THE EFFECT OF CORPORATE REPUTATION TOWARD BRAND LOYALTY OF GOJEK MANADO

PENGARUH REPUTASI PERUSAHAAN TERHADAP LOYALITAS MEREK DARI GOJEK MANADO

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Abstract*:* Usually consumer must use transportation like bus, mikrolet, taxi and motor taxi,, but now consumer have freedom to choose a transportation model with more convenience, cheaper, faster, more reliable, and very accessible only with smartphone application.. The online transportation businesses in Manado City that are operating right now are Gojek, Grab, and Uber. As the traffic jam at this city is increasing day by day, it's helps people so much. It also has an affordable price. This study is to investigate the influence of corporate reputation on the brand loyalty of Gojek. This research use a quantitative method and simple regression analysis with total sample 50 university student. The result shows that the corporate reputation has a significantly influence the brand loyalty at Gojek Manado. The customer choose Gojek as their priority in choosing an online transportation because of several causes which are: Gojek always give the customer a good service and always take a good responsibility to the customers. The management of Gojek Manado should stabilize the system in the working place to create a greater corporate reputation in purpose to get the consumer loyalty and lead the online transportation business.

Keywords*: brand loyalty, corporate reputation*

Abstrak: Biasanya konsumen menggunakan transportasi seperti bus, mikrolet, taksi dan taksi motor, tetapi sekarang konsumen memiliki kebebasan untuk memilih model transportasi dengan lebih nyaman, lebih murah, lebih cepat, lebih dapat diandalkan, dan sangat mudah diakses hanya dengan aplikasi smartphone. Bisnis transportasi online di Kota Manado yang beroperasi saat ini adalah Gojek, Grab, dan Uber. Karena kemacetan lalu lintas di kota ini meningkat dari hari ke hari, tranportasi online sangatlah membantu orang. Transportasi online juga memiliki harga yang terjangkau. Penelitian ini untuk mengetahui pengaruh reputasi perusahaan terhadap loyalitas merek Gojek. Penelitian ini menggunakan metode kuantitatif dan analisis regresi sederhana dengan jumlah sampel 50 mahasiswa. Hasil penelitian menunjukkan bahwa reputasi perusahaan memiliki pengaruh yang signifikan terhadap loyalitas merek di Gojek Manado. Pelanggan memilih Gojek sebagai prioritas mereka dalam memilih transportasi online karena beberapa alasan yaitu: Gojek selalu memberikan pelanggan layanan yang baik dan selalu mengambil tanggung jawab yang baik kepada pelanggan. Manajemen Gojek Manado sebaiknya menstabilkan sistem di tempat kerja untuk menciptakan reputasi perusahaan yang lebih besar dengan tujuan untuk mendapatkan loyalitas konsumen dan memimpin bisnis transportasi online.

Kata kunci: loyalitas merek, reputasi perusahaan

INTRODUCTION

Research Background

In Indonesia disruption also occur in transportation industry. What's happen in global world that disrupt the transportation industry also happen in Indonesia. Usually consumer must use transportation like bus, *mikrolet*, taxi and motor taxi (ojek in Indonesia) but now consumer have independence and freedom to choose transportation model with more convenience, cheaper, faster, more reliable, and very accessible only with one hand in smartphone application. This model transportation mode in Indonesia pioneering by Gojek who become the first and also the biggest transportation online services in Indonesia.

The growing phenomenon of online in-city transportation pick-up services has been widely welcomed and embraced by Indonesians who have long awaited affordable, high quality, and accessible transportation. Several examples of such services that are immensely popular are Gojek, Uber, and Grab, among others. People in Indonesia's cities such as Jakarta, Surabaya, Makassar, Bandung, Manado, where public transport is poor and the traffic horribly congested, have eagerly welcomed ride-hailing apps such as Uber for car rides and Gojek for motorcycle rides. Gojek as one of the leading players and market leaders of the first online taxi booking company and also its founder from Indonesia must be able to continuously compete with competitors. Among other things, by creating a winning and innovative marketing strategy that is able to make Gojek as a company that continues to lead in this industry and market. One of them is to improve brand reputation to get a brand loyalty from the customer.

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The online transportation businesses in Manado City that are operating right now are Gojek, Grab, and Uber. As the traffic jam at this city is increasing day by day, it's helps people so much. Rides are readily available and come right to the people doorstep. People can choose to hop on the back of a motorcycle to beat traffic or get into a comfortable car. It also has an affordable price.

