STRENGTHENING CUSTOMER LOYALTY THROUGH CUSTOMER ENGAGEMENT, CUSTOMER EXPERIENCE, AND SERVICE INNOVATION

Frederick Dewantara Wijono, **Tommy Christian Efrata**
Universitas Ciputra, Surabaya, Indonesia

Abstract: The purpose of this study is to ascertain how customer engagement, customer experience, and service innovation impact customer loyalty. This study employs quantitative research techniques, and SmartPLS 3.0 is used for data processing. Non-probability sampling is used with purposeful sampling media, and questionnaires with a linear scale are used to collect the data. The study's target audience consists of Indonesian citizens who are at least 18 years old, have smartphones with the Gojek app installed, and have used Gojek services at least once. 243 participants made up the study's sample size. According to the study's findings, efficiency and user-friendliness of the customer experience have a significant impact on how engaged customers are with Gojek, while service innovation and the sensory component of the customer experience do not. Customer engagement and user-friendliness of the customer experience do not significantly affect customer loyalty for Gojek, but service innovation and the sensory and efficiency of the customer experience do. According to the study's findings, businesses should concentrate more on enhancing service innovation, sensory quality, and efficiency in order to increase customer loyalty.

Keywords: service innovation, customer experience, customer engagement, customer loyalty

INTRODUCTION

Technology advancements caused a significant shift in human existence toward a more contemporary way of living, which in turn altered people's perspectives and way of life. The development of the internet, which changes space and time to infinity, makes it easier for people to access all types of information and promotes ease and productivity in their lives as a result of the rapid advancement of technology and communication science (Badruzaman, 2019). The technology used for communication keeps developing until it becomes an internet-connected facility made up of hardware and software that enables people to use devices or cellphones to access information from all over the world. A digital world was created as a result of the development of gadgets, and using its resources, people can engage in both positive and harmful activities (Kusuma, 2019).

One of the transportation service innovations that leverages cutting-edge technology to do a variety of tasks, including delivering meals and passengers, is online transportation. Smartphone programs like Gojek, Grab, Maxim, and others make it relatively simple to get online transportation in general. Gojek, Grab, Traveloka, and other online transportation companies compete with one another to grow and survive in the market by introducing various innovations through their applications, becoming not only for online transportation but also for online food ordering, purchase credit online, online

*Corresponding Author.
e-mail: tommy.christian@ciputra.ac.id

ticket purchase, and other services (Siregar et al., 2020). Gojek is an Indonesian technology firm that offers ride-hailing services for transportation and is constantly growing, making it an on-demand service, which is a service that is provided in accordance with client or consumer orders and requests. The on-demand services offered by Gojek include transportation, logistics, payment, food ordering and delivery, among other services. These services are referred to by different names depending on what they are, such as Go-Send, Go-Ride, Go-Food, Go-Mart, Go-Clean, Go-Med, Go-Auto, Go-Massage, and others (Husain et al., 2020). Gojek is one of popular online transportation app in Indonesia. The success of Gojek in the Indonesian market as a whole is inextricably linked to its devoted customer base. Due to intense competition in the online transportation business sector, Gojek will not be able to hold the top spot among online transportation companies in Indonesia without the support of its customers.

Numerous studies demonstrate that Gojek's efforts to continuously grow by introducing new service innovations through their applications, creating a positive customer experience through the services they offer, and making efforts to engage customers by interacting positively with them on various active social media accounts are what ultimately lead to the company's loyal customer base. Innovation itself is a concept used to modernize goods, procedures, and services (Simanjuntak & Margono, 2022). Then, in a cutthroat business environment, customer experience is one of the factors that are taken into account and must be achieved to support and increase company growth because customers' past experiences, whether positive or negative, with a brand can serve as a point of reference that they always remember and become one of the factors in

decision making (Kristanti, 2022). Due to the sophistication of technology and accessibility of modern tools like websites, social media, applications, and others, service organizations also focus on other issues, including corporate engagement. Social media can be used to publish photos, videos, and other content that includes information, promotions, games, events, and other activities involving customers. Views, following, likes, and comments from customers on a business' social media pages demonstrate a persuasiveness that appeals to customers in a favorable way. Long-term client loyalty can rise if social media marketing efforts are successful in interacting with customers. Because previous studies have not specifically examined the relationship between the variables listed in this study, namely customer loyalty, service innovation, customer engagement, and customer experience, and because the subject of research in previous studies is still too broad, it is important to study this relationship in the online transportation industry.

