How Loyal Are Consumers To Online Transportation In East Java ?

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Abstract

The increase in the use of online transportation in East Java cannot be separated from the role of social media as a means of promotion and interaction with consumers. Consumers are now more inclined to choose transportation services not only because of price, but also because of their trust in the brand and the quality of the digital experience offered. This study attempts to analyze the factors that influence consumer loyalty to online transportation services, with a focus on the role of social media marketing, brand trust, brand affect, and value consciousness. In addition, brand trust is also tested as a mediating variable that connects social media marketing with brand loyalty. This study uses a quantitative approach involving 311 respondents who are online transportation users in East Java through purposive sampling. Data was obtained using a Likert scale-based questionnaire and analyzed using SEM-PLS version 4.0. The results show that social media marketing and brand trust have a positive and significant effect on brand loyalty, while brand affect and value consciousness do not have a significant effect. Social media marketing is also proven to increase brand trust, which then mediates the relationship with brand loyalty. These findings confirm that in the online transportation industry, consumer trust is the main factor in shaping loyalty, while emotional aspects and price awareness are not as decisive. This research can serve as a theoretical reference for the development of digital marketing and brand loyalty literature, as well as a practical guide for online transportation companies to focus more on building brand trust through transparent, interactive, and consistent social media marketing strategies in order to strengthen consumer loyalty.

Kata kunci: *Brand loyalty; Social media marketing; Brand trust; Brand affect; Value consciousness*

Introduction

Transportation in Indonesia has developed rapidly and continues to undergo transformation. Initially, transportation was only conventional, such as motorcycle taxis and public transportation (taxis), which were the main solutions favored by the Indonesian people (Imandasari et al., 2019). However, conventional transportation services have been eroded by the existence of online transportation services (Ashraf et al., 2018) Along with the development of digital technology and the internet, various sectors have been affected, one of which is the business sector, namely the transportation industry (Zahara et al., 2021). Online transportation is increasingly popular in Indonesia because it offers convenience, flexibility, transparency, time efficiency, attractive promotions, and continuously developing technology (Stanly, 2024).

The rapid development of internet technology and mobile devices has transformed consumer transactions into mobile transactions (e-commerce) (Moslehpour et al., 2020)), especially in Indonesia, which has become the fastest growing mobile e-commerce market,

driven by a large population, a growing market segment, high smartphone penetration, and the popularity of online shopping (Moslehpour et al., 2022). This trend is also evident in the transportation sector. The development of online transportation has changed the behavior of Indonesians, offering easy access to services via smartphones (Azizah and Adawia 2020), especially in East Java, where people consider it economical, flexible, and efficient, with Gojek, Grab, and Maxim as examples of popular services. This growth is in line with global online transportation industry projections, which are predicted to increase from $79.13 billion in 2024 to $90.5 billion in 2025 (CAGR 14.4%), driven by urbanization, changes in consumer behavior, traffic congestion, parking difficulties, connectivity needs, and economic factors (Report, 2025).

The presence of platforms such as Gojek, Grab, and Maxim provides convenience, safety or protection, ease, efficiency, and solutions to the mobility problems of the community. Gojek, Grab, and Maxim not only provide online transportation services but also offer various services to meet the daily needs of the community, such as food delivery services, goods delivery services, daily shopping services, and health services (Siswadi et al., 2023). In this case, social media plays an important role in marketing strategies and brand management in this business field (Novitasari et al., 2021). Where social media is one of the marketing tools used by companies to introduce and promote their transportation services (Singgih, 2023).

Companies use platforms such as WhatsApp, Facebook, TikTok, Instagram, YouTube, and Twitter to market their transportation services (Asbari et al., 2020). According to (Purwanto, 2022), companies or product sellers can also utilize websites or other personal sites. Through social media marketing, online transportation companies can reach a wider audience, build awareness, interact directly with consumers, and increase recognition, recall, and action towards a brand (SASONO et al., 2021). The existence of social media makes communication between producers, marketers, and consumers or buyers easier (Haudi et al., 2022). In addition, social media marketing also offers great opportunities for entrepreneurs, small businesses, medium-sized companies, and large companies to build their brands and businesses (Astuti et al., 2020). Social media marketing is an important factor in shaping brand loyalty.

Brand loyalty is an important marketing tool for companies and brands to build long-term consumer relationships in competitive markets (Dülek, B. & Saydan, 2019). Other factors that influence brand loyalty in online transportation include brand trust, brand affect, and value consciousness. Brand Trust reflects customers' confidence in driver competence and service (Fong et al., 2023). Brand Affect evokes positive emotional responses (Syamsuddinnor & Rahman, 2021). Meanwhile, Value Consciousness refers to the tendency to purchase adequate quality products at low prices (Lichtenstein & Netemeyer, 1993).

However, various problems that arise in online transportation services are that many vehicles registered in online applications do not match the vehicles used by drivers, so these vehicles do not meet the standards set by online transportation providers or owners. In addition, many drivers do not wear the required attire when working, such as jackets, helmets, and other accessories, making consumers feel uncomfortable and unprotected (Selfira and Neltje 2022). Even though online transportation services have developed rapidly, this does not mean that they are perfect. Many consumers complain about

difficulties in finding drivers, drivers often arriving late, and drivers being impolite and unfriendly, which reduces customer trust in online transportation. In addition to the above complaints, consumers also often complain about the difficulty of contacting drivers and the rates being set are not appropriate, so consumers feel dissatisfied and unhappy because the quality and price do not match what they get (Agnes, 2023).

In response to these conditions, this study focuses on the influence of social media marketing factors, brand trust, brand affect, and value consciousness on brand loyalty in online transportation services in East Java. East Java was chosen as the location for this study based on its characteristics as one of the provinces with the second largest population in Indonesia and a high level of urbanization. These conditions give East Java a massive and growing user base for online transportation. In addition, East Java occupies a strategic position as the economic center of eastern Java, with increasingly widespread internet penetration and smartphone usage. These factors make East Java not only a potential market for online transportation services but also representative of the dynamics of the national digital market (Badan Pusat Statistik., 2023). This study is expected to provide empirical contributions to online transportation companies in developing marketing strategies and improving service quality in line with consumer needs in East Java.

