Syntax Literate: Jurnal Ilmiah Indonesia p–ISSN: 2541-0849
e-ISSN: 2548-1398
Vol. 9, No. 12, Desember 2024

POWERING UP USER LOYALTY: EXPLORING MULTIDIMENSIONAL PLATFORM VALUE AND SERVICE QUALITY IN THE PLN MOBILE ELECTRICITY SERVICE APPLICATION PLATFORM

Fristyan Pradipta[1*], Daniel Tumpal H Aruan[2]
Universitas Indonesia, Indonesia[1,2]
Email: fristyan.pradipta@ui.ac.id[1*]

Abstract

The objective of this research is to explore how digital interactive platforms can assist companies in cultivating brand loyalty for their platforms. This study employs a quantitative approach, collecting a total of 310 questionnaires from PLN Mobile users, a platform operated by the largest electricity company in Indonesia. Respondents were selected using non-probability random sampling, and Structural Equation Modeling was employed as the analysis tool. The findings reveal that among the three multidimensional platform values (functional, cost, and contextual) only functional platform value lacks significant influence on perceived value. Additionally, within the context of PLN Mobile application users, service quality demonstrates a positive and significant direct influence on perceived value, platform brand image, and platform brand loyalty. Furthermore, perceived value exhibits a significant direct influence on continuance intention and platform brand image, although it does not significantly influence platform brand loyalty directly in this context. This research offers a new theoretical framework and managerial insights for value creation in digital interactive platforms. It contributes to the body of knowledge by demonstrating the relationships between various factors influencing brand loyalty in the context of digital platforms. The implications of the research findings on management and business practices are significant. Companies can utilize the insights provided by this research to enhance their digital platform offerings, improve customer satisfaction, and ultimately foster brand loyalty. Additionally, policymakers can use these findings to shape regulations and policies that promote innovation and competitiveness in the digital platform in service industry.

Keywords: Continuance Intention, Multidimensional Platform Value, Perceived Value, Platform Brand Image, Service Quality, Platform Brand Loyalty

Introduction

In 2023, Indonesia reached 78.19 percent internet penetration, encompassing 215,626,156 people out of a total population of 275,773,901 people (APJII, 2023). As digital information and communication technology continues to reshape the economy, many academics and practitioners concur that platform, as a category of digital creative products, play a pivotal role for companies, including traditional ones, in establishing distinct competitive advantages (He & Zhang, 2022).

Platforms are becoming increasingly popular, and businesses of all sizes, ranging from startups to established companies, are seeking to integrate digital platforms into their business models (Kapoor et al., 2021; Pandey & Rupnawar, 2022). With the significant trend of companies digitizing their services through platforms, PT. PLN

How to cite: Pradipta, F., & Aruan, D. T. H. (2024). Powering Up User Loyalty: Exploring Multidimensional Platform Value and Service Quality in the PLN Mobile Electricity Service Application Platform. *Syntax Literate. (9)12.* http://dx.doi.org/10.36418/syntax-literate.v9i12
E-ISSN: 2548-1398

(Persero) Indonesian state-owned company, and as one of the market share leaders of electricity providers, has undergone a transformation by digitizing its services through an interactive mobile application platform, known as PLN Mobile. Since its launch in 2020, user growth has nearly doubled in just one year, going from 18 million users in 2021 to 35 million users in 2022 (PLN, 2022).

Apart from PLN carrying out transformations in its core services, such as electrical installations, electricity bills, and outage management, PLN Mobile application also functions as a "super-app" that caters to various electricity-related needs. These include services such as ICONET, an internet provider owned by a PLN subsidiary, ListriQU, a home electrical installation service owned by other subsidiaries, and services supporting electric vehicle usage, as well as offerings beyond the electricity domain, such as marketplace services. Through its mobile application, PLN has introduced additional features that extend beyond the scope of their primary business operations. This positions as a super app make PLN Mobile had the potential to became the main engine of the PLN services digitalized transformation as a whole.

From a practical standpoint, this makes it intriguing to conduct a more in-depth study on the impact of platform multi-functionality from its value and services quality on perceived value, brand image, usage intensity, and platform loyalty. Numerous studies have examined the various types of value that digital interactive platforms deliver and their interrelationships. Value generated by a platform often leads to perceived value, which directly influences usage loyalty among customers and the intensity of their platform use (Maroufkhani et al., 2022). Additionally, research has categorized the created value into primary aspects like functional value, cost value, and contextual value. These aspects contribute to expanding a product's market share when offered through a platform, establishing connections through brand engagement and loyalty across the region (He & Zhang, 2022).

Beyond value creation, quality also plays a significant role in shaping customer brand loyalty (Omoregie et al., 2019). A platform's service quality can also exert an influence on brand loyalty through trust (Shankar & Jebarajakirthy, 2019) and brand image (Omoregie et al., 2019). Conversely, the role of perceived quality in relation to brand loyalty within the digital services context holds a significant antecedent influence on a company's offerings (Garcia et al., 2020). Marketing research developed the SERVQUAL service quality construct to measure consumer perceptions of service quality (Parasuraman et al., 1985). However, recently only a small number of studies have included service quality to measure the success of technology implementation (van Dat, 2020).

The value creation dimension sees service quality as an important antecedent that has a direct influence in building brand image, perceived value and also brand loyalty (Chen & Liu, 2017). Perceptions of low quality and/or image generally stem from exposure to negative information (e.g., advertising, third-party evaluation ratings, word-of-mouth communications) and/or personal experiences (Homer, 2008). The importance of quality of a service is an important aspect in value creation where it is expected to be able to increase brand image, intention to use and the ability of a platform to increase the loyalty of its users.

Recently, the perspective of continuance intention, or the intention to use smart technology (such as smart devices and mobile applications), has evolved into the study of consumer behavior, encompassing how consumers behave when utilizing smart devices or mobile applications in their daily lives (Nikhashemi et al., 2021). In the

expanding economic wave of the 'new technology lifestyle,' the concept of usage intention pertains to an individual's willingness to assess and embrace the idea that technology usage can be useful, helpful, and can facilitate daily needs (Chou et al., 2020). Several studies indicate that usage intention has an influence on the relationship between reputation and brand image regarding perceived value and the reputation of a platform (Huang, 2022). Furthermore, usage intention also plays a crucial role as a variable mediating perceived value's impact on customer loyalty (Maroufkhani et al., 2022). Therefore, in this study, the role of usage intention appears to be integral in enhancing platform brand loyalty.

This research endeavors to demonstrate that PLN, as one of the largest state-owned companies in Indonesia with a long-established history, is capable of digitally transforming its services through its Super Apps mobile platform. Specifically, this study addresses the following questions: 1. Does the multi-dimensional platform value which is functional, cost and contextual value and service quality of the PLN Mobile positively impact the platform perceived value? 2. Does the perceived value of the PLN Mobile positively impact continuance intention, platform brand image and loyalty? 3. Does the service quality of the PLN Mobile platform positively impact the platform brand image and loyalty? 4. Does PLN Mobile's perceived value positively mediate the influence of service quality on platform brand image and brand loyalty? 5. Does continuance intention positively mediate the influence of perceived value and platform brand image on platform brand loyalty? And 6. Does platform brand image positively mediate the influence of perceived value and service quality on platform brand loyalty?