Therefore, this study is to investigate the influence of corporate reputation on the brand loyalty of Gojek. The research was conducted to the young generation, especially to students who are the main users as well as the main partners of this service. Based on the explanation above the title of this research will be conducted a research about the effect of corporate reputation toward brand loyalty at Gojek Manado.

Research Objective

Based on the research problem, the objectives of this research are to know the effect of corporate reputation on brand loyalty of Gojek Manado.

THEORETICAL REVIEW

Marketing

According to Dahl and Hammond (1977) stated, marketing is the purpose of production, assembling, storage, and transportation was consumption. All these steps from production to ultimate consumption were included in the term marketing. Hence, marketing is a set of activities without which what is produced cannot reach the ultimate consumer. Hence it might be said that the importance of these activities is the study of marketing. In 2004, Philip Kotler defined modern marketing as "a social and managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others. Hence, marketing is a set of activities without which what is produced cannot reach the ultimate consumer. Hence it might be said that the importance of these activities is the study of marketing. Marketing meant different things to different people; to the housewife it meant shopping for food; to the farmer it means the sale of his product; and to the fertilizer distributor it meant the selling to the farmer. In short, marketing would include all the activities performed from the stage of production to ultimate consumption. In other words it refers to functions of marketing viz., assembling, warehousing, grading, barding, packing, labeling, distribution, selling and servicing.

Marketing Management

        Marketing management is how people and organizations can manage properly their exchange activities to generate income from them and satisfaction for the other party. McDaniel, Lamb, and Hair (2012) argued that marketing is activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for customers, client, partners, and society at large. They said marketing involves more than just activities performed by a group of people in defined area or department. Further Kotler and Keller (2012) stated that marketing is playing a key in addressing those challenges. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. There are three different definition of marketing; Marketing as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services (Kotler, 2011).

Brand Loyalty

        Brand loyalty is the basis of an organization. Strong loyalty will need less marketing spends as the loyal customers promote the brand positively. You can leverage it to launch and introduce new offerings targeted at same customers in less cost. It also creates barrier for competitors in the market. Brand loyalty thus becomes a key component to build equity. The concept of brand loyalty has been pointed as an important construct in the marketing literature for at least four decades, and most researchers agree that brand loyalty can create benefits such as reduced marketing costs (Chaudhuri and Holbrook, 2001). Brand loyalty is a very important component of brand value and it significantly contributes to the meaning of brand as a resource of the firm. There are various approaches to the concept of brand loyalty and what makes that the concept may have many different meanings. Brand loyalty is considered to be the bread and butter of what keeps business alive. However, once achieved it can promise great success to any organization. The image surrounding a company's brand is the principal source of its competitive advantage and is therefore a valuable strategic asset. Most loyal customers are organizations' fan base, and often are the best people to share their experiences with your company. They play the role of influencers and market the product by becoming its advocates. Brand loyalty occurs because the consumer perceives that the brand offers the right product features, image, or level of quality at the right price and he conveys the same to others. In order to create brand loyalty, organizations must focus on the delivery mechanism which once successful will sustain for a long time. A company having brand loyal customers will have greater sales, less marketing and advertising costs, and best pricing. This is because the brand loyal customers are less reluctant to shift to other brands, respond less to price changes and self- promote the brand as they perceive that their brand have unique value which is not provided by other competitive brands. Brand loyalty is always developed post purchase.

Corporate Reputation

        Reputation has been defined as "the perceptual representation of a merchant's past actions and future prospects that indicates the merchant's overall appeal to its key constituents when compared to other leading rivals" (Fombrun, 1996:72). Essentially, reputation signifies a merchant's integrity and reliability in relation to their constituents, which reduce consumer behavioral uncertainty (Walsh et al. 2015). Eisenbeiss et al. (2014:257) argue that merchant reputation therefore acts as a safety net that serves as an important heuristic cue in pre-and post-purchase situations. However, many of these claims have been challenged as being anecdotal or based on measures of reputation that are flawed or conceptualizations of reputation that are unclear. There are a number of issues here relevant to academics working in the emerging area of reputation studies. Corporate reputation is still relatively new as an academic subject. It is becoming a paradigm in its own right, a coherent way of looking at organizations and business performance, but it is still dogged by its origins in a number of separate disciplines. A reputable merchant gives consumers an ex ante quality assurance regarding the products sold. And consumers perceive that a merchant with a good reputation is less likely to make false claims that will weaken their credibility (Akdeniz, Calantone and Voorhees, 2013).