Kotler and Keller (2014) state that loyalty is "a deep-seated commitment to purchase or support a preferred product or service in the future, even though circumstances and marketing efforts may potentially cause consumers to switch." According to Tjiptono (2014), loyalty is "repeat purchasing behavior that solely involves repeatedly purchasing the same specific brand (which may be because it is the only brand available, the cheapest brand, and so on)." Brand loyalty is a measure of customer attachment to a brand (Aaker & David, 2013). According to Leon & Joseph (2014), brand loyalty is consumers' learning about purchasing a brand without considering other available alternatives. Brand loyalty is a core concept in marketing because it is a measure of a customer's attachment to a brand.

Brand affect shows in consumer behavior, emotional aspects, enjoyment, and pleasure are aspects that support consumers in making decisions about choosing a brand. Chaudhuri and Holbrook (2001) argue that brand affect drives consumer loyalty, including repeat purchases and willingness to pay more for the product, which ultimately benefits the manufacturer. B.J. Darden, W.R. and Griffin (2012) compare hedonic value (pleasure, enjoyment) with instrumental value (benefit) in consumer brand choice. They examined how brand choice is driven by personal satisfaction or functional needs fulfillment, showing how strong brand affect can increase hedonic value and influence consumer choice. Kotler and Keller (2016) state that "brand affect is treated as a global evaluative concept," meaning that brand affect is an overall assessment of a brand.

Positive consumer feelings toward a brand (brand affect) greatly influence brand loyalty (R. A. Ismail et al., 2020) Positive experiences reinforce these positive feelings, encouraging commitment and preventing switching to other brands, thereby creating long-term loyalty. Research by Chen and Chang (2020) shows that brands can create positive emotional responses, increasing consumer satisfaction and positive perceptions of company performance. Aslam (2018) found that brand affect and brand image (consumer perceptions) are interrelated and influence repurchase decisions, which ultimately determine brand loyalty.

Emotional influence mediates consumer engagement and increases loyalty through positive brand experiences (Farhat et al., 2021). Positive emotional experiences are important for building strong consumer-brand relationships. However, this contrasts with the research by Dinda Chusna Chotima and Dorothea Wahyu Ariani (2024), which reveals that brand affect does not significantly influence brand loyalty because consumers prioritize product functionality (taste, quality, hygiene) and trust in product quality over emotional factors or brand perception. Another study by Indah Safira et al. (2024) revealed that consumers prioritize product quality and Vivo promotions over emotions or brand perceptions, so brand affect does not significantly influence brand loyalty. The researchers formulated the following hypothesis: **H1: Brand affect has a positive and significant effect on brand loyalty**

Understanding customer satisfaction levels will help identify trust issues, which are considered the most important factor in building and maintaining long-term relationships with customers. This explains that the initial creation of relationships with partners is based on trust. Brand trust is defined as the average willingness of consumers to rely on a brand's ability to perform its specified functions (Acai, 2020). Brand trust refers to consumers' belief that a brand can deliver on expectations. Lau and Lee (1999) define brand trust as the customer's belief that the brand is reliable, minimizes risk, and produces positive results. Delgado and Munuera (2005) add that brand trust reflects brand reliability and its commitment to consumer interests (*brand intention*).

Brand trust, not in individuals but in brand symbols, is the key to brand loyalty (Lau & Lee, 1999). Marketers need to build and maintain trust to create consumer loyalty. Brand loyalty is defined as a customer's commitment to a particular brand based on positive attitudes (Morgan & Hunt, 1994). In the context of organizational behavior, trust can even generate high levels of commitment, the highest form of loyalty. Therefore, the trust that has been built is a valuable asset for customers. High brand trust leads to high expectations and loyalty (Diah & Dkk, 2022). Repeat purchases as an indicator of loyalty are triggered by brand trust (Nurul & Dadang, 2018). Research by Singgih Santoso (2023), Nissi and Budiono (2019), and Darajarti, Lubis, & Utami (2020) supports these findings, showing the positive influence of brand trust on loyalty. Furthermore, Rahayu and Harsono (2017) add that trust also triggers repeat purchases, recommendations, and willingness to pay a premium price. In conclusion, brand loyalty cannot be achieved without trust. The researchers formulated the following hypothesis: **H2: Brand Trust Significantly Affects Brand Loyalty**

Nasrullah (2021) defines social media as an internet intermediary that facilitates interaction, collaboration, sharing, and communication between users, forming virtual social bonds. The information shared tends to be honest and reliable. Kaplan and Haenlein (2009) define it as an internet-based application that allows the sharing of opinions, insights, experiences, and perspectives, covering various platforms such as Wikipedia, blogs, YouTube, Facebook, and the virtual world. According to Kim and Ko (2012), social media marketing is a marketing strategy that utilizes social media platforms to increase brand awareness, using digital channels to reach consumers in a relevant, personalized, and cost-effective manner.

Strong emotional attachment between customers and brands is at the core of brand loyalty. High trust and satisfaction encourage customers not only to buy, but also to use the product or service in the long term (Tatar & Eren-Erdogmus, 2016). Loyal customers usually

have a strong preference for the brand, even though it may not always be available. Thanks to previous positive experiences, they often ignore offers from competitors and remain loyal (Widiyana & Nasir, 2024). For online transportation businesses, satisfied loyal customers are a valuable asset and the pinnacle of business achievement. They are not only repeat buyers, but also act as brand ambassadors, spreading positive experiences to others (Ahmadi, 2023). Communication through social media is a source of digital information created, initiated, disseminated, and consumed by internet users to connect with specific products, brands, and services (HAM, 2019). Social media marketing activities can provide useful added value to inform, promote, and build brand trust in a competitive market (Dwivedi & McDonald, 2020).