Consumer Behaviour

Studying how people, groups, or organizations choose, obtain, use, or place a good, service, event, or concept to fulfil their needs and how such actions affect people in general is known as consumer behavior (Syaichoni, 2020). Consumer behavior may be broken down into three steps: the pre-buy stage, the purchase step, and the post-purchase step, claim Zahra and Aslami (2021). On average, consumers who are in the pre-purchase stage look up information about the goods or services. A decision to leave or repurchase the product or service is made after the consumer utilizes and analyzes the product or service at the post-purchase stage. This is known as the purchase step.

Customer Loyalty

According to Tuguinay et al. (2022), customer loyalty is the commitment people have to make repeat purchases or prioritize preferred products or services firmly and consistently, leading to repurchases of the same brand despite situational pressures and marketing effects from rival brands. Three factors are used to assess customer loyalty: (1) referrals to others, which involves sharing information about the experience of using a brand; (2) recommendations to others; and (3) word-of-mouth (WOM), which involves sharing positive information about a brand with others.

Service Innovation

According to Lee et al. (2022), service innovation is the combination of a creative service in a business to produce value with a novel service concept that has a sophisticated technological foundation and a relationship with clients. Service concepts, which include the coherence of inventive services, flexible service options, and customer evaluations; client interfaces, which include service providers creating special events as a means of interaction; and technological options, which include the novelty and sophistication of the technology offered and used by users, are all indicators of service innovation.

Customer Engagement

According to Tuguinay et al. (2022), customer engagement is an understanding of how psychology develops via interactions between customers and businesses as well as the value that results from these connections. Three factors make up a customer's level of engagement: (1) cognitive processing, which deals with how

they think about a brand; (2) affective, which deals with how they feel about a brand; and (3) activation, which deals with how much time they spend with or devote to a brand.

Customer Experience

Customer experience is a response to events or events that customers have personally encountered at a moment, according to Tuguinay et al. (2022). The actual customer experience consists of the following elements: (1) Sensory, including good graphics and animations, some good displays, and the use of effective effects in customer use; (2) User-friendliness, including the number of features offered, ease of accessing features, access to settings according to customer wishes, and data recording to facilitate customers; (3) Efficiency, including automatic features that help use, have a quick response, and provide services promptly.

The Effect of Service Innovation on Customer Loyalty

According to research findings by Woo et al. (2021), customers are more likely to refer brands to others as a result of the use of technology and the creation of new services. This is corroborated by Rinayanti (2021), which discovered the impact of service technology development in a number of fields with repurchases. This study provides evidence that service innovation affects consumer loyalty in a favorable and meaningful way. Therefore, the likelihood that customers will make additional purchases or refer them to others increases as more service options are offered.

H1: There is an influence between service innovation and customer loyalty

The Effect of Customer Engagement on Customer Loyalty

According to Kineber et al. (2022), social CRM influences both customer engagement and loyalty, but neither of these factors—customer engagement or social CRM's ability to influence it—has any bearing on either one. Iman and Kurniawati (2023) indicates that while sensory brand experiences have no effect on brand engagement, emotional, behavioral, and intellectual brand experiences have an effect on consumer loyalty, and customer engagement has an effect on customer loyalty. Customer experience, customer engagement, and customer loyalty are the same topic that this research is relevant to, according to the findings. According to research by Tuguinay et al. (2022), customers are more likely to recommend a brand to others if they have pleasant experiences when utilizing or visiting a firm location. This is reinforced by research by Bazi et al. (2023), which discovered the influence of customers' energy levels, tries, and the amount of time they spend connecting with a company, especially on social media. This study has demonstrated that customer loyalty is positively impacted by consumer participation. Therefore, a consumer is more likely to recommend a business to others if they have a higher level of contact with the company's program or positive thoughts about them.

