The Influence of Brand Equity on Customer Loyalty through the Satisfaction of Online Transportation Application Users

Muhammad Risky Illahi[1*], Rojuaniah[2]
Universitas Esa Unggul, Jakarta, Indonesia[1,2]
riskyillahi29@student.esaunggul.ac.id[1], rojuaniah@esaunggul.ac.id[2]*

Abstract

Purpose: This study aims to examine the relationship between sales promotion, brand experience, customer perceived value, brand equity, customer trust, customer satisfaction and customer loyalty at users of the Maxim online transportation application.

Methodology: The data were collected through an online survey and examined using Structural Equation Modelling (SEM) with the Partial Least Squares (PLS) approach. The sample consisted of 158 respondents living in Jakarta, aged between 18 and 60 years, who had used the Maxim application.

Results: The results show that sales promotion and brand experience have a positive influence on brand equity, while perceived value does not. Furthermore, brand equity positively affects customer trust, customer satisfaction, and customer loyalty. In addition, customer trust and customer satisfaction positively influence customer loyalty and mediate the relationship between brand equity and customer loyalty.

Conclusions: The findings show that the brand equity provided by Maxim can significantly influence customer trust, satisfaction, and loyalty. Then, sales promotion and brand equity can significantly influence brand equity.

Limitations: This study focuses only on Maxim users in Jakarta and examines satisfaction and trust as mediating variables, thus limiting the generalizability of the results and excluding other potential factors influencing customer loyalty

Contribution: This study provides practical implications for companies to continuously maintain and enhance marketing strategies that strengthen brand equity in order to create sustainable customer loyalty.

Keywords: *Brand Equity, Brand Experience, Customer Loyalty, Customer Satisfaction, Sales Promotion.*

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1. Introduction

Transportation is one of the most essential means for people to perform daily activities. In Indonesia, people generally use transportation for school, work, travel, or other activities that require them to move from one location to another. Online transportation is a form of technological innovation based on applications that has received a positive response since its introduction, as it is considered one of the best updates in recent times (Rifazka, 2024). Seven online-based transportation platforms continue to show growth and development in their operations, one of which is Maxim (Okezone, 2024). This company provides various transportation and delivery services, including bikes and cars.

In this rapidly advancing technological era, companies are increasingly aware of the importance of customer loyalty in achieving sustainable success. In an organization, one of the aspects that needs

attention is customer loyalty, as this factor determines the company's revenue growth (Abdullah, 2024). Positive customer feedback is a valuable asset for companies (Febriyanti et al., 2023). . Mahadin et al. (2023) explained that a good quality brand positively influences customers, making them feel satisfied and confident in using the brand, thus becoming loyal customers. Satisfied and trusting customers tend to use products consistently, which builds customer loyalty (Gill et al., 2021).

The concept of brand experience includes sensory, affective, cognitive, and behavioral dimensions, which together shape consumer perceptions and emotional connections with brands (Suntoro, 2020). In the context of Maxim, brand experience arises not only from users' interactions with the app but also from direct interactions with drivers, the services provided, and the social values promoted by the company. Therefore, Maxim's brand experience in Jakarta is crucial for creating differentiation and strengthening the brand's position in the minds of consumers. Through the development of an innovative and locally oriented brand experience, Maxim has the potential to increase user emotional engagement, expand its customer base, and build long-term loyalty.

This study replicates the research by Mahadin et al. (2023), which examined the relationship between customer loyalty, customer satisfaction, customer trust, brand equity, perceived customer value, sales promotions, and advertising, with the subject being airline passengers in the United Arab Emirates. However, in this study, the researcher aims to explore this by replacing the advertising variable with brand experience. Brand experience must be studied because it plays a crucial role in shaping brand equity (Sohaib et al., 2023). Additionally, there is still a gap in research regarding how effective sales promotions can influence customer loyalty in online transportation services, particularly for users of the Maximo app in Jakarta.