By investigating these six issues, the study's innovative contributions include the following: Firstly, this study aims to determine the extent of the influence value and quality has on platform brand image and loyalty, as well as the role that each multidimensional function in creating value (functional, cost, and contextual value) plays in this process. Secondly, this study also seeks to substantiate previous theories highlighting the significant role of perceived value as a mediating variable between service quality on platform brand image and loyalty. Third, this study endeavors to establish that platform brand image and continuance intention also actively contribute to the enhancement of platform brand loyalty.

The relevant findings could provide traditional businesses with valuable strategic insights for leveraging digitalized interactive platforms and associated platform products to drive business model transformation. This conceptual section is followed by hypotheses related to multi-dimensional platform value, service quality, platform brand image, continuance intention, and platform brand loyalty. Subsequently, the research presents methodologies and analysis findings, concluding with a discussion of our results, their theoretical and practical implications, the study's limitations, and prospects for future research.

Hypotheses Development

Classification of digitalized interactive platform value

The types of value creation in the context of digital interactive platforms are divided into functional, cost, contextual, and overall platform values (He & Zhang, 2022). This overall value will later serve as a benchmark for evaluating the usefulness of a product or service based on the perceived value of the product or service(Ortiz et al., 2016). In the context of its existence, such value creation can be considered a dimension of a platform, and from the perspective of the logic of change, these values

are important antecedents to drive platform value creation (i.e., digital interactive platforms can create, maintain, and expand platform value by strengthening these three value dimensions) (He & Zhang, 2022).

The importance of functional value as a predictor of perceived value is defined as the perceived usefulness of product and service attributes, emphasizing its role in shaping customer perceptions (Roig et al., 2006). The interaction between benefits and costs is proven to have a significant influence on the perceived value of digital services, further emphasizing the importance of cost as a predictor of perceived value (Park & Kim, 2013). Additionally, contextual value, which involves the integration of contextual offers such as timeliness and spatial relevance, is an important part of perceived value (Le & Wang, 2021).

In recent years, successful digital interactive platforms have effectively integrated functional, cost, and contextual values, which is a fundamental way for them to create competitive differentiation and gain a competitive advantage (Wade et al., 2016). This study aims to prove the influence of these values in the PLN Mobile application so that the following research hypothesis is obtained:

H1a: Functional value has a positive effect on perceived value.

H1b: Cost value has a positive effect on perceived value.

H1c: Contextual value has a positive effect on perceived value.

Service Quality, Perceived Value and Platform Brand Loyalty

Various studies emphasize the significance of service quality in influencing different dimensions of perceived value for customers (Chen & Liu, 2017; van Dat, 2020). Service quality features, which measure tangibility, empathy, reliability, and responsiveness, are positively correlated with consumer perceived value (Ryu. et al., 2011). Since value is the ratio of quality to price, a positive relationship is expected between quality and the value of a brand's product (Yang & Wang, 2010). This suggests that when customers perceive high service quality, they are inclined to assign greater value to the service they receive, highlighting the importance of service quality in shaping customer perceptions and influencing perceived value (Zeithmal, 2001).

The ultimate objective of the marketing team is to retain existing customers, attract new ones, convert them into loyal and repeat customers, and build and maintain that loyalty (Maroufkhani et al., 2022). With loyalty, changes in pricing dynamics have no impact on consumer behavior (Aaker, 1991). The positive promotion of services is also a key advantage in increasing application usage within the context of brand loyalty platforms. Numerous prior studies establish a direct link between value and loyalty (Maroufkhani et al., 2022), both directly and indirectly (He & Zhang, 2022).

In the digitalized service concept, service quality aspects such as reliability, privacy, and security directly impact brand loyalty (Shankar & Jebarajakirthy, 2019). Other research also underscores satisfaction as a mediating variable, playing a positive role between perceived service quality and brand loyalty (Boubker & Naoui, 2022). This study aims to explore the contextual relationship between perceived value and service quality in the mobile platform realm and its influence on brand loyalty, leading to the formulation of the following hypothesis:

H2: Service Quality has a positive effect on perceived value.

H3: Perceived value has a positive effect on platform brand loyalty.

H4: Service Quality has a positive effect on platform brand loyalty.

Service Quality, Perceived Value and Platform Brand Image

Value creation enhances the company's image (Pitt et al., 2020). Additionally, various studies indicate that the ability to convey perceived value affects brand image. This suggests that the higher the perceived value in society, the stronger the societal brand image (Wijaya et al., 2020). PT. PLN (Persero) stands out as a dominant electricity supply company in this sector, holding over 90% of the national market share as a state-owned entity. Therefore, this study aims to assess the extent to which the perceived value derived from the digitalization of services through PLN Mobile influences the Brand Image Platform.

Furthermore, product quality significantly shapes a company's brand image. Poor product quality can have a detrimental impact on the company's image, but with timely corrections, it can lead to a positive brand image (Widiani et al., 2022). Numerous previous studies affirm that service quality affects brand image (Chen & Liu, 2017; Dam & Dam, 2021; Fajariah et al., 2016; Widiani et al., 2022; Wijaya et al., 2020). In the context of the mobile platform, empirical evidence indicates that online service quality influences brand image (Garcia et al., 2020; Mariano et al., 2022). This study aims to explore the impact of the relevance of value and quality on brand image, resulting in the following hypothesis:

H5: Perceived value has a positive effect on platform brand image.

H6: Service Quality has a positive effect on platform brand image.

Perceived Value, Platform Brand Image and Continuance Intention

Perceived value has been demonstrated to exert a significant influence on continuance intention in various research contexts, particularly concerning its use on mobile platforms. For instance, within the realm of mobile shopping applications, it was observed that perceived value strongly and positively affects consumer continuance intention (Dobre et al., 2023). Additionally, in the context of social commerce, perceived value is recognized as crucial for the continuance intention of a service and serves as the primary determinant of purchasing intention (Murillo-Zegarra et al., 2020). The consistent findings from these studies underscore the importance of perceived value as a determinant of continuance intention in the context of diverse digital services.

Furthermore, brand image also exerts a positive influence on continuance intention. Across various service sectors, there exists empirical evidence justifying the significant impact of brand image on repurchase intention (Ayutthaya, 2013; Prabowo et al., 2020; Ratasuk, 2021). Moreover, within various types of digital services, brand image significantly influences purchase intention, demonstrating its impact on consumer decision-making and continuance intention (Jaya & Prianthara, 2020; Tam et al., 2022). Thus, this study formulates the following research hypothesis:

H7: Perceived value has a positive effect on continuance intention.

H8: Platform brand image has a positive effect on continuance intention.