Previous Research

        Liengjindathaworn, Saenchaiyathon, and Hawat (2014) conducted a research with title "Effect of Corporate Reputation to Brand Loyalty of Banks in Thailand". The purpose of this study was to examine the construct of corporate reputation and effect of corporate reputation to brand loyalty on perceptions of employees

and customers of banks in Thailand. The systematic random sampling was taken on 385 employees and 385 customers of banks. In side of employees, the construct of reputation are emotional appeal and competence. The reputation on employee's perception in competence has more effect than emotional appeal. In side of customers, however, the construct of reputation are emotional appeal, quality of product and service, corporate responsibility and performance. The reputation on customer's perception in emotional appeal has effect on brand loyalty but other factors not significant.

Mahmoud (2014) conducted a research with title "Does corporate reputation affect brand preference? Application to the soft drinks industry in Egypt". The researcher focuses on the soft drinks market in Egypt; to examine whether a significant relationship exists between corporate reputation and consumer brand preference. The researcher used the dimensions in RepTrak™ Model which are: Products and Services, Innovation, Performance, Citizenship, Governance, Leadership, and Workplace. The sample was 247 respondents mostly Egyptians middle class aged 21- 29 years old. Data analyses have been conducted using selected statistical tests such as normality, autocorrelation and multi-co linearity tests to achieve the research objectives and answer the research questions. The findings showed that there is a positive significant relationship between brand preference and corporate reputation dimensions. At the end the researcher provides recommendations for further use of the model identified and areas where future research is needed.

Ali, Alvi, and Ali (2012) conducted a research with title "Corporate Reputation, Consumer Satisfaction and Loyalty". The current study examines the effects of corporate reputation on consumer satisfaction and consumer loyalty. The primary data has been collected from the consumers of cellular industry in Pakistan. The rationale behind selecting respondents from cellular industry is the intense competition, which is enduring in the cellular companies of Pakistan. The study used SPSS and AMOS to analyze the data. The study found significantly positive associations of corporate reputation on consumer satisfaction and consumer loyalty. Result found strongly positive effects of consumer satisfaction on consumer loyalty for the case of cellular industry of Pakistan. The study proposes some useful recommendations for policy makers in the area.

Loureiro, Sarmento, and Le Bellagio (2017) conducted a research with title "The Effect of Corporate Brand Reputation on Brand Attachment And Brand Loyalty: Automobile Sector.". The current study aims to analyze the effect of corporate brand reputation on brand attachment and brand loyalty considering the automotive sector and the brands Tesla, Toyota, and Volvo. A sample of 327 participants, members of car brand communities, collaborates in a survey. Overall findings reveal that the perception of corporate brand reputation is more effective on enhancing brand loyalty than brand attachment. However, the effect could depend on the car brand strategy.

Mohammad (2017) conducted a research with title "The Impact of Brand Experiences, Brand Equity and Corporate Branding on Brand Loyalty: Evidence from Jordan". The aim of this research paper was to approach the impact of brand experiences, brand equity and corporate branding on brand loyalty. The sample of this research consisted of 413 employees selected on a random basis from 10 Jordanian companies. The results of this research confirmed positive as well as significant effects of all independent dimensions on brand loyalty, except sensory and cognitive experiences. Managers and researchers can benefit from this research by utilizing such concepts to enhance brand loyalty and conducting further studies to explore other factors critical factors that might improve brand loyalty. The major limitation of this research is related to the sample region since it was conducted in two cities only.

Weiwei (2007) conducted a research with title "Impact of Corporate Image and Corporate Reputation on Customer Loyalty: A Review". This study aims to describe the relationship between corporate image and corporate reputation, and their impact on the customer's loyalty. This result suggests that managers of service organizations should not consider exclusively intrinsic attributes in their communication strategy. In service industries, the association between corporate image or corporate reputation and a company's offering is much more difficult to pin-point because of the intangibility of the service. From this perspective, other tangible characteristics, such as those of the service provider, may be used to make its image more easily discernible. In order to influence consumer behavior, service organizations should employ arguments based on contact personnel and physical environment, with the hope being that, in the eyes of the consumer, these elements constitute the benefits promised in the service transaction.