The objective of this study is to examine the users of the Jakarta region who use the Maxim app. This study aims to analyze the relationships between sales promotions, brand experience, perceived customer value, brand equity, trust, satisfaction, and customer loyalty, examining both direct and indirect effects on users of online transportation apps in Jakarta. The researcher hopes that this study will contribute to future research and present useful information and recommendations for potential users of online transportation services. Furthermore, the findings of this study are expected to enrich the literature in the field of management, particularly in marketing management related to service marketing in online transportation companies, and serve as a reference for those who wish to conduct similar studies in the future.

2. Literature Review and Hypothesis Development
2.1 Sales Promotion
Sales promotion is one of the marketing activities designed by companies to make consumers purchase effectively and efficiently (Li & Xiao, 2025). Promotion is an action carried out by a firm to highlight the advantages of its products or services and entice customers to purchase (Wibawa & Wijaya, 2024). According to Adawiyah and Soesanto (2021), sales promotion activities consist of advertisements, gifts, or discounts aimed at attracting customer attention in distribution channels. Companies generally carry out promotions as a form of invitation for customers to use certain products and services (Mahadin et al., 2023).

2.2 Brand Experience
Rahmat and Kurniawati (2022) define brand experience as the impressions an individual perceives when interacting with a brand, including what they see, feel, think, and do. This experience is influenced by the design, packaging, communication, and environment of the brand, referred to as brand experience. Rinata et al., (2024) explain that brand experience includes the experiences felt by customers when interacting with a brand, which encompasses reactions such as sensations, emotions, understandings, and behavioral responses.

2.3 Perceived Customer Value

Bernarto et al., (2024) describe consumer perception as an improvement and response from customers to products or services based on the perceived value they receive, which is equivalent to the cost they incur. Customer responses can also be viewed as direct experiences in the consumption process, which significantly impact brand evaluations (Yan, 2019).

2.4 Brand Equity

Brand equity refers to the benefits associated with the services provided by an organization based on consumer knowledge or behavior (Sohaib et al., 2023). According to Oktavia et al. (2022), customer trust is the condition in which an individual is willing to accept the risks associated with a company regarding the products they know. Positive products or services from a company make consumers trust the company in the future (Hafidz and Amin, 2024). Therefore, brand equity facilitates marketing management efforts and consumer preference identification (Widjaja, 2024).

2.5 Customer Trust

Bernarto et al., (2024) define trust as the condition in which an individual believes that others can meet their needs. Rosid et al., (2020) explain that trust is the feeling of satisfaction that consumers have towards a company because it has provided a good product in their view. Oktavia et al. (2022) define customer trust as the condition in which individuals are willing to take risks regarding a company's product with which they are familiar. Customer trust is the knowledge consumers have about a company's goals, characteristics, and benefits related to the purchase process of goods and services (Rosmayati et al., 2020).

2.6 Customer Satisfaction

Satisfaction with the quality of a brand's product leads to an appropriate level of trust in the brand's product (Hsu et al., 2024). Hamzah et al., (2021) define satisfaction as the extent to which an individual experiences pleasure or displeasure regarding the performance of a product compared to their initial expectations. Customer satisfaction refers to customers' assessments of the services they have experienced, where those services are perceived to have met or exceeded their expectations of quality (Kautish et al., 2021). Sikder (2022) found that comfort, reliability, price, promotions, and coupon redemption are positively and significantly related to customer satisfaction in Malaysia.

2.7 Customer Loyalty

Customer loyalty is one of the most challenging tasks for businesses operating in a digital environment, especially where the switching costs for consumers to move from one distributor to another are very low (Camilleri and Filieri, 2023). Nosike et al., (2021) argue that customer loyalty refers to a deep commitment to continue purchasing a product or service in the future, regardless of marketing efforts to change customer behavior. According to Oliver, a loyal consumer typically has an emotional attachment to the company's products and services and tends to repurchase similar products (Mubarok et al. 2023). . According to Prayitno et al. (2023), loyalty occurs when a customer shares information about a company's products with friends or family.