H2: There is an influence between customer engagement and customer loyalty

The Effect of Customer Experience on Customer Loyalty

According to Tuguinay et al. (2022), customer experience consists of sensory, user-friendliness, and efficiency. Research results from Kim et al. (2021) state that with the memories and emotional feelings obtained, customers are more likely to make repeat purchases at certain companies. Based on these studies, it proves that customer experience positively affects customer loyalty. Then, the more unique and good-feeling one gets, the more the customer wants to improve their long-term relationship with that particular company.

H3a: There is an influence between sensory of customer experience and customer loyalty

H3b: There is an influence between the user-friendliness of customer experience and customer loyalty

H3c: There is an influence between efficiency of customer experience and customer loyalty

The Effect of Service Innovation on Customer Engagement

Research results from Eskiler & Safak (2022) state that with the fulfilment of customer needs, the more likely the interaction between customers and companies is to run smoothly. Based on this research, it proves that service innovation has a positive effect on customer engagement. So the more quality and new value presented by the company, the more positively customers learn about and convey information about that company.

H4: There is an influence between service innovation and customer engagement

The Effect of Customer Experience Customer Engagement

Research results from Tuguinay et al. (2022) state that customer experience based on sensory, user-friendliness, and efficiency positively affects customer loyalty, which means that with ease of use of features and speed of response, customers are more likely to feel happy and spend more time on a particular brand. This is

supported by Kristanti's research (2022), which found the effect of no emotional disappointment on memorable transactions with good communication between customers and companies. Based on these studies, it proves that customer experience positively affects customer engagement. Then, the higher the positive impression of customers, the happier customers are to use a brand.

H5a: There is an influence between sensory of customer experience and customer engagement

H5b: There is an influence between the user-friendliness of customer experience and customer engagement

H5c: There is an influence between efficiency of customer experience and customer engagement

METHOD

The population in this study is composed of smartphone owners, Gojek application users, and Gojek users who have used services on the Gojek application at least once in Indonesia. The sample is part of the population that has a certain number of characteristics (Ridwan & Bangsawa, 2021). The sample used in this study was determined using the non-probability sampling method with purposive sampling techniques. The number of samples in this study was 243 respondents. The data used in this study is primary data, taken through the distribution of questionnaires to Gojek users. This type of research is associative, which is a formulation of research problems that ask about the relationship between two or more variables (Ani et al., 2021). The questionnaire is distributed using a linear scale as the measurement scale. The linear scale uses a scale of 1–10 points in its measurement and strongly disagrees with the leftmost number, which is 1, and strongly agrees with the rightmost number, which is 10 (Nunnally and Bernstein, 1994; Efrata et al., 2022).

The analytical method used in this study to process the data is structural equation modeling. According to Pertiwi, Putri, & Laksniyunita (2022), through the SEM model, it can detect causality relationships (direct and indirect) in
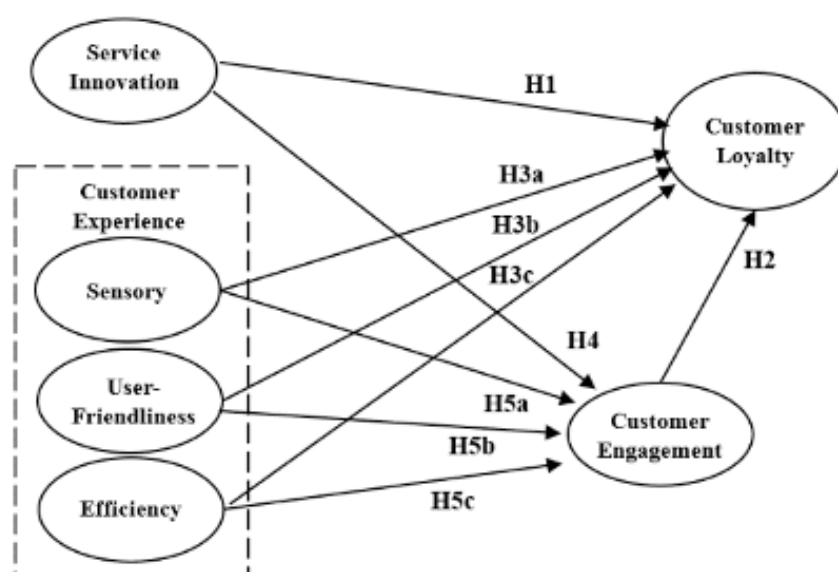