Platform Brand Image, Continuance Intention and Platform Brand Loyalty

The substantial influence of continuance intention on brand loyalty has been substantiated in various types of research across diverse service and industrial sectors. In the service sector, spanning from conventional to digital, several studies highlight the crucial role of continuance intention as a variable influencing brand loyalty (Hew et al., 2016; Sadli et al., 2022). Additionally, in the mobile platform sector, several studies

related to the impact of continuance intention on brand loyalty also validate a significant correlation between the two (Al Amin et al., 2023).

Furthermore, brand image also exerts a positive influence on brand loyalty, as several studies emphasize its positive impact on customer loyalty, reinforcing the significance of brand image in fostering brand loyalty (Fitriani & Paramita, 2022; Rahmatulloh et al., 2019). Users or consumers tend to favor a strong and impressive brand image, leading to a positive orientation towards customer satisfaction and loyalty, thus strengthening the influence of brand image on brand loyalty (Dam & Dam, 2021). The decision to digitize services through PLN Mobile must be complemented by the value and quality of the resulting platform. Continuance intention and Platform Brand Image are deemed integral components in establishing the Brand Loyalty Platform on PLN Mobile, resulting in the formulation of the following research hypothesis:

H9: Continuance intention has a positive effect on platform brand loyalty.

H10: Platform brand image has a positive effect on platform brand loyalty.

The mediating role of Perceived Value

Several studies have established the mediating role that perceived value plays in the relationship between Service Quality and Brand Loyalty. Chen & Liu (2020) elucidated the significant mediating role of perceived value in various variable relationship constructs within the aviation services sector. Additionally, specific research indicates that perceived value acts as a mediator in the relationship between service quality and complete customer loyalty (Hasby et al., 2023). As a result, this study posits the following research hypothesis:

H11: Perceived value mediates the relationship between Service Quality and Platform Brand Loyalty

The mediating role of Platform Brand Image

In several research analysis results, we have also identified the role of brand image as a mediating variable in the relationship between Service Quality and Brand Loyalty. Chen & Liu (2020) explained the significant mediating role of brand image in various variable relationship constructs within the aviation service sector. Additionally, there is research stating that brand image plays a significant role in mediating the relationship between service quality and customer loyalty (R. S. Pratiwi et al., 2021).

The impact of perceived value on brand image has been demonstrated in various research analysis results, showing a significant coefficient relationship (Ayutthaya, 2013; Chen & Liu, 2017; Wijaya et al., 2020). On the other hand, the influence of brand image on brand loyalty has also been noted in various research studies (Abdullah, 2015; Dam & Dam, 2021; Hasby et al., 2023). Based on various empirical research findings, this study formulates the following research hypothesis:

H12: Platform brand image mediates the relationship between Service Quality and Platform Brand Loyalty

H13: Platform brand image mediates the relationship between Perceived Value and Platform Brand Loyalty

The mediating role of Continuance Intention

Specifically, in his research, Nguyen (2020) asserted that perceived value and social commerce continuity intention are crucial variables with a positive impact on brand loyalty. Additionally, this study proposes the existence of a mediating role for

social commerce continuance intention in the relationship between perceived value and brand loyalty. The reference to this study is pertinent because it directly addresses the mediating role of continuance intention between perceived value and brand loyalty.

The impact of brand image on continuity has been highlighted in various empirical study results, revealing a positive and significant effect on the relationship between variable constructs (Prabowo et al., 2020; Ratasuk, 2021; Savitri et al., 2021; Tam et al., 2022). Furthermore, the influence of continuance intention on brand loyalty has also been asserted in various research studies (Chalomba & Duh, 2019; Hew et al., 2016; Maroufkhani et al., 2022). Therefore, based on various empirical research findings, this study formulates the following research hypothesis:

H14: Continuance Intention mediates the relationship between Perceived Value and Platform Brand Loyalty

H15: Continuance Intention mediates the relationship between Platform Brand Image and Platform Brand Loyalty

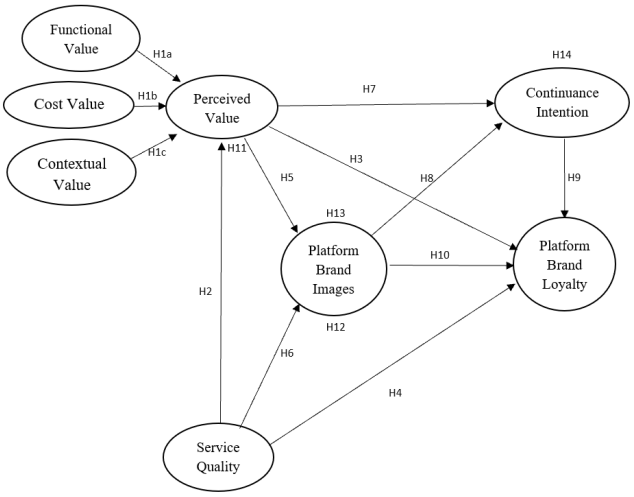


Figure 1. The Conceptual Research Model

Research Method

This research is aimed to capture the current condition of apps offered by traditional firms, which are used on mobile devices as digitalized interactive platforms. First, the PLN Mobile app was selected as the research object. As the largest electricity company in Indonesia, PLN has a large-scale and diverse consumer group. This study applied a quantitative research method. Quantitative research is a deductive research method that uses measurement and sampling techniques for data collection (Hair et al., 2019).

Because the criteria for selecting respondents were established before the data collecting stage, the samples were selected using a purposive sampling technique (Sekaran & Bougie, 2016). The samples selected in this study were PLN Mobile application users who had used the application for at least the past 6 months and were at least 17 years old. The questionnaire was distributed online using Google Forms as a method of data collection, which was distributed through personal connections, social media and Instagram ads.

In this study, there are eight variables of interest, namely, functional platform value, cost platform value, contextual platform value, perceived value, service quality,

platform brand image, continuance intention and platform brand loyalty (Table 1). The measure of functional, cost and contextual platform value was adapted from He & Zhang (2022) and comprises ten items. The measure of perceived value and service quality was modified form Chen & Liu (2017) and comprises eight items. The measure of platform brand image were adapted from Dam & Dam (2021) and Widiani et al., (2022). The measure of continuance intention was modified from a previous study conducted in the PLN Mobile context, comprising three items (Maroufkhani et al., 2022; Nikhashemi et al., 2021). The measure of platform brand loyalty in PLN Mobile from He & Zhang (2022) and Maroufkhani et al., (2022) that consist three items.

To make sure the respondents would fully grasp the questions, the questionnaire was translated into Indonesian. The items used were operationalized using a six-point Likert scale ranging from "highly disagree" to "highly agree". This study makes use of Smart PLS 3.2.9 software and the partial least squares structural equation modeling (PLS-SEM) methodology. PLS-SEM is preferred because of its reliable outcomes and adaptability to different data assumptions, such as the lack of a normal distribution requirement (Hair et al., 2019). Along with hypothesis testing, the study includes evaluating the measurement model, which shows how measured variables represent constructs, and the structural model, which illustrates the links between constructs (Hair et al., 2019).