Conceptual Framework

| Corporate Reputation (X) | H₁ → | Brand Loyalty (Y) |
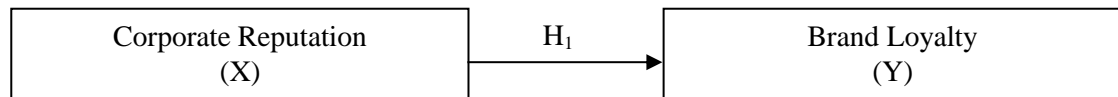
Figure 1. Conceptual Framework
Source: Theoritical Framework, 2019

Type of Research
          This research is causal type of research where it will investigate the effect of corporate reputation on brand loyalty. This research uses a quantitative method and simple linear regression.

Place and Time of Research
          This research conducted at Faculty of Economy and Business, Sam Ratulangi University Manado. The time of research conducted is July 2018.

Population and Sample
          This research used population as the data sources to make an appropriate result of data. Population is generalized to the object/subject which have a certain quantity and characteristic that is required by researcher to studying and to gain conclusion (Sekaran and Bougie, 2014). The populations in this research are the university student.

Data Collection Method
          This primary data generated by distributing the questionnaire with the relevant person in charge that become the point of interest for the research. In order to generate more accurate data. In this research the questionnaire distributed to university student in Manado City. Secondary data is data collected for some purpose other than the problem at hand. The secondary data is taken from books, journals, and relevant literature from library and internet. These secondary data were used in the background, literature review, research method, and discussions.

Operational Definition of Research Variable
1. **Corporate Reputation**. Corporate reputation is a normal characteristic of a firm. It forces to achieve any benefits from business operation. It will also create future values for an organization. (Indicators: Product and Services, Innovativeness, Social Response, Quality, Performance)
2. **Brand Loyalty**. Consumer loyalty in the service industry also referred as service loyalty means customer's faithfulness to specific brand in the service industry. Therefore customers maintains a series of loyalties to the organizations whose service they usually consumer. Their faithfulness level with corporations also determines their purchasing behavior. (Indicators: Involvement and commitment, Perceived Value, Trust, Satisfaction, Repurchase)

Data Analysis Method
Validity and Reliability Test
          To analyze the validity of questionnaires, Pearson Product Moment is used. An instrument measure is valid if the instrument measure what tough to be measured. Reability test is established by testing for both consistency and stability of the answer question. Alpha Cronbach is reliable coefficients that can indicate how good items in asset have positive correlation one another (Sekaran, 2009).

Simple Linier Regression Analysis Model
          Simple Linear Regression is a method used to fit the best straight line between a set of data points. After a graph is properly scaled, the data points must "look" like they would fit a straight line, not a parabola, or any other shape. The line is used as a model in order to predict a variable y from another variable x.

The equation of simple linier regression models in this research is shown below:

$$Y = a + \beta_X$$

Y   : Brand Loyalty (Dependent Variable)
a   : Intercept
β   : Regression Coefficient of Each Variable
x   : Corporate Reputation (Independent Variable)

RESULT AND DISCUSSION

Result of Reliability and Validity Test
Reliability Test
          "The minimum value of Cronbach's alpha must be 0.6. It is better if the value is above 0.6 (Sekaran, 2003). The table above shows that Cronbach's Alpha > 0.6.

Tabel 1. Reliability Test

No	Variables	Standard Deviation	Cronbach's Alpha
1	Corporate Reputation	0.6	0.730
2	Brand Loyalty	0.6	0.818

Source: SPSS Output version 22.00, 2019

          Table 1 shows the Cronbach's Alpha values of all indicators are above 0.60, it means that all the variables in this research is considered reliable and can be used to retrieve data.

Validity Test
          According Arikunto (2002: 146) Validity is a measure that indicates the validity or degree of validity of an instrument. This research use Pearson Correlation formula. The purpose of validity test is to know whether the instrument is valid or not. If the correlation coefficient between the value of one indicator and the total value of all indicators is positive and $\geq R_{table}$ (0.195) then the instrument is considered as valid (Sugiyono, 2006). All the total values for each indicator for independent variables and dependent variables are above 0.195. It means all the indicators are valid and can be used on this research.