Based on the literature review presented, several hypotheses were formulated in this study.

2.8 Hypothesis Development

2.8.1 The Relationship Between Sales Promotion and Brand Equity

Customers with a positive impression of a company's products can enhance brand equity and become assets to the company (Fauzi, 2024). Sales promotions make customers feel that the company is different and more valuable than companies that do not engage in sales promotions (Kristianto et al., 2024). According to Suarta (2024), promotional activities are essential and can improve brand equity. Additionally, companies need to create the impression of quality products to enhance their brand image, which in turn influences brand equity (Zhu et al., 2023). Unique products or services encourage customers to order and transact with the brand (Mahadin et al., 2023).

H1: Sales promotion affects brand equity.

2.8.2 The Relationship Between Perceived Customer Value and Brand Equity

Perceived benefits act as one of the crucial factors in the product offerings made by companies to consumers (Ellyawati & Adi, 2023). According to Zahra et al. (2024), perceived customer value is a significant aspect that leads to brand equity. Furthermore, Yee and Al-Khaled (2024) examined the positive relationship between brand equity and perceived value in consumer purchasing decisions in Shopee, Klang Valley, Malaysia. Customers who have a positive value perception of a product are likely to be loyal and use the product again (J. Wijaya & Fadli, 2022).

H2: Perceived customer value affects brand equity.

2.8.3 The Relationship Between Brand Experience and Brand Equity

Shahzad et al., (2018) studied the correlation between brand experience and brand equity, finding that smartphone users are easily positively influenced by their experience when using a product from a brand. Sohaib et al. (2023) explored the correlation between brand experience and brand equity and concluded that smartphone users tend to respond positively to brands through their interactions with the product. Chen and Qasim (2021) explained the positive influence of brand experience on brand equity, especially among Asian customers. Hanaysha et al. (2023) studied the effect of brand experience on brand equity in the retail industry and proved a positive relationship between the two variables. Sohaib et al. (2023) concluded that brand equity occurs when customers are happy with a product and are motivated to interact with it.

H3: Brand experience affects brand equity.

2.8.4 The Relationship Between Brand Equity and Customer Satisfaction

Brand equity can enhance the level of satisfaction experienced after consumption (Kamath et al., 2019). Other studies have shown that customer satisfaction plays a key role as a primary factor in forming brand equity, as it influences brand value across various sectors such as banking, discount stores, business relationships, life insurance, the wine industry, and higher education (Hussain et al., 2015). Febrian and Ahluwalia (2020) emphasized that high brand equity influences consumer satisfaction. Bordian et al. (2023) studied the tourism sector and found a positive correlation between brand equity and customer satisfaction. This also supports the study by Christiawan et al. (2022), which states that brand equity affects customer satisfaction. Additionally, Rambocas et al. (2017) showed that brand equity is connected to consumer satisfaction, which in turn positively contributes to consumer behavioral intentions in South America.

H4: Brand equity affects customer satisfaction.

2.8.5 The Relationship Between Brand Equity and Customer Trust

Mahadin et al., (2023) conducted a study that showed the higher the brand equity in an airline, the more it increases passenger trust in using that airline's services. Ayu et al., (2023) also emphasized that high brand equity gained by smartphone users with the Apple brand among students in Semarang increases customer trust. Park and Kong (2022) explain that brand equity correlates with consumer trust in using products. In contrast, Eko et al. (2018) demonstrated that trust is influenced by brand equity in online motorcycle taxi customers at Gojek.

H5: Brand equity affects customer trust.