Table 1. Measurement of items

Construct	Code	Indicator
Functional Platform Value;	FU1	The PLN Mobile application can effectively meet daily electricity needs.
(He & Zhang, 2022)	FU2	The PLN Mobile application helps complete tasks related to electricity needs, electrical support and others, according to the features offered.
	FU3	The PLN Mobile application allows me to make better decisions.
Cost Platform Value;	CO1	The PLN Mobile application helps me to save more costs. (Where I don't need to come to the PLN office to take care of all kinds of electrical needs)
(He & Zhang, 2022)		
	CO2	The PLN Mobile application provides cheaper service products. (Such as administration fees for new installations, token purchases, electricity payments, etc.)
Cost Platform Value;	CO3	The PLN Mobile application provides other economic benefits. (Such as promos, discounts, prize draws etc.)
(He & Zhang, 2022)		
	CO4	All types of service transactions on the PLN Mobile Application provide more effective and efficient services.
Contextual Platform Value;	CN1	The PLN Mobile application provides important information.
	CN2	The PLN Mobile application provides interesting information.
(He & Zhang, 2022)	CN3	The PLN Mobile application provides correct information.
Perceived Value;	OV1	The PLN Mobile application provides all types of services and products to meet my various possible requests.
(Chen & Liu, 2017)		
	OV2	The PLN Mobile application provides real-time information that supports me in making the right decisions.
	OV3	The PLN Mobile application has an active communication pattern (such as complaint notifications and regular application tracking notifications).
Service Quality;	PQ1	The PLN Mobile application has good service quality.
(Chen & Liu, 2017)	PQ2	The possibility of the PLN Mobile Application functioning properly is very high

Construct	Code	Indicator
	PQ3	The possibility of the PLN Mobile Application being reliable is very high
	PQ4	The interface or display for using the PLN Mobile Application is easy to understand and not confusing.
	PQ5	Updating the PLN Mobile Application is always appropriate and on target
Platform Brand Image; (Dam & Dam, 2021) (Widiani et al., 2022)	BI1	I have a positive opinion of the services provided by PLN Mobile.
	BI2	The PLN Mobile application is able to represent the information and services provided by PT PLN (Persero).
	BI3	The services provided by the PLN Mobile Application produce satisfactory output
	BI4	The PLN Mobile application increases my trust in PT PLN (Persero) services.
Continuance Intention; (Nikhasemi et al., 2021) (Maroufkhani et al., 2022)	UI1	I intend to always use the PLN Mobile Application service on an ongoing basis.
	UI2	I would like to get more information about the PLN Mobile application
	UI3	I prefer to use the PLN Mobile Application rather than other alternative types of service.
Platform Brand Loyalty; (He & Zhang, 2022), (Maroufkhani et al., 2022)	BL1	I would like to recommend the PLN Mobile Application to others.
	BL2	I feel the PLN Mobile Application is the best solution to answer the need for the services offered.
	BL3	I would like to give the PLN Mobile Application a positive review of the services provided.

Result and Discussion

Respondent Profile

The criteria for respondents in this study were being over 17 years old when filling out the questionnaire and having used the PLN Mobile mobile app within the last 6 months. Of the 310 respondents in the study, 47.42% were men, and 52.58% were women. The majority of respondents were in the age range of 27–31 years (129;41.61%), working as entrepreneur (99;31.94%), with the highest level of education being a Bachelor's Degree (137;44.19%) (Table 2).

Table 2. Demographics of respondent

Profile	Category	Frequency	Percentages
Gender	Males	147	47.42%
	Females	163	52.58%
Ages	17-21 years old	13	4.19%
	22-26 years old	56	18.06%
	27-31 years old	129	41.61%
	32-36 years old	63	20.32%
	36-41 years old	32	10.32%
	>42 years old	17	5.48%
Occupations	Student	23	7.42%
	Civil Servant or stated owned employee	70	22.58%
	Private sector employee	72	23.23%
	Entrepreneur	99	31.94%
	Housewife	36	11.61%
	Professional (Doctor, Accountant etc)	4	1.29%

Profile	Category	Frequency	Percentages
	Others	6	1.94%
Education	High school or below	131	42.26%
	Associate's degree	30	9.68%
	Bachelor's degree	137	44.19%
	Master's degree	11	3.55%
	Doctoral degree	1	0.32%

Measurement Model Evaluation

The author is expected to interpret the results and then connect them with previous research (accompanied by scientific discussions and arguments that support). The discussion should be able to align with the main purpose of research in the Introduction. Writers may include tables or graphics on the results and discussions.

Through indicator loadings, construct reliability, convergent validity, and discriminant validity, the measurement model clarifies how the measured variables represent a construct (Hair et al., 2019). Although a value of 0.5 is still considered acceptable, ideal acceptable indicator values should have outer loadings above 0.707 (Chin, 1998; Hair et al., 2019) or 0.708 (Hair et al., 2019). According to Hair et al., (2019) and Chin (1998), the average threshold for the Average Variance Extracted (AVE) is 0.5. All indicator variables and latent variables satisfy the requirements for appropriate outer loadings and AVE, as shown in Table 4. Table 4 also suggests that every variable in the model passes the reliability test, obtaining Composite Reliability scores above 0.70 and Cronbach's Alpha above 0.70 (Hair et al., 2019).

The degree to which a construct actually varies from another is then investigated using discriminant validity (Hair et al., 2019). The HTMT test is advised for assessing discriminant validity using PLS-SEM (Hair et al., 2019). The minimum HTMT value is less than 0.9, and ideally less than 0.85. It is possible to conclude that every variable in this study satisfies the HTMT test based on the test results (Hair et al., 2019), which are displayed in Table 5. The Fornell-Larcker test was also performed; it is also shown in Table 5; all variables in this study satisfy the test's acceptance criteria, which state that a latent variable's (diagonal value) square root of AVE must be greater than its correlation with other factors (Chin, 1998; Hair et al., 2019).

Table 3. Demographics of respondent

Variable	Indicator	Mean	SD	Loading	AVE	CR	CA
Functional Platform Value	FU1	4.997	1.021	0.868			
	FU2	5.052	0.939	0.894	0.774	0.912	0.855
	FU3	4.784	1.054	0.878			
Cost Platform Value	CO1	5.11	1.11	0.800			
	CO2	4.684	1.225	0.865	0.692	0.9	0.851
	CO3	4.661	1.272	0.800			
	CO4	4.942	1.058	0.860			
Contextual Platform Value	CN1	5.029	1.011	0.905			
	CN2	4.735	1.069	0.880	0.779	0.914	0.858
	CN3	5.106	0.925	0.863			
Perceived Value	OV1	4.671	1.057	0.828			
	OV2	4.658	1.074	0.891	0.724	0.887	0.808
	OV3	4.826	1.096	0.831			
Service Quality	PQ1	4.961	1.006	0.848	0.682	0.915	0.883
	PQ2	4.981	0.943	0.829			

Variable	Indicator	Mean	SD	Loading	AVE	CR	CA
	PQ3	4.919	1.011	0.838			
	PQ4	4.848	1.074	0.784			
	PQ5	4.59	1.027	0.829			
Platform Brand Image	BI1	4.955	0.897	0.855			
	BI2	5.006	0.884	0.864	0.726	0.914	0.874
	BI3	4.819	0.916	0.829			
	BI4	5.006	0.964	0.860			
Continuance Intention	UI1	5.026	0.993	0.901			
	UI2	4.997	0.932	0.859	0.747	0.899	0.831
	UI3	4.713	1.092	0.831			
Platform Brand Loyalty	BL1	5.042	1.063	0.889			
	BL2	4.923	0.954	0.880	0.785	0.916	0.863
	BL3	5.116	0.919	0.889			

Note: SD—Standard Deviation; AVE—Average Variance Extracted; CR—Composite Reliability CA— Cronbach's Alpha.