Classical Assumption Test Multicollinearity Test
Tabel 2. Multicollenearity

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Corporate Reputation	1.000	1.000

Source: SPSS Output version 22.00, 2019

          Table 2 shows that the tolerance value of corporate reputation is 1.000 meaning the tolerance value of variable is more than 0.1. The VIF value of corporate reputation is 1.000, meaning the VIF value of variable is less than 10. Since all the tolerance value is more than 0.1 and the VIF value is less than 10, so this research is free from multicollinearity.

Simple Linier Regression Analysis
Table 3. Simple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.309	.302		4.333	.000		
Corporate Reputation	.705	.705	.698	9.647	.000	1.000	1.000

Source: SPSS Output version 22.00, 2019

The result in the Table 3 can be expressed in regression equation as:

Y = 1.309 + 0.705x

1. Constant 1.309 shows the influence of corporate reputation (X), to the brand loyalty (Y). Meaning that if independent variable is equal to zero, the implementation on brand loyalty (Y) is predicted to be 1.309.
2. 0.705 is the slope in X (Brand Loyalty) meaning if there is one unit increasing in X then Y is predicted to increase by 0.705.

Table 4. T-Test Output

Variables	T_{count}	T_{table}	Description
Corporate Reputation	9.647	1.660	Accepted

Source: SPSS Output version 22.00, 2019

Table 4 shows that T_{count} is 9.647 and since the level of significant is 5% (0.05) then the T_{table} is 1.660, the result is T_{count}= 9.647 < T_{table} = 1.660. Since the T_{count} is greater than T_{table} then H_0 is rejected and H_1 is accepted. It means that variable corporate reputation is significantly influence brand loyalty.

Discussion
Corporate Reputation and Brand Loyalty

According to Louerio, Sarmento, and Le Bellegio (2017), consider four dimensions to measure corporate reputation: customer orientation, reliable and financially, product and service quality, and social and environmental responsibility. Reputation refers to the more general emotional response that an individual has toward an organization as a consequence of its action over a longer period of time (Amis, 2003). Thus, reputation can be seen as a driver to emotional brand attachment (Japutra, Ekinci, and Simkin, 2014). Actually, brand loyalty is a variable persecuted by companies in order to assure profitability. Customers that are emotionally attached to a brand or a product can more likely have positive behavior toward this company. Behaviors (brand loyalty) are reflecting the evaluation that customer makes about a product. However, those positive behaviors toward the brand reflect a strong attachment but have different conceptualizations. Ali, Alvi, and Ali (2012) stated that reputation is the widely shared beliefs of stakeholders that the corporation will behave in the best of their interests and the future actions of corporations can also be predicted to be in favor of stakeholders. Corporate reputation conveys significantly important messages to number of stakeholders which facilitates them in decision making regarding various transactions pertaining to corporations.

The result of the previous research "The Effect of Corporate Brand Reputation on Brand Attachment and Brand Loyalty: Automobile Sector" by Louerio, Sarmento, and Le Bellegio (2017), shows that the corporate reputation is significantly influence the brand loyalty. Customers enjoy interacting with each other, talking about the brand, products or services, and explaining to other customers some knowledge they don't have about products or services. Customers also do not mind providing helpful feedback to customer services or inform the company about the live experience with the products or services. Therefore, more than reliability of the car or perceived quality of the same, customers need to be involved with the car characteristics and share it with others to be attached to a certain car brand. The quality of the direct interaction between the company and the customers becomes very important in creating reputation about a car brand. Product and service quality become one of the most important dimensions of brand reputation to contribute to loyalty.

Another previous research "Corporate Reputation, Consumer Satisfaction and Loyalty" by Ali, Alvi, and Ali (2012), shows that the corporate reputation have an influence toward brand loyalty. The study found significantly positive associations of corporate reputation on consumer satisfaction and consumer loyalty. The study also found strongly positive effects of consumer satisfaction on consumer loyalty for the case of cellular industry of Pakistan. The study proposes some useful recommendations for policy makers in the area. The study concluded that strong corporate reputation is mandatory in terms of overall quality of products, value of services which company is delivering to its customers against their money, their commitment to protect environment, offer better welfare opportunities to employees and their families, orientation towards customer, contribution towards charitable avenues, qualification of its management and above all the credibility of corporations claims in its advertising claims. Higher corporate reputation leads to higher level of satisfied customers. Therefore, if any corporation intends to develop its highly good reputation in the eyes of consumers, it must pay utmost attention to above mentioned points. Higher satisfaction level of consumers results in higher level of customer loyalty which in turn motivates consumers to purchase services of corporations again and again. Moreover, higher corporate reputation also leads to higher level of customer loyalty. The study therefore, declares

corporate reputation as one of the leading indicator not only to satisfy and retain existing customers but also to attract new customers as well.