2.8.6 The Relationship Between Customer Satisfaction and Customer Loyalty

A person who is satisfied when the products or services provided by the company exceed their expectations will feel loyal to continue using the product for future purchase (Khairunnisa et al., 2022). Furthermore, customer loyalty is influenced by customer satisfaction (Camilleri & Filieri, 2023). In the context of Gill et al. (2021), satisfaction is a crucial factor in building consumer loyalty. A fast-food restaurant that provides good service can create customer loyalty (Rinata et al., 2024). Similarly, Manyanga et al. (2022) confirmed the correlation between these two variables. Other researchers have emphasized that customer satisfaction and loyalty have a positive and meaningful relationship with each other and impact company performance (Rachman et al., 2025).

H6: Customer satisfaction affects customer loyalty.

2.8.7 The Relationship Between Customer Trust and Customer Loyalty

According to Saulina and Syah (2018), the behavior of customer relationships with a company is largely influenced by trust; therefore, trust is considered to have a relationship with customer loyalty. Researchers have established that consumer trust plays a role in forming loyal customers in the banking industry, as shown in studies by Nugraheni and Rimadias (2023) in health insurance studies by Iglesias et al. (2020) and in clothing products by Ledikwe et al. (2018). This trust must be earned and maintained by customers because the more customers trust a company, the more the company can continue to build good relationships with them (Indah & Sugiyanto, 2022). Mahadin et al. (2023) studied the airline industry in the United Arab Emirates, as much of the literature focuses on other service sectors in more advanced markets, and stated that trust correlates with building customer loyalty. Additionally, Sarmad and Ali (2023) explained that customer trust is connected to customer loyalty. In a study by (Prayitno et al. (2023), trust strongly influenced customer loyalty.

H7: Customer trust affects customer loyalty.

2.8.8 The Relationship Between Brand Equity and Customer Loyalty

Adawiyah and Soesanto (2021) explained the positive correlation between brand equity and customer loyalty. A study by Muharam et al. (2021) on shoe consumers found that brand equity is strongly connected to customer loyalty. High brand equity proves the success of a company in attracting new customers (Ayu et al., 2023). Khairunnisa et al., (2022) reported in their study the positive correlation between brand equity and customer loyalty. Consumers who are satisfied with the product they use are more likely to continue using the same product (Ramdani, 2022). A customer is considered satisfied when they are committed to continuing to use and buy the product (Muhtarom et al., 2021).

H8: Brand equity affects customer loyalty.

2.8.9 The Relationship Between Customer Satisfaction and Customer Loyalty

Many studies have reported that loyalty is connected to brand equity, mediated by customer satisfaction with the brand's product (Permatasari et al., 2022). Furthermore, Mahadin et al. (2023) investigated the impact of brand equity on brand loyalty in Pakistan's restaurant sector, with customer satisfaction as a mediator. They concluded that physical quality, staff behavior, ideal self-congruence, brand identification, and trust in loyalty were all fully mediated by customer satisfaction. Similarly, Kataria and Saini (2020) emphasized the mediating effect of customer satisfaction on the relationship between brand equity and loyalty. Muhtarom et al. (2021) explored the significant impact of brand equity and customer satisfaction on customer loyalty.

H9: Customer satisfaction mediates the relationship between brand equity and loyalty.

2.8.10 The Relationship Between Customer Trust and Customer Loyalty

According to Mahadin et al. (2023), customer trust in a brand leads to greater loyalty, such as repurchasing products, recommending them to others, and remaining loyal even when small issues arise. This loyalty ultimately increases brand value, provides a competitive advantage, and allows companies to charge higher prices. Prayitno et al. (2023) found that trust correlates with customer loyalty, with customer satisfaction acting as a mediating variable. Muharam et al., (2021) stated that trust affects customer loyalty through electronic service quality. Delgado and Munuera (2005) found that customer belief in a brand is crucial for the company. According to Dananjoyo and Udin (2023), trust is a variable that can affect brand equity and customer loyalty.