Table 4. Measurement Model Evaluation 2: Discriminant Validity

Fornell and Lacker Criterion

Variable	BI	BL	CN	CO	FU	PV	SQ	CI
BI	**0.852**							
BL	0.765	**0.886**						
CN	0.702	0.63	**0.883**					
CO	0.676	0.639	0.723	**0.832**				
FU	0.681	0.631	0.685	0.692	**0.88**			
PV	0.681	0.637	0.743	0.691	0.653	**0.851**		
SQ	0.759	0.734	0.74	0.725	0.717	0.756	**0.826**	
CI	0.731	0.764	0.653	0.657	0.64	0.635	0.707	**0.864**

HTMT Ratio Approach

Variable	BI	BL	CN	CO	FU	PV	SQ	CI
BI								
BL	0.88							
CN	0.811	0.733						
CO	0.78	0.744	0.842					
FU	0.787	0.735	0.798	0.807				
PV	0.811	0.764	0.892	0.831	0.782			
SQ	0.863	0.84	0.849	0.831	0.823	0.892		
CI	0.851	0.898	0.773	0.778	0.756	0.771	0.821	

Note: BI = Platform Brand Image; BL = Platform Brand Loyalty; CN = Contextual Platform Value; CO = Cost Platform Value; FU = Functional Platform Value; PV = Perceived Value; SQ = Service Quality; CI = Continuance Intention

Structural Model Evaluation

After the measurement model's validity and reliability were proven, the structural model was evaluated (Hair et al., 2019). When collinearity was evaluated by looking at inner VIF values, all of the values were found to be below 3.3, which indicates that common method bias was not present (Kock, 2015). The structural model was then assessed by utilizing coefficients of determination (R^2), cross-validated redundancy (Q^2), and path coefficients or hypothesis testing to determine the interrelatedness of the constructs.

In the PLS-SEM model R-Square (R^2), measures the prediction strength within the sample; a value of 1 denotes a perfect association, and 0 denotes no relationship (Hair et al., 2019). Overall, all the predictor variables tested in the study are in the moderate category above 0.5. Furthermore, acceptable predictive accuracy on endogenous constructs is demonstrated by the cross-validated redundancy method with Q^2 values above zero (Hair et al., 2019). Blindfolding techniques are used to calculate Q^2, a measure of the PLS-SEM model's predictive strength, on subset data. The study's model's acceptable predictive accuracy is confirmed by the results, which show that all endogenous variables have Q^2 values greater than zero (Hair et al., 2019).

The next step is to assess the importance and size of structural path coefficients. Using bootstrapping with 5,000 sub-samples, path coefficients were evaluated for their magnitude and importance in the structural path relationships (Hair et al., 2019). If a P Value in a hypothesis test is less than (<) 0.05, it is accepted. Based on the hypothesis testing results in Table 5, it can be seen that 14 hypotheses were accepted, and 3 hypotheses were rejected. Regarding the results show that functional platform value had a positive influence toward perceived value but the result of the p values < 0.05. Therefore, hypotheses H1a was not supported this shows that the relationship between functional platform values and the overall platform value is complex and varied. It is highly dependent on the context of the services offered within the entire ecosystem and the service process. This complexity makes the significance of the direct influence on perceived value very small.

On the contrary, regarding the impact of contextual on perceived value (H1b), was significant with p Values < 0.05. The result indicates that digital interactive platforms create cost value for users by providing lower prices or other economic benefits through advantages in scale or efficiency. The 1c hypotheses, which examined the impact of contextual on perceived value, were accepted that the p Values < 0.05. The results show that digital interactive platforms can increase the level of contextualization and personalization through instructions or features that have relevance to each user (He & Zhang, 2022). Therefore, contextual value can serve as a signal of high-quality experiences and positive psychological states.

Table 5. Structural Model Evaluation

Hypothesis	Path	VIF	β	T statistics	P Values	Supported
H1a	FU -> PV	2.478	0.075	1.183	0.118	No
H1b	CO -> PV	2.696	0.148	1.998	0.023	Yes
H1c	CN -> PV	2.769	0.32	5.353	0.000	Yes
H2	SQ -> PV	2.956	0.358	5.501	0.000	Yes
H3	PV -> BL	2.531	0.03	0.557	0.289	No
H4	SQ -> BL	3.349	0.216	3.241	0.001	Yes
H5	PV -> BI	2.331	0.251	4.055	0.000	Yes
H6	SQ -> BI	2.331	0.569	9.315	0.000	Yes
H7	PV -> CI	1.866	0.255	4.109	0.000	Yes
H8	BI -> CI	1.866	0.557	9.316	0.000	Yes
H9	CI -> BL	2.475	0.358	7.316	0.000	Yes
H10	BI -> BL	2.968	0.320	5.915	0.000	Yes
H11	SQ -> PV -> BL		0.011	0.528	0.299	No
H12	SQ -> BI -> BL		0.182	5.034	0.000	Yes
H13	PV -> BI -> BL		0.080	3.351	0.000	Yes

Hypothesis	Path	VIF	β	T statistics	P Values	Supported
H14	PV -> CI -> BL		0.091	3.654	0.000	Yes
H15	BI -> CI -> BL		0.200	5.852	0.000	Yes

Note: BI = Platform Brand Image; BL = Platform Brand Loyalty; CN = Contextual Platform Value; CO = Cost Platform Value; FU = Functional Platform Value; PV = Perceived Value; SQ = Service Quality; CI = Continuance Intention; VIF—variance inflation factor; β—path coefficient.

The effect of service quality toward perceived value (H2) was found to have a significant impact with p values <0,05. This shows the customers' subjective assessment of the quality of a brand or product can evaluate the value provided to them. Similar to the impact of service quality on perceived value, the impact of service quality on platform brand loyalty (H4) is also significant with a p value < 0,05. This indicate that the role of quality can be linked directly to loyalty.

In contrast, the impact of perceived value on platform brand loyalty (H3) was positive, but the p-value result was > 0.05. Therefore, hypothesis H3 was not supported, indicating that there are other variables that should be considered when assessing the significance of a platform's value in relation to loyalty. This also affects the role of perceived value as a mediating variable in the relationship between service quality and platform brand loyalty (H11), as the p-value is > 0.05. Consequently, the H11 hypothesis was not supported either. This suggests that the characteristics of perceived value do not play a mediating role between service quality and brand loyalty for PLN Mobile application users. Some studies assert that there is no significant influence between perceived value and loyalty (Pratiwi et al., 2021), and this impact may vary across different service sectors, explaining the absence of a mediating role for this variable in our research.