Liengjindathaworn, Saenchaiyathon, and Hawat (2015) conducted a research with title "Effect of Corporate Reputation to Brand Loyalty of Banks in Thailand". The result shows that corporate reputation arises in a variety of setting when stakeholders search for commercial banks that they engage. Corporate reputation affects the way in which various stakeholders behave towards an organization, influencing, such as employee loyalty and customer loyalty. Not surprisingly, manager sees corporate reputation as a valuable intangible asset. A favorable reputation create trust from communities, encourages shareholders to invest in a company. It also motivates staffs and retains customers. The evidence suggests reputation on employee's perception in competence has more effect than emotional appeal. In the view of customer, suggesting that emotional appeal related to customer's loyalty. This is the aspect suggested by the concept presented, which include the point of views to define different weights to different dimensions and different value to different groups of stakeholders, which enables one to bring together factors for managing corporate reputation, and determine appropriate actions to improve recognition by each stakeholder.

Also, another previous research "Impact of Corporate Image and Corporate Reputation on Customer Loyalty: A Review" by Weiwei (2007). The result from the article review, a review of the past research in the field shows little empirical results except for some general statements. For example, Porter (1985) suggested that a good reputation may help a pioneer firm build an innovative image in the industry, while Franklin (1984) proposed that corporate reputation is a global and final outcome of the process of building a corporate image. However, based on the meaning generally accepted for each concept, one observes that both corporate image and reputation are the external perceptions of the firm. The former is the firm's portrait made in the mind of a consumer, while the latter is the degree of trust (or distrust) in a firm's ability to meet customers' expectations on a given attribute. In researcher opinion, the emotional component of corporate image and corporate reputation may share a close relationship because of the psychological dimensions which contribute to their formation. These dimensions are manifested by the consumer's attitudes and beliefs which rely on past actions of the firm or previous experiences with the firm. In the case of services that are categorized as experience products whose quality can only be evaluated after consumption, given their intangibility, corporate image and reputation both can be used as effective means of predicting the outcome of the service production process and, perhaps, considered as the most reliable cues which signal the ability of a service firm to satisfy the customer's desires.

The result of this study is support the previous research by Louerio, Sarmento, and Le Bellegio (2017), Ali, Alvi, and Ali (2012), Liengjindathaworn, Saenchaiyathon, and Hawat (2015). The result shows that the corporate reputation has a significantly influence the brand loyalty at Gojek Manado. The customer choose Gojek as their priority in choosing an online transportation because of several causes which are: Gojek always give the customer a good service and always take a good responsibility to the customers. The customers think that Gojek administrator are really take care of the customer with a good handling of customer's complain. Also, the customer feel satisfied with Gojek because of their cleanliness and have another feature like Go-Food, Go-Clean, Go-Mart, and other feature that help the customers. The management of Gojek Manado should keep their good attitude of the driver and also the driver performance. It may be good if the company often held a presentation about some aspect that the consumer pay attention for to the drivers to improve their performance to get the loyalty of the consumer.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result, it shows that corporate reputation has a significant influence on brand loyalty. The customer choose Gojek because the company always give the customer a good service and always take a good responsibility to the customers. The customers think that Gojek are really take care of the customer with a good handling of customer's complain. Also, the customer feel satisfied with Gojek because of their cleanliness and have another feature like Go-Food, Go-Clean, Go-Mart, and other feature that help the customers.

Recommendation

Corporate reputation is important and need specific attention. The customer pay attention in some aspect such as product and services, innovativeness, the quality of service, and the drivers and customer services' performance. Those aspects will build the trust and satisfaction of the customer which can impact on

brand loyalty. The management of Gojek Manado should stabilize the system in the working place to create a greater corporate reputation in purpose to get the consumer loyalty and lead the online transportation business.

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