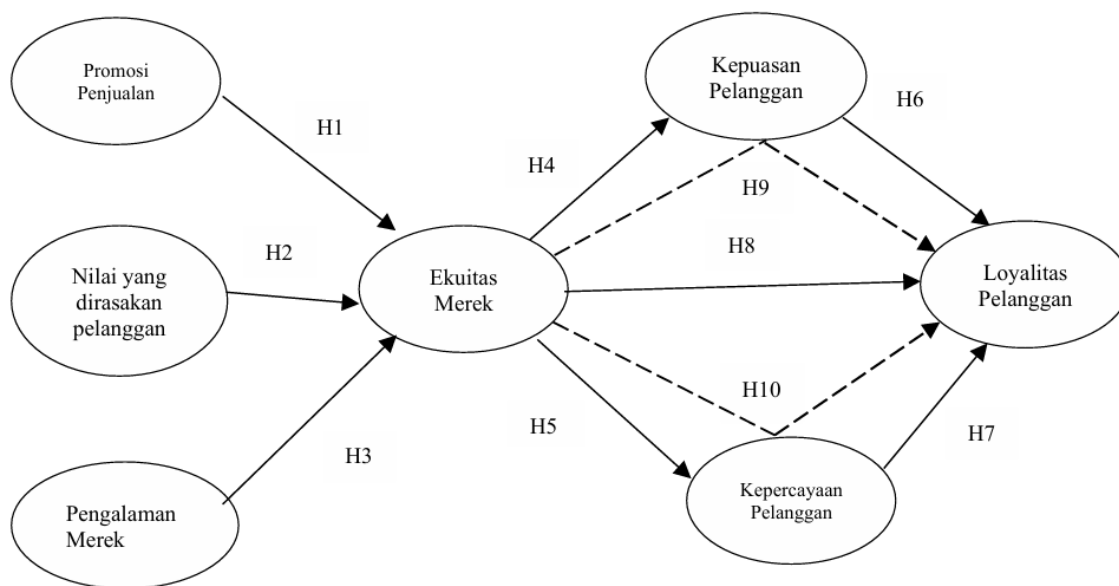H10: Customer trust mediates the relationship between brand equity and loyalty.

Figure 1: Research Model

3. Research Methodology

The population in this study consisted of individuals who used the Maxim online transportation application and were domiciled in Jakarta. Owing to the limitations of this study, the sampling technique used was non-probability sampling with a purposive sampling method (Sugiyono, 2018). The respondents in this study were university students, employees, housewives, and entrepreneurs aged 18 to 60 years who had used the Maxim application within the last three months and made at least two transactions.

This research is a quantitative study using Structural Equation Modeling (SEM) to analyze the data, with SmartPLS 4 (Partial Least Squares) being used for processing the respondents' data. PLS was adopted because it can analyze complex measurement models that involve multiple constructs (Hair et al., 2021). In this study, there are seven variables: Sales Promotion, Brand Experience, Perceived Value, Brand Equity, Customer Trust, Customer Satisfaction, and Customer Loyalty. Validity and reliability tests were conducted using SmartPLS 4 by examining the outer loading and average variance extracted (AVE) values. An indicator is considered valid if the outer loading > 0.7, AVE > 0.5, and Cronbach's alpha > 0.6 (Hair et al., 2017). The SmartPLS 4 output for validity testing showed that all indicators from the variables Perceived Value, Customer Trust, and Customer Loyalty had outer loadings > 0.7 and AVE > 0.5, thus valid. Meanwhile, two indicators from the Sales Promotion dimension showed only one valid, 12 indicators from the Brand Experience dimension showed only one valid, four indicators from the Brand Equity dimension showed only two valid, and three indicators from the Customer Satisfaction dimension showed only two valid.

Next, the researcher reduced invalid and unreliable statements. After the second round of testing, the SmartPLS 4 output indicated that all variables—Sales Promotion, Brand Experience, Perceived Value, Brand Equity, Customer Trust, Customer Satisfaction, and Customer Loyalty—were valid. For the second reliability test, all dimensions had composite reliability values > 0.7 and Cronbach's alpha values > 0.6, indicating their validity and reliability. Based on the results of the second validity and reliability tests, 18 valid statements out of 30 were used as the questionnaire. Therefore, the minimum number of respondents in this study was $18 \times 5 = 120$ respondents (Hair et al., 2021).