The hypotheses H5 and hypotheses H6 was supported in both result with a p value < 0.05, showing that both perceived value and service quality had significant impact of platform brand image. The value generated from the mobile platform is proven to be able to generate an overall brand image, same with the quality perception on costumers. The hypotheses H7 and hypotheses H8 was also supported in both result with a p value < 0.05, showing that both perceived value and platform brand image had significant impact on continuance intention. In various service contexts, perceived value can generate the user's intention to continue using the service continuously, the same as the platform brand image of all the services offered on the platform itself.

The next hypotheses H9, which examined the impact of continuance intention on platform brand loyalty, was supported with p value < 0,05. This indicate that PLN Mobile respondents' desire to use the application again in the future has a significant relationship to the loyalty they feel in the brand platform on the application. The last direct hypothesis H10, also had a significant impact on platform brand image on platform brand loyalty with p value < 0,05. This indicated that the characteristics of the Platform Brand Image have a positive and significant effect on the Platform Brand Loyalty of PLN Mobile application users.

Based on the several hypotheses above, the following are the results of the mediation hypothesis that complement the measurement outcomes in the structural model. In hypothesis H12, where platform brand image mediates the influence of service quality on platform brand loyalty, the p-value is <0.05, indicating a significant

value, and the hypothesis is accepted. Therefore, in the context of PLN Mobile, brand image can partially mediate the role of service quality on application loyalty due to the significance between service quality and platform brand image in relation to platform brand loyalty.

Furthermore, hypotheses H13 and H14 show a p-value <0.05, proving that platform brand image and continuance intention can significantly mediate the influence of perceived value on platform brand loyalty. These two variables can fully mediate the role of perceived value on platform brand loyalty because the direct influence between perceived value and platform brand loyalty is not significant in this research. In the final hypothesis H15, continuance intention has a significant mediating influence on the relationship between platform brand image and platform brand loyalty, with a p-value <0.05. This shows that continuance intention can partially mediate the role of platform brand image on application loyalty due to the significance between platform brand image and platform brand loyalty.

The summary of hypothesis testing results can be seen in Figure 2.

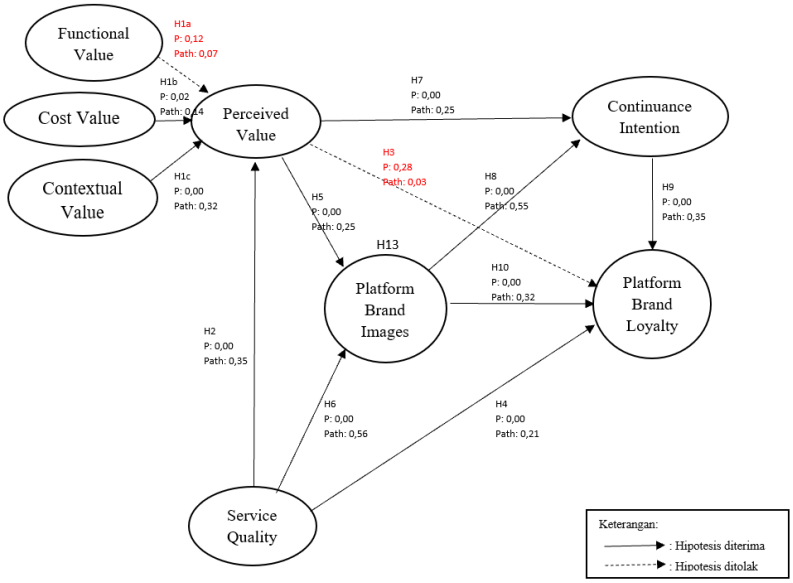


Figure 2. Structural Model

Discussion

This study examines the impact of three multidimensional of platform value creation and service quality on perceived value, platform brand image, continuance intention and platform brand loyalty. The result shows that cost, contextual platform value and service quality have a significant impact on perceived values but not with functional values. Another result shows that perceived value has no direct influence on platform brand loyalty. Therefore, perceived value cannot become the only mediating factor that creating significant impact between service quality on platform brand loyalty.

However, another several factor that had been studied in this study shows that platform brand image and continuance intention had significant influences on loyalty. Therefore, these two variables can become mediating variable in this study that creating significant impact of perceived value on platform brand loyalty. Based on the overall findings of the study above, this study theoretically contributes to the current research about value creations and service quality creating digitized services effectiveness by providing empirical evidence. By considering the perceived value of users, services

offered via mobile platforms can become more effective and significantly increase the intension too use and platform brand loyalty. Apart from that, value and quality have also been proven to be able to improve the overall image of the digitization of services offered on the mobile platform so that this can empirically increase the desire and loyalty of mobile platform users.

The analysis and hypothesis testing reveal several key findings. First, among the three multidimensional platform values—functional, cost, and contextual—only functional platform value lacks a significant influence on perceived value. Cost and contextual values, on the other hand, directly impact perceived value. Second, in the context of PLN Mobile application users, there is a positive and significant direct influence between service quality and perceived value, platform brand image, and platform brand loyalty.

Third, although perceived value has a positive and significant direct influence on continuance intention and platform brand image, it does not directly impact platform brand loyalty for users of the PLN Mobile application. Fourth, perceived value partially mediates the influence of service quality on platform brand image but does not mediate the influence of service quality on platform brand loyalty. Fifth, continuance intention partially mediates the influence of platform brand image on platform brand loyalty, and it fully mediates the influence of perceived value on platform brand loyalty. Lastly, platform brand image fully mediates the influence of perceived value on platform brand loyalty and partially mediates the relationship between service quality and brand loyalty on the platform.

The increasing use of the internet and mobile platforms requires companies, particularly in customer service sectors, to enhance user engagement and customer loyalty through the digitalization of services. The rapidly evolving landscape of information technology has disrupted traditional service sectors in various large Indonesian companies. This study identifies practical implications for fostering loyalty in the evolving digital service landscape, emphasizing the need for value and quality that can stimulate increased usage and enhance overall user perception of the application.

Furthermore, among the variables perceived value and platform brand image, which are variables that influence continuance intention, platform brand image is the variable that has the greatest influence value. Where the BI2 indicator is a representation of the Company's overall services that can be provided by the application, therefore it is important for the Company to be able to translate the types of services offered as a whole into digital application channels so that this can increase the intensity of use of the application itself.

On the other hand, the four latent variables that influence platform brand loyalty in this research model show that the continuance intention variable is the variable that has the greatest influence value among the other three. In indicator CI1, namely the user's desire to continue using the application on an ongoing basis, is an important factor so that application users are willing to recommend services and provide positive reviews of the services provided which encourages service satisfaction and loyalty in using the platform.