Research conducted by Ebrahim (2020) suggests that social media marketing has a significant effect on brand loyalty. According to him, social media marketing not only plays an important role in building interactions between brands and consumers, but also directly influences the level of consumer brand loyalty to a brand. Other studies by Muhammad Fauzy (2024) and Singgah Santoso(2023) suggest that social media marketing has a positive influence on brand loyalty. The researchers formulated the following hypothesis: **H3: Social media marketing has a positive and significant influence on brand loyalty**

Kim and Ko (2012) define social media marketing as a marketing strategy that utilizes social media platforms to increase brand awareness, using digital channels such as Facebook, Instagram, TikTok, WhatsApp, and YouTube to reach consumers in a relevant, personalized, and cost-effective manner. Social media marketing also includes efforts to communicate brand values to customers, ensure they remain engaged and receive relevant information, and contribute to achieving positive marketing results (Chen and Qasim 2021).

Research conducted by Marmat (2022) suggests that social media marketing plays an important role in building brand trust by promoting transparent communication and encouraging community engagement. By providing interactive content and responding directly to consumer questions, brands can prove their authenticity and reliability, which is essential for building trust. Another study mentions that marketing activities on social media can increase consumer connection with brands, provide positive experiences, and present transparent and responsive interactions. This fosters consumer trust in brands. In other words, the more intensive and higher quality SMM activities are, the greater the chance for consumers to trust the brands being marketed. Another study by Maulasena et al. (2024) argues that Social Media Marketing (SMM) activities have a positive and significant impact on Brand Trust. This is because SMM facilitates transparent communication and encourages community engagement. Brands that are active on social media, by providing interactive content and responding quickly to consumer questions, demonstrate their authenticity and reliability. This authenticity and reliability are crucial in building consumer trust in the brand. The researchers formulated the following hypothesis: **H4: Social Media Marketing Has a Significant and Positive Impact on**

Value consciousness is defined as a concern for paying low prices, with some quality constraints (Ailawadi et al., 2001). Value-conscious customers tend to care about low prices and product quality in equal measure. They also tend to check prices and compare prices of different brands to get the best value for their money. Thus, price may have a greater influence on their purchases (Batra, 1997). In general, consumers with high value

consciousness pay close attention to price and product quality. They tend to look for goods at low prices, even if the quality is slightly lower. This can encourage loyalty and purchasing interest, especially if consumers feel they are getting good value for their money or if value consciousness prioritizes low prices and consumers are willing to accept slightly lower quality if the price is cheaper (E. Gonzalez, 2021). Social media platforms also play an important role in building brand loyalty for consumers with value consciousness. Brands can leverage social media to offer high-quality products at low prices, thereby attracting consumers seeking the best value (A. R. Ismail et al., 2018).

Ghosh, Alim, and Hossain (2021) found that value awareness and customer trust have a positive impact on brand loyalty, indicating that price awareness affects brand loyalty because consumers are more loyal to inexpensive products. Ismail, Nguyen, Cheng, Melewar, and Mohamad (2021) also found a positive and direct relationship between value awareness and brand loyalty. However, this contrasts with the research conducted by Singgih Santoso (2023), which found that value consciousness has no significant effect on brand loyalty. The researchers formulated the following hypothesis: **H5: Value consciousness has a significant and positive effect on brand loyalty**

Brand trust serves as an important mediator in the relationship between social media marketing (SMM) and brand loyalty, thereby strengthening the effectiveness of marketing strategies. Through consumer engagement with authentic and interactive social media content, brands are able to build trust, which then drives loyalty and repeat purchases(Banerji and Singh 2024). Given consumers' emotional attachment to fashion brands, understanding this mediating role is crucial for developing effective marketing strategies. Research by Maulasena et al.(2024) shows that if brands in Indonesia carry out good social media marketing activities, it will increase consumer trust in the brand. This trust will then encourage consumer loyalty to the brand. Thus, brand trust is key in linking social media marketing activities with brand loyalty. The researchers formulated the following hypothesis: **H6: Brand Trust mediates the effect of Social Media Marketing on Brand Loyalty**

Research Methods

This study uses a quantitative method with a causal approach, which aims to reveal the relationship or influence of independent variables (Sugiyono, 2017), namely social media marketing, brand trust, brand affect, and value consciousness on the dependent variable, namely brand loyalty in online transportation services in East Java. The objective is to understand how these factors play a role in shaping consumer decisions regarding online transportation services in the region.

The entire subject of the study is called the population. In research, the population is defined as the area to be studied, consisting of subjects or objects that meet certain criteria and characteristics set by the researcher (Sugiyono, 2016). The population used in this study is the entire community who knows and uses online transportation services. To achieve this goal, the study collected data through primary and secondary data. The primary data in this study was in the form of a structured questionnaire using a Likert scale with answer options ranging from strongly disagree (1) to strongly agree (5). This questionnaire was distributed online via the Google Form platform to respondents in East Java who had experience using online transportation services. Meanwhile, the secondary data in this study was obtained from books, previous articles, and websites related to online transportation services in Indonesia. The sample selection was based on the purposive sampling method,

which allowed the researcher to select respondents who met certain criteria. The demographic characteristics of the respondents were differentiated based on gender, age, status, and domicile.

The sample size for this study refers to Hair et al. (2014), who recommend a minimum of 5 to 10 times the number of indicators, or ideally 100 or more, and also suggest a minimum ratio of 5:1, or preferably 10:1, between the sample size and the number of items in the questionnaire. The rule of 10 times the number of indicators is also in line with the power analysis approach, which explains that the larger the sample size, the higher the statistical power to detect significant effects in the research model. In other words, fulfilling an adequate sample size can minimize type II errors (failure to reject a false null hypothesis) and increase the reliability of the analysis results. The sample size in this study is:

Sample = Number of indicators x 10

      = 29 x 10

      = 290 samples

Based on the above calculations, the minimum number of respondents in this study is 290 respondents. The researcher decided on a valid sample of 311 respondents, which meets and even exceeds the recommended minimum number, thereby increasing the power of the study. The study uses a statistical analysis technique called structural equation modeling (SEM). Ferdiand (2002) explains that SEM is used to test the relationship between variables in a research model. This method allows researchers to answer research questions that are regressive and dimensional (measuring the dimensions of a concept). SEM can identify and measure the dimensions of a concept, as well as the strength of the relationship between the factors that make up that dimension. Meanwhile, the analysis tool used is Partial Least Squares (PLS) 4.0 for testing hypotheses or relationships between variables.