Figure 1 Analysis Model

Table 1 Variable Definition

Variable	Operational Definition Variable	Indikator	Sumber
Service innovation (X1)	Service innovation is the unity of a creative service in a company to create value with a new service concept, which has an interaction relationship with customers, with technological sophistication (Lee et al., 2022).	(1) Service Concepts, a combination of services, flexible, innovative, (2) Client Interfaces, interaction media, service options, value (3) Technological Options, latest technology, latest equipment, creative	Lee et al. (2022)
Sensory of customer experience (X2a)	A "sensory" consumer experience is a reaction to events or events that customers have personally experienced at a given time, with "sensory" referring to an aspect of the display presented.	Display, animation and graphics, effects	Tuguinay et al. (2022)
User-friendliness of customer experience (X2b)	"User-friendliness" consumer experience is a reaction to events or events that customers personally experience at a time, with "*user-friendliness*" as an aspect of many supporting features, and ease of use (Tuguinay et al., 2022).	Mechanisms, controls, settings, advantages, sophistication, entertainment, tracking.	Tuguinay et al. (2022)
Efficiency of customer experience (X2c)	Consumer experience is a reaction to events or events experienced by customers personally at a time, with "*efficiency*" as an aspect of the sophistication of technological systems and the speed of services presented or provided (Tuguinay et al., 2022).	Adequate system, smoothness, speed	Tuguinay et al. (2022)
Customer Engagement (Y1)	Customer engagement is an understanding in the development of psychology in the form of interactions between customers and companies, and the value generated from relationships between customers and companies (Tuguinay et al., 2022).	*(1)Cognitive Processing,* customer thinking *(2) Affective,* positive feelings *(3) Activation,* behavior towards the company	Tuguinay et al. (2022),
Customer Loyalty (Y2)	Customer loyalty is a commitment held by customers to make repeat purchases or prioritize preferred products/services firmly and consistently, thus leading to repurchase of the same brand, despite situational influences and marketing effects from other brands (Tuguinay et al., 2022).	*(1) Refers others,* submission of information *(2) Recommendation,* giving recommendations *(3) Word-of-Mouth (WOM),* telling the experience	Tuguinay et al. (2022)

variables or constructions and can find the amount of component contribution to construction, so that causality relationships between variables or constructs become more informative, complete, and reliable. This study used partial least squares (PLS) to perform path analysis using Smart PLS 3.0 software.

RESULTS

A structural modeling evaluation is carried out to determine the suitability of a loading factor value greater than 0.70. There is one indicator that does not match, namely the X1.8 indicator, which has a value below 0.70. The researcher decided to eliminate the X1.8 indicator because it does not represent the variable X1 (service innovation). So that the remaining 27 indicators from the 28 indicators can be tested again. Based on the results of the analysis, it states that all indicators have outer loading values above 0.7, so all indicators in this study are declared valid.