Conclusion

In conclusion, The role of brand image and continuity intention as mediating variables is an important aspect in increasing the significance of the influence of

perceived value on platform brand loyalty. This shows that value is not enough to explain how the loyalty construct is formed in the context of mobile platform services. and also the insignificance of the functional platform value variable to perceived value indicates the possibility of differences from the point of view of the digital service context, where in this research the object being studied is the user of the electricity service application, where this is a primary utility need in the modern era.

One limitation of this research is that it only focuses on one type mobile platform of Indonesian stated owned company digital services. Some exploration on the impact of values and quality toward platform brand loyalty in other types of industry or company would be considerably beneficial for the digital services and marketing literature. In addition, the research was conducted in a context where the PLS is the ideal concept of the measurement. Future studies should examine the role of overall platform values in influencing other factors that can enhance the services improvement on digital marketing and services sector.

BIBLIOGRAPHY

Aaker, D. . (1991). Managing Brand Equaty: Capitalizing on the Value of a Brand. *New York: The Free Press*, 1991.

Al Amin, M., Muzareba, A. M., Chowdhury, I. U., & Khondkar, M. (2023). Understanding e-satisfaction, continuance intention, and e-loyalty toward mobile payment application during COVID-19: an investigation using the electronic technology continuance model. *Journal of Financial Services Marketing*, *0123456789*. https://doi.org/10.1057/s41264-022-00197-2

APJII. (2023). Survei APJII Pengguna Internet di Indonesia Tembus 215 Juta Orang. *Apjii.Do.Id*, *March*, 10–12. https://apjii.or.id/berita/d/survei-apjii-pengguna-internet-di-indonesia-tembus-215-juta-orang

Ayutthaya, S. S. N. (2013). Impact of Perceived Service on Brand Image and Repurchase Intentions of Thai Passengers towards Low Cost Carriers. In *AU Journal of Management* (Vol. 11, pp. 46–56). https://aujm.au.edu/index.php/aujm/article/view/41%0Ahttps://aujm.au.edu/index.php/aujm/article/download/41/27

Boubker, O., & Naoui, K. (2022). Factors affecting airline brand love, passengers' loyalty, and positive word-of-mouth. A case study of Royal Air Maroc. *Case Studies on Transport Policy*, *10*(2), 1388–1400. https://doi.org/10.1016/j.cstp.2022.05.006

Chen, C.-M., & Liu, H.-M. (2017). Exploring the Impact of Airlines Service Quality on Customer Loyalty: Evidence from Taiwan. *International Journal of Business and Management*, *12*(5), 36. https://doi.org/10.5539/ijbm.v12n5p36

Chin, W. W. (1998). The partial least squares approach to structural equation modelling. In Marcoulides G. A. (Ed.). *Modern Methods for Business Research*, *295*(2), 295–336.

Chou, S. F., Horng, J. S., Sam Liu, C. H., & Lin, J. Y. (2020). Identifying the critical factors of customer behavior: An integration perspective of marketing strategy and components of attitudes. *Journal of Retailing and Consumer Services*, *55*(September 2019), 102113. https://doi.org/10.1016/j.jretconser.2020.102113

Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, *8*(3), 585–593. https://doi.org/10.13106/jafeb.2021.vol8.no3.0585

Dobre, C., Milovan, A. M., Preda, G., & Naghi, R. (2023). Post-purchase behaviour triggers in branded mobile shopping apps. *Marketing Intelligence and Planning*, *41*(3), 344–359. https://doi.org/10.1108/MIP-08-2022-0357

Fajariah, N., Thoyib, A., & Rahman, F. (2016). Pengaruh Brand Awareness, Perceived Quality,

dan Brand Image terhadap Brand Loyalty pada Generasi Y di Indonesia. *Jurnal Aplikasi Manajemen*, *14*(3), 471–480. https://doi.org/10.18202/jam23026332.14.3.08

Fitriani, N., & Paramita, T. (2022). Improving the Loyalty of Online Transport User Trough Brand Image, Brand Awareness, and Brand Trust. *MEC-J (Management and Economics Journal)*, *6*(2), 173–184. https://doi.org/10.18860/mec-j.v6i2.16215

Garcia, J. M., Freire, O. B. D. L., Santos, E. B. A., & Andrade, J. (2020). Factors affecting satisfaction and loyalty to online group buying. *Revista de Gestao*, *27*(3), 211–228. https://doi.org/10.1108/REGE-02-2018-0037

Hair, J. F., Black, Jr, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate Data Analysis. In *Pearson New International Edition*.

He, J., & Zhang, S. (2022). How digitalized interactive platforms create new value for customers by integrating B2B and B2C models? An empirical study in China. *Journal of Business Research*, *142*(March 2021), 694–706. https://doi.org/10.1016/j.jbusres.2022.01.004

Hew, J. J., Lee, V. H., Ooi, K. B., & Lin, B. (2016). Mobile social commerce: The booster for brand loyalty? *Computers in Human Behavior*, *59*, 142–154. https://doi.org/10.1016/j.chb.2016.01.027

Homer, P. M. (2008). Perceived quality and image: When all is not "rosy." *Journal of Business Research*, *61*(7), 715–723. https://doi.org/10.1016/j.jbusres.2007.05.009

Huang, Y. C. (2022). How marketing strategy, perceived value and brand image influence WOM outcomes—The sharing economy perspective. *Journal of Retailing and Consumer Services*, *68*(June), 103071. https://doi.org/10.1016/j.jretconser.2022.103071

Jaya, I. P. G. I. T., & Prianthara, I. B. T. (2020). Role of Social Media Influencers in Tourism Destination Image: How Does Digital Marketing Affect Purchase Intention? *Advances in Social Science, Education and Humanities Research*, *426*(Icvhe 2018), 9–20. https://doi.org/10.2991/assehr.k.200331.114

Kapoor, K., Ziaee Bigdeli, A., Dwivedi, Y. K., Schroeder, A., Beltagui, A., & Baines, T. (2021). A socio-technical view of platform ecosystems: Systematic review and research agenda. *Journal of Business Research*, *128*(February), 94–108. https://doi.org/10.1016/j.jbusres.2021.01.060

Kock, N. (2015). Common Method Bias in PLS-SEM. *International Journal of E-Collaboration*, *11*(4), 1–10. https://services.igi-global.com/resolvedoi/resolve.aspx?doi=10.4018/ijec.2015100101

Le, C. X., & Wang, H. (2021). Integrative perceived values influencing consumers' attitude and behavioral responses toward mobile location-based advertising: an empirical study in Vietnam. *Asia Pacific Journal of Marketing and Logistics*, *33*(1), 275–295. https://doi.org/10.1108/APJML-08-2019-0475

Mariano, A. M., Silva, M. C., Mello, T. M., & Santos, M. R. (2022). The importance of mobile applications for companies' brand image: A study using structural equations. *Procedia Computer Science*, *214*(C), 1128–1135. https://doi.org/10.1016/j.procs.2022.11.287

Maroufkhani, P., Asadi, S., Ghobakhloo, M., Jannesari, M. T., & Ismail, W. K. W. (2022). How do interactive voice assistants build brands' loyalty? *Technological Forecasting and Social Change*, *183*(December 2021), 121870. https://doi.org/10.1016/j.techfore.2022.121870

Murillo-Zegarra, M., Ruiz-Mafe, C., & Sanz-Blas, S. (2020). The effects of mobile advertising alerts and perceived value on continuance intention for branded mobile apps. *Sustainability (Switzerland)*, *12*(17). https://doi.org/10.3390/SU12176753

Nikhashemi, S. R., Knight, H. H., Nusair, K., & Liat, C. B. (2021). Augmented reality in smart retailing: A (n) (A) Symmetric Approach to continuous intention to use retail brands' mobile AR apps. *Journal of Retailing and Consumer Services*, *60*(December 2020), 102464. https://doi.org/10.1016/j.jretconser.2021.102464

Omoregie, O. K., Addae, J. A., Coffie, S., Ampong, G. O. A., & Ofori, K. S. (2019). Factors influencing consumer loyalty: evidence from the Ghanaian retail banking industry.