The choice of East Java as the focus of the research was based on several factors. First, East Java has a large population that actively uses online transportation services, so the data collected is expected to represent national trends. Second, East Java has better data accessibility compared to other regions in Indonesia. Third, given limited resources such as cost and time, East Java is a more efficient location for research. Finally, East Java is experiencing rapid growth in social media usage and e-commerce activity, especially among the younger generation, making this province an ideal sample for analyzing the influence of social media on brand loyalty.

Result and Discussion

Before proceeding to model analysis using SEM-PLS, this study first describes the characteristics of the respondents who were sampled for the study. This is important to provide an overview of who participated in the study, so that the interpretation of the results can be linked to the actual conditions of the respondents in the field. A total of 311 respondents were obtained in accordance with the purposive sampling criteria that had been set. Respondents were categorized based on gender, age, status, and domicile. Based on the results of the questionnaire distribution to 311 respondents, the following is the profile of the respondents in this study:

Table 1 Respondent Profile

Characteristics	Category	Number (n)	Percentage (%)
Gender	Male	118	37,8 %
	Women	193	62,1 %
Age	< 18 years old	12	3,9 %

	18–24 years old	202	64,9 %
	25–34 years old	69	22,2 %
	35–44 years old	20	6,4 %
	> 44 years old	8	2,6 %
Work	Male or female student	167	53, 7%
	Students	21	6,8 %
	Employee/Private sector	56	18,0 %
	Civil Servant	12	3,9 %
	Entrepreneurship	28	9,0 %
	Housewife	15	4,8 %
	Others	12	3,9 %
Residence	Pamekasan	77	24,7 %
	Sumenep	45	14,5 %
	Sampang	31	10,0 %
	Bangkalan	29	9,3 %
	Surabaya	24	7,7 %
	Sidoarjo	19	6,1 %
	Gresik	14	4,5 %
	Malang	21	6,8 %
	Jember	15	4,8 %
	Probolinggo	11	3.5 %
	Nganjuk	25	8,0%

Source: Primary data, processed (2025)

Based on the table above, it can be seen that the majority of respondents were female (62.1%) and aged 18–24 years (64.9%), with the dominant status being students (53.7%). In terms of domicile, most respondents came from the Madura region, particularly Pamekasan Regency (24.7%), which reflects the accessibility of data in line with the research focus in East Java. This characteristic shows that users of online transportation services in East Java, particularly young people and students, play a significant role in shaping perceptions of brand loyalty.

The results of the analysis in this study used Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the relationship between variables. Data analysis was carried out in three stages, namely evaluation of the Measurement Model (Outer Model), evaluation of the Structural Model (Inner Model), and hypothesis testing. The figure below shows the structural model tested, illustrating the relationship between Brand Loyalty and Social Media Marketing, Brand Affect, Brand Trust, and Value Consciousness.
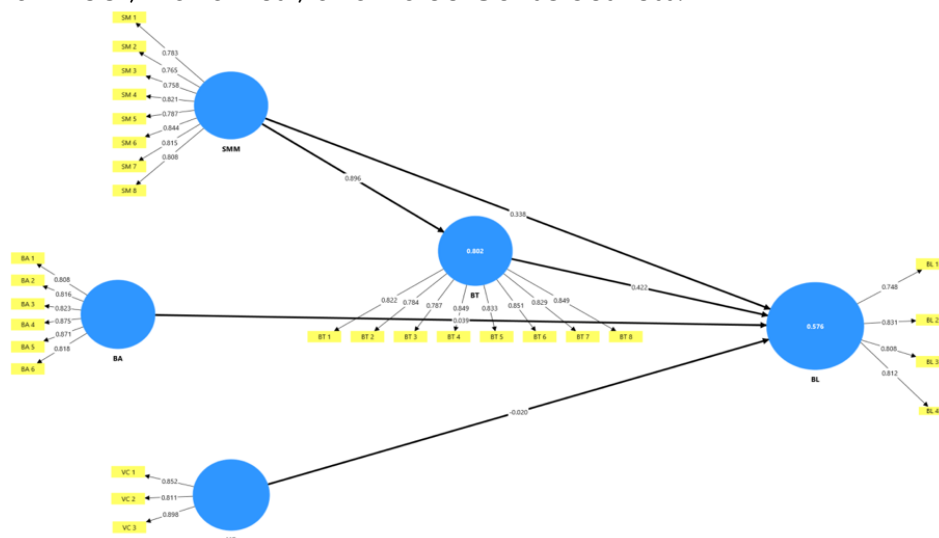

Figure 1 Structural Model
Source: SEM-PLS 4.0 data processing results

Evaluation of the Reflective Measurement Model (*Outer Model*)

The Measurement Model (Outer Model) is a model that describes the relationship between indicator variables and latent variables (Hair et al. 1995). This model specifically explains the causal relationship between latent variables (both exogenous and endogenous) and their indicators. Testing of the reflective measurement model includes:

Table 2 Loading Factor

	Brand Affect	Brand Loyalty	Brand Trust	Social Media Marketing	Value Consciousness
Brand Affect 1	0.808				
Brand Affect 2	0.816				
Brand Affect 3	0.823				
Brand Affect 4	0.875				
Brand Affect 5	0.871				
Brand Affect 6	0.818				
Brand Loyalty 1		0.748			
Brand Loyalty 2		0.831			
Brand Loyalty 3		0.808			
Brand Loyalty 4		0.812			
Brand Trust 1			0.822		
Brand Trust 2			0.784		
Brand Trust 3			0.787		
Brand Trust 4			0.849		
Brand Trust 5			0.833		
Brand Trust 6			0.851		
Brand Trust 7			0.829		
Brand Trust 8			0.849		
Social Media Marketing 1				0.783	
Social Media Marketing 2				0.765	
Social Media Marketing 3				0.758	
Social Media Marketing 4				0.821	
Social Media Marketing 5				0.787	
Social Media Marketing 6				0.844	
Social Media Marketing 7				0.815	
Social Media Marketing 8				0.808	
Value Consciousness 1					0.852
Value Consciousness 2					0.811
Value Consciousness 3					0.898

Source: SEM-PLS 4.0 data processing results

An indicator is considered reliable if its loading factor value is above 0.70, indicating a strong correlation between the indicator and the measured construct. Then, it can be concluded that the indicator is valid and reliable when measuring the construct (Ghozali & Hengky, 2015). Based on the loading factor table above, each variable has a value above 0.70, meaning that all indicators of each variable above can be said to be valid.

	Average variance extracted (AVE)
Brand Affect	0.698
BrandLoyalty	0.641
Brand Trust	0.682
Social Media Marketing	0.637
Value Consciousness	0.730

Source: SEM-PLS 4.0 data processing results

AVE (Average Variance Extracted) is used to assess the convergent validity of a construct in SEM. A construct is considered convergently valid if its AVE exceeds 0.5 indicating that its indicators explain significant variance in the construct (AChin et al., 1995). Based on the Average Variance Extracted table above, it can be concluded that all research variables have met good convergent validity (Sekaran et al., 2016).

Table 4 Cross Loading

	Brand Affect	Brand Loyalty	Brand Trust	Social Media Marketing	Value Consciousness
Brand Affect 1	**0.808**	0.571	0.761	0.705	0.644
Brand Affect 2	**0.816**	0.554	0.748	0.736	0.687
Brand Affect 3	**0.823**	0.520	0.728	0.693	0.705
Brand Affect 4	**0.875**	0.580	0.789	0.735	0.773
Brand Affect 5	**0.871**	0.609	0.776	0.709	0.728
Brand Affect 6	**0.818**	0.597	0.687	0.665	0.674
Brand Loyalty 1	0.556	**0.748**	0.610	0.568	0.524
Brand Loyalty 2	0.518	**0.831**	0.541	0.523	0.444
Brand Loyalty 3	0.444	**0.808**	0.491	0.491	0.389
Brand Loyalty 4	0.637	**0.812**	0.694	0.716	0.576
Brand Trust 1	0.745	0.564	**0.822**	0.756	0.658
Brand Trust 2	0.678	0.673	**0.784**	0.721	0.666
Brand Trust 3	0.698	0.581	**0.787**	0.716	0.633
Brand Trust 4	0.749	0.660	**0.849**	0.747	0.690
Brand Trust 5	0.719	0.570	**0.833**	0.741	0.679
Brand Trust 6	0.794	0.634	**0.851**	0.757	0.687
Brand Trust 7	0.743	0.593	**0.829**	0.735	0.643
Brand Trust 8	0.787	0.630	**0.849**	**0.742**	0.685
Social Media Marketing 1	0.665	0.542	0.703	**0.783**	0.616
Social Media Marketing 2	0.627	0.679	0.648	**0.765**	0.593
Social Media Marketing 3	0.588	0.447	0.628	**0.758**	0.546
Social Media Marketing 4	0.699	0.610	0.752	**0.821**	0.645
Social Media Marketing 5	0.645	0.548	0.686	**0.787**	0.607
Social Media Marketing 6	0.738	0.628	0.768	**0.844**	0.660
Social Media Marketing 7	0.720	0.646	0.755	**0.815**	0.622
Social Media Marketing 8	0.700	0.555	0.762	**0.808**	0.656
Value Consciousness 1	0.776	0.523	0.760	0.728	**0.852**

Value Consciousness 2	0.619	0.492	0.597	0.573	**0.811**
Value Consciousness 3	0.753	0.563	0.712	0.684	**0.898**

Source: SEM-PLS 4.0 data processing results

(Ghozali and Latan 2015) explain that discriminant validity can be assessed through cross loading. Good cross loading values on the construct itself are higher than the loading values on other constructs. The cross-loading table shows that the loading of each indicator on its construct is higher than its cross-loading. The results of the discriminant validity test show that all cross-loading values (above 0.700) exceed the loading of the latent variables. Therefore, the research instrument is declared discriminantly valid.

Table 5 Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Keputusan
Brand Affect	0.913	0.915	0.933	Reliable
Brand Loyalty	0.814	0.823	0.877	Reliable
Brand Trust	0.933	0.934	0.945	Reliable
Social Media Marketing	0.918	0.921	0.933	Reliable
Value Consciousness	0.814	0.820	0.890	Reliable

Source: SEM-PLS 4.0 data processing results

Reliability testing is done by looking at the Cronbach's alpha and composite reliability values. Cronbach's alpha and composite reliability values ≥ 0.70 indicate that reliability is met, and Cronbach's alpha and composite reliability values > 0.95 are unacceptable. (J. F. Hair et al., 2022). Based on the table above, the Cronbach's alpha and composite reliability values of the Brand Affect (BA), Brand Loyalty (BL), Brand Trust (BT), Social Media Marketing (PM), and Value Consciousness (VC) variables are ≥ 0.70. There are no Cronbach's alpha and composite reliability values > 0.95, so it can be concluded that all variables are reliable or the construct reliability has been met.

Structural Model Evaluation (*Inner Model*)

According to (Abdillah & Hartono, 2015), this structural model (*Inner Model*) predicts how independent latent variables (exogenous) affect dependent latent variables (*endogenous*). The purpose of testing this model is to identify and analyze the relationship between exogenous and endogenous variables. Structural model testing is carried out by:

Table 6 F-square

	f-square
Brand Affect -> Brand Loyalty	0.001
Brand Trust -> Brand Loyalty	0.054
Social Media Marketing -> Brand Loyalty	0.050
Social Media Marketing -> Brand Trust	4.057
Value Consciousness -> Brand Loyalty	0.000

Source: SEM-PLS 4.0 data processing results

The effect of removing independent (*exogenous*) variables on dependent (*endogenous*) variables in a structural model can be measured by looking at changes in the R-squared value. The magnitude of this change is called the effect size (f-square) Hair, et al. (2019). The greater the change in R-squared, the greater the effect of the removed variable. In general, Hair et al. (2019) classify the effect size as follows: f-square < 0.02 (no effect), 0.02 (small effect), 0.15 (moderate effect), and 0.35 (large effect). Based on the table above, it can be concluded that the influence of Brand Affect (BA) and Value

Consciousness (VC) on Brand Loyalty (BL) obtained f-square values of 0.001 and 0.000, which means that they have no effect, while the influence of Brand Trust (BT) and Social Media Marketing (SMM) on Brand Loyalty (BL) obtained f-square values of 0.054 and 0.050, which means that the influence of the variables is considered moderate, and the highest f-square value is found in the influence of social media marketing (SMM) on Brand Trust (BT), which obtained an f-square value of 4.057, meaning that the influence of the variable is considered strong or large.

Table 7 R Square Test

	R-square	R-square adjusted
Brand Trust	0.802	0.802
Brand Loyalty	0.576	0.571

Source: SEM-PLS 4.0 data processing results

How well our model explains the data is measured by R-square. The R-square value ranges from 0 to 1. The closer it is to 1, the better the model explains the data. According to Hair et al. (2022), an R-square value of 0.75 is considered strong, 0.5 is moderate, and 0.25 is weak in explaining endogenous latent variables (variables explained in the model). From the table above, the R-square value for the BT variable is 0.802, which indicates that the Social Media Marketing (SMM) variable is able to explain the Brand Trust (BT) variable by 80.2%, which can be categorized as strong because it is above 0.75. This shows that the independent variables in the model are able to explain the BT variable very well. Meanwhile, the Brand Loyalty variable is 0.576, which indicates that the Brand Affect (BA), Brand Trust (BT), and Value Consciousness (VC) variables are able to explain the Brand Loyalty (BL) variable by 57.6%, which identifies that the model is in the moderate category.

Table 8 Q Square Predictive Relevance Test

	Q²predict
Brand Loyalty 1	0.316
Brand Loyalty 2	0.258
Brand Loyalty 3	0.223
Brand Loyalty 4	0.493
Brand Trust 1	0.570
Brand Trust 2	0.517
Brand Trust 3	0.509
Brand Trust 4	0.555
Brand Trust 5	0.546
Brand Trust 7	0.536
Brand Trust 6	0.570
Brand Trust 8	0.549

Source: SEM-PLS 4.0 data processing results

Q Square is a measure that indicates how well a statistical model can predict results based on observational data. Hair (2021) explains that Q Square > 0 (Low): The model has low predictive ability, meaning that the model is less accurate. Q Square > 0.25 (Moderate): The model has moderate predictive ability, meaning that the model has moderate ability to predict results. Q Square > 0.50 (High): The model has high predictive ability, meaning that the model has strong and reliable ability. Based on the table above, the Q prediction in the Brand Loyalty (BL) 1,2,3,4 model has moderate predictive ability, meaning that the model has moderate ability in predicting results. Meanwhile, the Q prediction in the Brand Trust (BT) 1,2,3,4,5,6,7,8 model has high predictive ability, meaning that the model has strong and reliable ability.

Table 9 Multicollinearity Test (VIF)

	VIF
Brand Affect 1	2.218
Brand Affect 2	2.190
Brand Affect 3	2.462
Brand Affect 4	3.211
Brand Affect 5	2.934
Brand Affect 6	2.267
Brand Loyalty 1	1.423
Brand Loyalty 2	2.187
Brand Loyalty 3	2.092
Brand Loyalty 4	1.561
Brand Trust 1	2.469
Brand Trust 2	2.112
Brand Trust 3	2.207
Brand Trust 4	2.838
Brand Trust 5	2.693
Brand Trust 6	2.943
Brand Trust 7	2.725
Brand Trust 8	2.880
Social Media Marketing 1	2.074
Social Media Marketing 2	1.928
Social Media Marketing 3	1.974
Social Media Marketing 4	2.367
Social Media Marketing 5	2.152
Social Media Marketing 7	2.333
Social Media Marketing 8	2.349
Value Consciousness 1	1.883
Value Consciousness 2	1.615
Value Consciousness 3	2.211

Source: SEM-PLS 4.0 data processing results

According to Hair et al. (2019), multicollinearity testing in model analysis is performed using the Variance Inflation Factor (VIF) value. Basically, a VIF value exceeding 5, or even more than 10, indicates a serious multicollinearity problem that can disrupt model stability. However, specifically in the Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach, the criteria used are stricter, namely a VIF value below 3.3 is considered adequate. This condition indicates that there is no disruptive multicollinearity between indicators, so that the model built can be declared feasible. Based on the multicollinearity test results shown in Table 9, all indicators representing the variables Brand Affect, Brand Loyalty, Brand Trust, Social Media Marketing, and Value Consciousness have VIF values ranging from 1.423 to 3.211. This range is still below the threshold of 3.3, so it can be stated that there are no multicollinearity problems in this research model. Thus, each indicator used has a proportional contribution and does not dominate each other, so that the model can be declared feasible.

Hypothesis Testing

Table 10 Direct Parth Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Brand Affect -> Brand Loyalty	0.039	0.042	0.106	0.365	0.715
Brand Trust -> Brand Loyalty	0.422	0.422	0.110	3.830	0.000

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Social Media Marketing -> Brand Loyalty	0.338	0.339	0.094	3.588	0.000
Social Media Marketing -> Brand Trust	0.896	0.896	0.014	64.524	0.000
Value Consciousness -> Brand Loyalty	-0.020	-0.022	0.082	0.248	0.804

Source: SEM-PLS 4.0 data processing results

Ghozali and Laten (2020) state that hypothesis testing in SEM-PLS is viewed from the T-statistic value and p-value. If the T-statistic value is greater than the T-table (>1.96), the hypothesis is accepted, and if the p-value is < 0.05, the hypothesis is also accepted. From the direct hypothesis testing above, it can be concluded that: Direct hypothesis testing on the Brand Affect (X) variable against Brand Loyalty (Y) shows that the P-value of 0.715 > 0.05 identifies that this relationship is not statistically significant, and the T-statistic of 0.365 < 1.96 shows that the null hypothesis is accepted, meaning that there is no significant difference or relationship between the variables. Direct hypothesis testing on the Brand Trust (X) variable against Brand Loyalty (Y) shows that the P-value of 0.000 > 0.05 identifies a strong positive relationship and that this relationship is statistically significant, and the T statistic of 3.830 > 1.96 indicates that the independent variable has a significant effect on the dependent variable, thus identifying that there is strong evidence to reject the null hypothesis.

Direct hypothesis testing on the Social Media Marketing (X) variable against Brand Loyalty (Y) shows that the P-value of 0.000 > 0.05 identifies a strong positive relationship and that this relationship is statistically significant. -statistic of 3.588 > 1.96 indicates that the independent variable has a significant effect on the dependent variable, thus identifying strong evidence to reject the null hypothesis. Direct hypothesis testing on the Social Media Marketing (X) on Brand Trust (Z) shows that the P-value of 0.000 > 0.05 identifies a strong positive relationship and that this relationship is statistically significant. The T-statistic of 64.524 > 1.96 shows that the independent variable has a significant effect on the dependent variable, thus identifying strong evidence to reject the null hypothesis. Direct hypothesis testing on the Value Consciousness (X) variable against Brand Loyalty (Y) shows that the P-value of 0.804 > 0.05 identifies that this relationship is not statistically significant, and the T-statistic of 0.248 < 1.96 shows that the null hypothesis is accepted, meaning that there is no significant difference or relationship between the variables.

Table 11 Indirect Parth Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Social Media Marketing -> Brand Trust -> Brand Loyalty	0.378	0.378	0.099	3.818	0.000

Source: SEM-PLS 4.0 data processing results

In the table above, the indirect effect of variables on Social Media Marketing (SMM) on Brand Loyalty (BL) through the mediating variable of Brand Trust (BT) has a positive and significant effect, as seen in the P-value of 0.000 < 0.05, which identifies a strong positive relationship that is statistically significant. The T-statistic of 3.818 > 1.96 shows that the independent variable has a significant effect on the dependent variable, thus identifying strong evidence to reject the null hypothesis.

Discussion

The Effect of Brand Affect on Brand Loyalty

Based on the results of direct hypothesis testing (Path Coefficient), with a P-value of 0.715 > 0.05 and a T-statistic value of 0.365 < 1.96, it can be concluded that Brand Affect does not have a significant direct influence on Brand Loyalty, meaning that consumers prioritize product function and quality, as well as trust in the brand, over emotions or brand perception. In the context of online transportation, consumers place more importance on the reliability of the application, the speed of pickup, and the comfort of the trip than on the emotional impression created by the online transportation brand. This is in line with the research by Dinda Chusna Chotima and Dorothea Wahyu Ariani (2024), which revealed that brand affect does not have a significant effect on brand loyalty because consumers prioritize product functionality (taste, quality, hygiene) and trust in product quality over emotional factors or perceptions about the brand. Another study by Indah Safira et al. (2024) revealed that consumers prioritize product quality and promotions over emotions or brand perceptions, so brand affect does not significantly influence brand loyalty. The conclusion from the above studies is that consumers prioritize product quality, functionality, and trust over emotional feelings toward a brand, meaning that brand affect does not have a significant influence on their decision to remain loyal to a brand.

The Effect of Brand Trust on Brand Loyalty

Based on the results of direct hypothesis testing (Path Coefficient), with a P-value of 0.000 > 0.05 and a T-statistic of 3.830 > 1.96, it can be concluded that Brand Trust has a positive and significant effect on Brand Loyalty, meaning that it builds trust, satisfaction, and long-term loyalty among consumers. In the context of online transportation, customers who trust the platform tend to feel more satisfied and are more likely to use it repeatedly. Therefore, the higher the consumer's trust in a brand, the higher their level of loyalty to that brand. This is in line with research conducted by Singgih Santoso (2023) that Brand Trust has a positive and significant effect on Brand Loyalty because, according to him, building brand trust is an important factor in building consumer loyalty to a brand. Another study by Sakinah and Suhardi (2018) shows that brand trust has a positive effect on brand loyalty because consumers who trust the brand are confident in the quality and reliability of the product, so they tend to remain loyal to the brand. Another study by Darajarti, Lubis, & Utami (2020) shows that brand trust has a positive effect on brand loyalty because brand trust increases customer satisfaction, which in turn encourages brand loyalty. In conclusion, from the above studies Brand trust is a very important factor in building brand loyalty. By building strong trust, companies can increase customer satisfaction and ultimately increase their loyalty to the brand.

The Effect of Social Media Marketing on Brand Loyalty

Based on the results of direct hypothesis testing (Path Coefficient), with a P-value of 0.000 > 0.05 and a T-statistic of 3.588 > 1.96, it can be concluded that Social Media Marketing has a positive and significant effect on Brand Loyalty. This means that the more effective the marketing efforts carried out through social media, the higher the level of consumer loyalty to the brand, thereby building trust, enhancing brand experience, and forming a positive perception in the eyes of consumers. In line with the research conducted by Ebrahim (2020), which shows that social media marketing has a positive effect on brand loyalty because social media can increase consumer trust in the brand, which in turn encourages them to remain loyal to the brand. Muhammad Fauzy (2024) also states that

social media marketing has a positive and significant influence on brand loyalty because, according to him, effective social media marketing can build brand trust, which will ultimately increase consumer loyalty, and brand experience acts as a full mediator in the relationship between social media marketing and brand loyalty. In conclusion, the above study shows that effective social media marketing strategies can build trust, enhance brand experience, and ultimately drive consumer loyalty to the brand.