Based on Table 2, it can be seen that the value of average variance extracted (AVE) is above 0.5, so it can be said that service innovation, customer experience, customer engagement, and customer loyalty have a good construct. In addition, it can be seen that customer engagement has a Cronbach's alpha value of 0.896 and a compos-
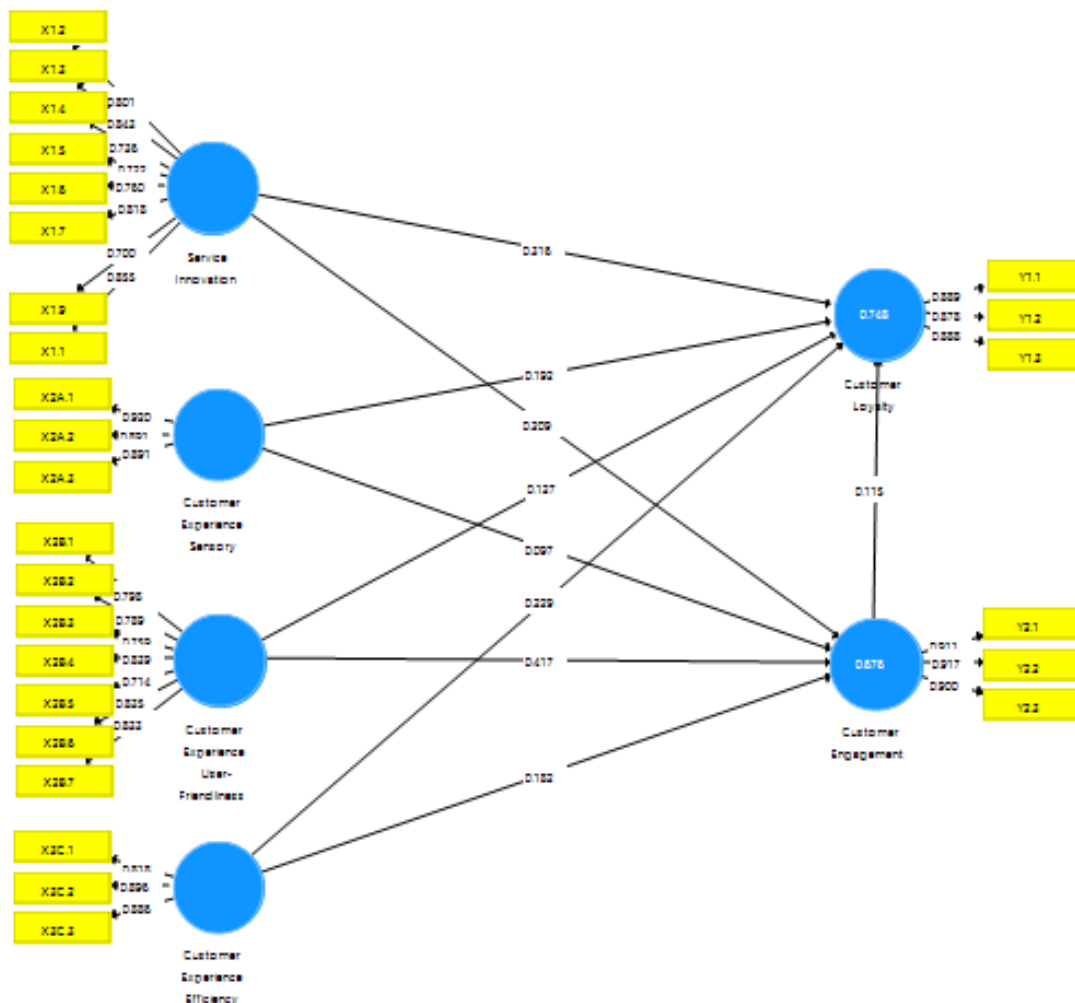

Figure 2 Diagram PLS Algorithm

Table 2 Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Customer engagement	0.896	0.935	0.827
Efficiency of customer experience	0.834	0.901	0.752
Sensory of customer experience	0.883	0.928	0.811
User-friendliness of customer experience	0.903	0.924	0.634
Customer loyalty	0.862	0.916	0.783
Service innovation	0.908	0.926	0.610

ite reliability of 0.935, so customer engagement is declared reliable. The efficiency of customer experience has a Cronbach's alpha value of 0.834 and a composite reliability of 0.901, so the efficiency of customer experience is declared reliable. The sensory component of customer experience has a Cronbach's alpha value of 0.883 and composite reliability of 0.928, so the sensory component of customer experience is considered reliable. The "user-friendliness" customer experience has a Cronbach's alpha value of 0.903 and composite reliability of 0.924, so the "user-friendliness" customer experience is considered reli-

able. Customer loyalty has a Cronbach's alpha value of 0.862 and a composite reliability of 0.916, so customer loyalty is declared reliable. Service innovation has a Cronbach's alpha value of 0.908 and composite reliability of 0.926, so service innovation is considered reliable.

Based on Table 2, it can be seen that the roots of AVE are larger than other constructs, so it can be said that the variables service innovation, customer experience, customer engagement, and customer loyalty are valid.