International Journal of Bank Marketing, *37*(3), 798–820. https://doi.org/10.1108/IJBM-04-2018-0099

Ortiz, S. E., Zimmerman, F. J., & Adler, G. J. (2016). Increasing public support for food-industry related, obesity prevention policies: The role of a taste-engineering frame and contextualized values. *Social Science and Medicine*, *156*, 142–153. https://doi.org/10.1016/j.socscimed.2016.02.042

Pandey, N., & Rupnawar, A. (2022). Idea Generation for New Service Development (NSD): Harnessing the Power of Social Media Platforms. *Multidisciplinary Business Review*, *15*(1), 2–10. https://doi.org/10.35692/07183992.15.1.2

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, *49*(4), 41. https://doi.org/10.2307/1251430

Park, S. Y., & Kim, Y. (2013). An Analysis of the Interaction Effect of Benefit and Cost on Cloud Computing Service. *KIPS Transactions on Computer and Communication Systems*, *2*(1), 27–34. https://doi.org/10.3745/ktccs.2013.2.1.027

Pitt, C., Plangger, K., & Eriksson, T. (2020). Accommodation eWOM in the sharing economy: automated text comparisons from a large sample. *Journal of Hospitality Marketing and Management*, *30*(2), 1–18. https://doi.org/10.1080/19368623.2020.1781733

PLN. (2022). Punya Banyak Fitur Canggih, Aplikasi PLN Mobile Diunduh Lebih 35 Juta Pengguna. *PLN*, 1. https://web.pln.co.id

Prabowo, H., Astuti, W., & Respati, H. (2020). Effect of Service Quality and Brand Image on Repurchase Intention through Word of Mouth at Budget Hotels Airy Rooms. *Open Journal of Business and Management*, *08*(01), 194–207. https://doi.org/10.4236/ojbm.2020.81012

Pratiwi, R. S., Salim, U., & Sunaryo, S. (2021). the Effect of Brand Experience and Perceived Value on Brand Loyalty Mediated By Brand Trust. *Jurnal Aplikasi Manajemen*, *19*(2), 310–318. https://doi.org/10.21776/ub.jam.2021.019.02.07

Rahmatulloh, R., Yasri, Y., & Abror, A. (2019). *The Influence of Brand Image and Perceived Quality on Brand Loyalty with Brand Trust as Mediator in PT Bank Syariah Mandiri*. *64*, 569–578. https://doi.org/10.2991/piceeba2-18.2019.38

Ratasuk, A. (2021). The Impact of the No-Plastic-Bag Campaign on Customer Repurchase Intentions and its mechanism in the Modern Trade Business in Bangkok. *Asia Social Issues*, *15*(2), 251631. https://doi.org/10.48048/asi.2022.251631

Roig, J. C. F., Garcia, J. S., Tena, M. A. M., & Monzonis, J. L. (2006). Customer perceived value in banking services. *International Journal of Bank Marketing*, *24*(5), 266–283. https://doi.org/10.1108/02652320610681729

Ryu., K., Lee, H.-R., & Kim, W. G. (2011). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, *24*(2), 175–199. https://doi.org/10.1108/09596111211206141

Sadli, T., Hartono, V. C., & Proboyo, A. (2022). Mediation Role of Purchase Intention on The Relationship Between Social Media Marketing, Brand Image, and Brand Loyalty: A Case Study of J&T Express Indonesia. *Petra International Journal of Business Studies*, *5*(2), 206–216. https://doi.org/10.9744/ijbs.5.2.206-216

Sekaran, U., & Bougie, R. (2016). Research methods for business: A skill building approach. In *Wiley* (Vol. 7, Issue 2). Wiley. https://doi.org/10.1016/0024-6301(93)90168-f

Shankar, A., & Jebarajakirthy, C. (2019). The influence of e-banking service quality on customer loyalty: A moderated mediation approach. *International Journal of Bank Marketing*, *37*(5), 1119–1142. https://doi.org/10.1108/IJBM-03-2018-0063

Tam, C., Barroso, M., & Cruz-Jesus, F. (2022). Understanding the determinants of users' continuance intention to buy low-cost airline flights online. *Journal of Hospitality and Tourism Technology*, *13*(2), 264–280. https://doi.org/10.1108/JHTT-12-2020-0316

van Dat, T. (2020). Assessing the effects of service quality, experience value, relationship

quality on behavioral intentions. *Journal of Asian Finance, Economics and Business*, *7*(3), 167–175. https://doi.org/10.13106/jafeb.2020.vol7.no3.167

Wade, M., Loucks, J., Noronha, A., & Macaulay, J. (2016). Digital vortex: How today's market leaders can beat disruptive competitors at their own game. *Global Center for Digital Business Transformation*, 266.

Widiani, E., Agung, I. G., Teja, E., & Widnyana, I. W. (2022). *Building BPJS Image , Public Trust and Intention to Use JKN Mobile Services During the Covid Pandemic*. *15*(3), 187–209.

Wijaya, A. F. B., Surachman, S., & Mugiono, M. (2020). the Effect of Service Quality, Perceived Value and Mediating Effect of Brand Image on Brand Trust. *Jurnal Manajemen Dan Kewirausahaan*, *22*(1), 45–56. https://doi.org/10.9744/jmk.22.1.45-56

Yang, D., & Wang, X. (2010). The effects of 2-tier store brands' perceived quality, perceived value, brand knowledge, and attitude on store loyalty. *Frontiers of Business Research in China*, *4*(1), 1–28. https://doi.org/10.1007/s11782-010-0001-7

Zeithmal, V. (2001). Service Quality , Profitability , and the Economic Worth of Customers : What We Know and What We Need to Learn Service Quality , Profitability , and the Economic Worth of Customers : What We Know and What We Need to Learn. *Journal of the Academy of Marketing Science*, *28*(1), 67–85.

Copyright holder:
Fristyan Pradipta, Daniel Tumpal H Aruan (2024)

First publication right:
Syntax Literate: Jurnal Ilmiah Indonesia

This article is licensed under:

