application service will improve purchasing decisions.

Limitation

Based on the research that has been done, there are still some limitations, namely (1) This research is only limited to three independent variables, namely brand image, service quality and online customer reviews of purchasing decisions as the dependent variable, the Adj.R2 value is obtained with a percentage of 61.4 %, while the remaining 38.6% is influenced by variables other than those in this study. (2) Respondents used in this study were only students who were active in 2022/2023 at the Pelita Indonesia Institute of Business and Technology Higher Education. (3) The limitations of the questionnaire answers were obtained only from the Google form which was distributed to students and the number of samples needed was only 100 respondents who did not necessarily show the proper conditions.

Recommendation

Based on the conclusions obtained in this study, the suggestions that can be given are (1) For the company, (a) Brand image is important for the company, it is hoped that the company can maintain or improve the image within the company by innovating the Gojek logo so that this can increase consumer interest in the Gojek brand. (b) The quality of service is important for consumers; it is hoped that the company can train its employees to be able to maintain or improve the ability to provide better or quality services. With these efforts, the level of consumer confidence in the use of Gojek application services for service quality will increase. (c) Online customer reviews are important for consumers; it is hoped that the company can improve quality both in terms of products and services in the Gojek application. This aims to reduce the existence of reviews that can have a negative impact on the company. (2) For academics (a) For future researchers, it is hoped that the results of this research can be used as reference material for broader research related to Gojek and for further researchers it is hoped that they can add other variables besides the variables that have been studied so as to obtain various results that can influence decisions purchase. (b) For readers, this research can be used as a lesson to increase knowledge and insight.

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