On the basis of Table 4, it is evident that: The first hypothesis, which deals with how

Table 3 Discriminant Validity

	Customer Engagement	Efficiency of Customer Experience	Sensory of customer experience	User-friendliness of customer experience	Customer Loyalty	Service Innovation
Customer engagement	0.910					
Efficiency of customer experience	0.722	0.867				
Sensory of customer experience	0.698	0.683	0.901			
User-friendliness of customer experience	0.792	0.800	0.797	0.796		
Customer loyalty	0.737	0.758	0.748	0.786	0.885	
Service innovation	0.704	0.674	0.691	0.732	0.777	0.781

Table 4 Hypothesis Test Results

	T Statistics (|O/STDEV|)	P Values
Customer Engagement > Customer Loyalty	1.657	0.098
Efficiency of Customer Experience > Customer Engagement	2.066	0.039
Efficiency of Customer Experience > Customer Loyalty	3.304	0.001
sensory of customer experience > Customer Engagement	1.326	0.186
sensory of customer experience > Customer Loyalty	3.132	0.002
User-friendliness of customer experience > Customer Engagement	3.932	0.000
User-friendliness of customer experience > Customer Loyalty	1.692	0.091
Service Innovation > Customer Engagement	2.588	0.010
Service Innovation > Customer Loyalty	5.581	0.000

service innovation affects customer loyalty, has a p-value of 0.00 and a t-statistic of 5.581, both of which are greater than 1.96. So, premise 1 is supported. The second hypothesis, which deals with how customer engagement affects customer loyalty, has a t-statistic less than 1.96, or 1.657, and a p-value higher than 0.05, or 0.098. Thus, hypothesis 2 cannot be proved. With a t-statistic of 3.132 and a p-value of 0.002, Hypothesis 3—the impact of the sensory component of the customer experience on customer loyalty—is supported by data. So, assumption three is supported. With a t-statistic of 1.692 and a p-value of 0.091, respectively, Hypothesis 4—the impact of customer experience usability on loyalty—has a lower threshold than 1.96 and a higher threshold than 0.05. So, claim 4 is not supported. The effectiveness of the customer experience and customer loyalty under Hypothesis 5 has a t-statistic larger than 1.96, or 3.304, and a p-value less than 0.05, or 0.001. So, proposition 5 is supported. The relationship between service innovation and customer engagement in Hypothesis 6 has a t-statistic greater than 1.96, or 2.588, and a p-value less than 0.05, or 0.010, respectively. So, proposition 6 is supported. The p-value for Hypothesis 7—the impact of sensory customer experience on customer engagement—is 0.186, and the t-statistic is less than 1.96, or 1.326. So, claim 7 is not supported. The t-statistic for Hypothesis 8—the impact of user-friendliness on customer engagement—is more than 1.96 and equals 3.932. The p-value is less than 0.05 and equals 0.00. So, proposition 8 is supported. The t-statistic for Hypothesis 9—the impact of customer experience effectiveness on customer engagement—is 2.066, and the p-value for this hypothesis is 0.039, which is less than 0.05. So, proposition 8 is supported.

The R square value of customer engagement is 0.676, which means that the influence of independent variables (service innovation and customer experience) on customer engagement is strong and is 67.6%. The R square value of customer loyalty is 0.748, which means that the influence of independent variables (service innovation, customer engagement, and customer experience) on customer loyalty is strong and is 74.8%. F-square test value shows that customer engagement variables are influenced by service innovation variables, the user-friendliness of the customer experience, the sensory quality of the customer experience, and the efficiency of the customer experience. The F square value of the customer engagement variable influenced by service innovation is 0.056, which means it has little effect. The F-square value of the customer engagement variable affected by the user-friendliness of the customer experience is 0.121, which means it has a small to medium influence. The F square value of the customer engagement variable affected by the efficiency of the customer experience is 0.035, which means it has little effect. The F square value of the customer engagement variable affected by customer experience sensory is 0.010, which means it has no effect or is ignored. F-square test value, shows that customer loyalty variables are influenced by service innovation variables, user-friendliness of the customer experience, the sensory of customer experience, efficiency of the customer experience, and customer engagement. The F square value of the customer loyalty variable influenced by service innovation is 0.156, which means it has a medium influence. The F square value of the customer loyalty variable affected by the user-friendliness of the customer experience is 0.013, which means it has no effect or is ignored. The F square

value of the customer loyalty variable influenced by the sensory component of the customer experience is 0.049, which means it has little effect. The F square value of the customer loyalty variable influenced by the efficiency of the customer experience is 0.069, which means it has little effect.