The Effect of Social Media Marketing on Brand Trust

Based on the results of direct hypothesis testing (Path Coefficient), with a P-value of 0.000 > 0.05 and a T-statistic of 64.524 > 1.96, it can be concluded that Social Media Marketing has a positive and significant effect on Brand Trust. This means that the more intensive and higher quality the company's social media marketing activities are, the higher the level of consumer trust in the brand. This is because social media allows for more transparent, responsive, and authentic interactions between brands and consumers, thereby building a positive perception of the brand's reliability and credibility. In line with the research by Marmat (2022) and Maulasena et al.(2024), effective social media marketing can increase consumer emotional connection, create interactive communication, and strengthen consumer confidence in the authenticity and integrity of the brand.

The Influence of Value Consciousness on Brand Loyalty

Based on the results of direct hypothesis testing (Path Coefficient), with a P-value of 0.0756 > 0.05 and a T-statistic value of 0.311 < 1.96, it can be concluded that Value Consciousness does not have a significant direct effect on Brand Loyalty, meaning that there are other factors such as brand trust and product quality that have a stronger influence. Consumers tend to be more loyal to brands they trust and that offer quality products, regardless of price. This is in line with research conducted by Singgih Santoso (2023) that Value Consciousness does not have a significant effect on Brand Loyalty. This means that even though consumers are aware of the value or price offered by a brand, this does not directly make them more loyal. Therefore, based on the above research, value consciousness is indeed important but is not the primary determinant of brand loyalty.

The influence of Brand Trust mediates the influence of Social Media Marketing on Brand Loyalty

Based on the results of hypothesis testing (Path Coefficient) indirectly, with a P-value of 0.000 > 0.05 and a T-statistic of 3.818 > 1.96, it can be concluded that Brand Trust mediates the positive and significant effect of Social Media Marketing on Brand Loyalty. This means that the better the social media marketing activities carried out, the greater the opportunity for companies to foster consumer trust in the brand. This strong trust then becomes an important bridge in increasing consumer loyalty, so that they tend to make repeat purchases and remain loyal to the service. This is in line with the research by Maulasena et al. (2024), which shows that brand trust plays a significant mediating role in strengthening the influence of digital marketing strategies on consumer loyalty. With trust, consumers feel more confident about the quality and credibility of the brand, thereby encouraging long-term loyalty.

Conclusions and Recommendations

The development of online transportation services in East Java shows that consumers do not only consider price factors, but also emphasize the aspects of trust and quality of

digital interaction offered by companies. Social media has become the main space for online transportation companies to build communication, strengthen brand image, and create consumer loyalty. The SEM-PLS study findings show that social media marketing and brand trust have a direct, positive, and significant effect on brand loyalty, while brand affect and value consciousness do not have a significant effect. Furthermore, social media marketing has also been proven to play an important role in shaping brand trust, which ultimately strengthens consumer loyalty to online transportation services. Based on the results of the study, it is clear that consumers place more emphasis on functional factors such as safety, reliability, and service quality than emotional factors or price awareness. This confirms that an effective digital marketing strategy is one that is able to foster consumer trust, rather than simply relying on emotional aspects or price wars. Consumer loyalty in choosing online transportation services is formed from a combination of positive experiences, service consistency, and convincing communication through social media. The limitations of this study lie in the use of a sample that is only focused on East Java, so the generalization of the results is still limited to that region. In addition, the variables studied only cover social media marketing, brand trust, brand affect, and value consciousness, thus not covering other factors that may be relevant, such as digital service quality, customer satisfaction, or user experience. Further research can be conducted by expanding the location, adding new variables, and combining other methodological approaches such as mixed methods to obtain a more comprehensive perspective.

This study contributes to strengthening the literature on brand loyalty in the digital age, particularly in the context of the online transportation industry. The results obtained show that brand trust is a key variable that bridges the influence of social media marketing on brand loyalty. This confirms that consumer loyalty is shaped more by trust than by emotional aspects or price awareness. This finding enriches consumer behavior studies by providing a new perspective that in digital services, such as online transportation, brand affect and value consciousness are not the main factors that determine loyalty. Thus, this study has the potential to encourage the development of new theoretical models that explain the relationship between social media, trust, and consumer loyalty in the context of digital services. From a practical standpoint, this study provides relevant guidance for online transportation companies in designing marketing and brand management strategies. The results emphasize that companies need to optimize interactive, transparent, and consistent social media marketing strategies in order to build credible communication with consumers. In addition, companies must also focus on strengthening brand trust by ensuring transaction security, service convenience, and application reliability, as these factors have been proven to be key determinants in building consumer loyalty. Strategies that place too much emphasis on low prices need to be minimized, as consumers value quality and trust more than low prices. On the other hand, the integration between digital experiences and real services needs to be considered so that consumers feel consistency between the messages they receive through social media and the service experiences they have in person.

The following suggestions are proposed to help online transportation companies remain competitive in the market. To remain competitive amid fierce competition, online transportation companies need to prioritize improving brand trust and optimizing digital marketing. Trust is built through quality, timely, convenient, safe, professional services, as well as cost transparency. Strengthening security systems, both physical and digital, is crucial for protecting user data and safety. In digital marketing, meaningful interactions on social

media, quick responses to customers, and informative and engaging content are essential. Enhancing brand affect through humanistic campaigns that resonate emotionally and align with users' lifestyles can boost loyalty. At the same time, addressing users' value consciousness which demands a balance between price and quality is critical. Personalized loyalty programs, incentives for loyal customers, user-friendly app interfaces, and responsive customer service will enhance the user experience. Continuous innovation is also necessary as a long-term differentiator. Thus, creating a positive, valuable, transparent, emotional, and interactive customer experience is the key to success in the online transportation industry.

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