Since the Y1 (customer engagement) variable's Q square value is 0.545, it falls under the large group (above 0.35) and is a strong model. This demonstrates that 54.5 percent of consumer involvement can be predicted by the factors of service innovation and customer experience. With a Q square value of 0.570, the variable Y2 (customer loyalty) falls into the large category (above 0.35) and is a strong model. This demonstrates that factors such as service innovation, customer experience, and engagement may accurately predict customer loyalty by 57%.

DISCUSSION

The Effect of Service Innovation on Customer Loyalty

Service innovation has an impact on consumer loyalty, according to the analysis. This study supports research by Lee et al. (2022), which found that service innovation improves customer loyalty. Service innovation is the combination of creative service and technology competence within a firm to create value with a new service concept. Research by Rinayanti (2021), which claims that service innovation affects consumer loyalty, is another source of support for it. By virtue of the significance demonstrated, it can be deduced that Gojek's numerous features, the availability of features that are practical and convenient for users, and the usage of cutting-edge technology all influence users' willingness to suggest the service to others.

The Effect of Customer Engagement on Customer Loyalty

This study demonstrates that customer loyalty is unaffected by customer interaction. This study conflicts with the findings of Tuguinay et al. (2022), which claim that customer engagement is a psychological concept that has developed through interactions between customers and businesses as well as the value that results from those relationships, and that customer engagement has an impact on customer loyalty. This can be the result of variations in the respondents' acquired traits as well as the study's research objects. This also occurs because customers will still use the features or services that will be offered for their needs and not because of interactions they have with the company or feelings they may have about it. Customers will still use these features or services for their needs and not because of interactions they have with the company or feelings they may have about it. The majority of respondents are students, between the ages of 18 and 25, and Go-Food is the most often utilized feature, according to the analysis of respondent characteristics. The findings of this study are also corroborated by research by Kineber et al. (2022), which found no significant correlation between customer engagement and loyalty.

The Influence of Sensory of Customer Experience on Customer Loyalty

According to research by Eskiler & Safak (2022), who found that customer experience affects customer loyalty, this study also shows that sensory customer experience influences customer

loyalty. According to research by Tuguinay et al. (2022), the sensory component of the customer experience is a response to events or experiences that customers have firsthand, with the sensory component being a feature of the presentation of animations, effects, and visuals. The importance revealed supports the hypothesis that Gojek's attractive features influence users' willingness to recommend the service or share their personal experiences with it.

The Influence of User-Friendliness of Customer Experience on Customer Loyalty

The analysis in this study's findings indicates that customer loyalty is unaffected by how user-friendly the customer experience is. According to research by Eskiler & Safak (2022), customer experience is a phenomenon formed from observations made while using services as well as the outcomes of customer interactions with service providers, and that customer experience affects customer loyalty. The findings of this study do not support this claim. According to Tuguinay et al. (2022), user friendliness and simplicity of use are aspects of numerous supporting features, and customer experience is a reaction to events or events that customers have personally experienced at a time. This may be the result of variations in the collected respondent characteristics and the study's research aims. Additionally, this may occur because Gojek's many supporting features and ease of use are not the primary drivers of customer loyalty to spread positive word about the company to others. This may also mean that customers will continue to use Gojek's services even though they must first learn about the features or services offered and use them based on need, rather than just because of the company's convenience.

The Influence of Efficiency of Customer Experience on Customer Loyalty

The analysis's findings also demonstrate how effective customer experiences have an impact on repeat business. The findings of this study are consistent with those of Eskiler and Safak's (2022) study, which found that customer loyalty is influenced by the customer experience. According to research done by Tuguinay et al. (2022), customer experience is a response to events or events that customers personally experience at a given time, with efficiency being a factor of the technology system's sophistication and the speed at which services are presented or provided. The significance revealed leads to the conclusion that the level of technological sophistication offered by Gojek influences the customer's desire to share favorable feedback or suggest Gojek.

The Influence of Service Innovation on Customer Engagement

The research findings demonstrate that service innovation affects consumer engagement. The findings of this study are consistent with those of Kim et al. (2021), which found that service innovation raises consumer engagement. According to research by Valencia & Layman (2021), innovation is the management of all company-wide initiatives to produce something new, starting with the idea-generation, technology-development, production, and marketing of new goods processes. Service innovation, according to Lee et al. (2022), is the combination of a creative service in a firm to produce value with a new service concept that has a relationship with clients and sophisticated technology. Through the significance demonstrated, it is clear that Gojek's value creation and technological sophistication influence customer interactions with the company and their perceptions of it.

The Influence of Sensory of Customer Experience on Customer Engagement

The study also demonstrated that the sensory components of customer encounters have little bearing on how engaged the client is. The findings of this study disagree with those of Tuguinay et al. (2022), which claims that customer experience is a response to events or events that customers personally experience at a given time, with sensory being an aspect of the appearance of animations, effects, and graphics presented, and that sensory aspects of customer experience affect customer engagement. This may be the result of variations in the collected respondent characteristics and the study's research aims. Additionally, this may occur because Gojek's attractive appearance is not the primary driver of increased customer interaction or positive customer feelings, which may be interpreted as meaning that customers may still interact favorably with Gojek or feel positively about the company even though its appearance is not particularly attractive. According to the findings of this study, which were supported by research by Iman and Kurniawati (2023), there is no discernible or significant relationship between consumer involvement and sensory aspects of the customer experience.

The Influence of User-Friendliness of Customer Experience on Customer Engagement

This study effectively establishes the link between user friendliness and consumer engagement. The findings of this study are consistent with those of Tuguinay et alresearch .'s from 2022, which claims that user-friendliness of customer experience influences customer engagement and that customer experience is a reaction to events or events that customers personally experience over time, with user-

friendliness as an aspect of many supporting features and ease of use. The significance revealed leads to the conclusion that Gojek's user-friendliness, coupled with its wealth of smart and practical supporting features, has an impact on both how customers interact with the business and how they feel about it.

The Influence of Efficiency of Customer Experience on Customer Engagement

The analysis's findings also demonstrate how effective customer service has an impact on repeat business. The findings of this study are consistent with those of Tuguinay et al. (2022), which found that customer engagement is influenced by the efficiency of the customer experience, and that efficiency is a function of the speed at which services are offered and presented to customers as well as of the sophistication of technology systems. According to the significance demonstrated, it is clear that the speed at which Gojek offers its services, together with its sophisticated technology infrastructure, has an impact on how customers interact with the business and how they perceive it.

CONCLUSION

The following conclusions can be drawn from the analysis and discussion of the results on the impact of service innovation, customer experience, and customer engagement on customer loyalty: (1) Service innovation significantly affects Gojek customer loyalty. (2) Customer interaction has little impact on Gojek users' loyalty. (3) The sensory customer experience has a substantial impact on Gojek customer loyalty. (4) Client loyalty to Gojek is significantly impacted by the efficiency of the customer experience. (5) Customer loyalty to

Gojek is not considerably impacted by user friendliness or customer experience. (6) The level of consumer involvement on Gojek is significantly impacted by service innovation. (7) The sensory features of the customer experience have no discernible impact on the level of customer engagement on Gojek. (8) The user-friendliness of the customer experience has a big impact on how engaged the customers are with Gojek. (9) The efficiency of the customer experience has a big impact on how engaged customers are with Gojek.

With the results of insignificant research, it raises the possibility for variable variables that mediate the influence between sensory customer experience on customer engagement, customer engagement on customer loyalty, and user-friendliness of customer experience on customer loyalty. The following research should use different objects or use other companies that have the same characteristics or industry. The demographic reach or dispersion of respondents, including their age, place of residence, and occupation, is still constrained in this study. Researchers were unsuccessful in evenly distributing questionnaires to participants in the study based on their age, place of residence, and occupation. The age range of 18 to 25 years old, with work as a student, has the highest number of respondents.

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