4. Results and Discussion

Table 1. Hypothesis Testing of the Research Model

Hypothesis Statement	Original Sample	T value (>1,96)	P value (<0,05)	Explanation	Conclusion
H1: Sales Promotion affects Brand Equity	0.242	3.181	0.001	Data supports the hypothesis	Hypothesis accepted
H2: Perceived Value affects Brand Equity	0.161	1.749	0.080	Data does not support the hypothesis	Hypothesis rejected
H3: Brand Experience affects Brand Equity	0.322	4.177	0.000	Data supports the hypothesis	Hypothesis accepted
H4: Brand Equity affects Customer Satisfaction	0.370	4.850	0.000	Data supports the hypothesis	Hypothesis accepted
H5: Brand Equity affects Customer Trust	0.481	6.148	0.000	Data supports the hypothesis	Hypothesis accepted
H6: Customer Satisfaction affects Customer Loyalty	0.167	2.686	0.007	Data supports the hypothesis	Hypothesis accepted
H7: Customer Trust affects Customer Loyalty	0.221	2.945	0.003	Data supports the hypothesis	Hypothesis accepted
H8: Brand Equity affects Customer Loyalty	0.465	6.183	0.000	Data supports the hypothesis	Hypothesis accepted
H9: Customer Satisfaction mediates the relationship between Brand Equity and Customer Loyalty	0.062	2.281	0.023	Data supports the hypothesis	Hypothesis accepted
H10: Customer Trust mediates the relationship between Brand Equity and Customer Loyalty	0.107	2.449	0.014	Data supports the hypothesis	Hypothesis accepted

Based on Table 1, the hypothesis testing results are as follows:

Hypothesis 1 had an original sample of 24.2%, indicating that sales promotion positively affects brand equity. This means that attractive promotions, such as special price offers, discounts, and direct gifts, have been proven to capture the attention of users and form positive perceptions of the brand. Many respondents expressed that they were attracted to using the Maxim app because these promotions were financially advantageous and easily accessible via the app, which created a positive impression and ultimately strengthened overall brand equity. Consequently, effective sales promotion is critical for maintaining Maxim's brand equity. This finding is consistent with the study by Mahadin et al. (2023), which emphasizes that sales promotions can determine brand equity.

Hypothesis 2 has an original sample of 16.1%, indicating that the perceived value of customers toward brand equity is not significant because the T-value < 1.96 and the P-value > 0.05. This means that

respondents have not fully felt the added value of Maxim's services that could enhance their perception of the brand. In other words, even though customers may consider Maxim's service prices affordable or in line with the benefits they receive, these factors are not yet strong enough to build significant brand equity. This finding aligns with Qiao et al. (2022), who stated that perceived value does not always determine brand equity formation.

Hypothesis 3 has an original sample of 32.2%, indicating that brand experience positively affects brand equity. Brand experience is crucial for strengthening Maxim's brand equity. Respondents enjoyed the attractive and easy-to-read app interface, polite and responsive interactions with drivers and administrators, and the fact that customers recommended the app to others because of their positive experiences. When customers experience positive services repeatedly, it creates consistency in their perceptions of the brand, ultimately forming a strong and favorable brand experience in their minds. This finding is consistent with previous studies by Sohaib et al. (2023) and Chen and Qasim (2021), who found that positive customer experiences correlate with brand equity.

Hypothesis 4 had an original sample of 37.0%, indicating that brand equity positively affects customer satisfaction. The stronger the image and value of a brand, the greater the customer satisfaction. Maxim's brand, with its affordable price perception, easy app access, and reliable services, enhances users' overall experiences, which also drives customer satisfaction. This finding confirms that brand equity is correlated with the satisfaction of Maxim app users. This is supported by Mahadin et al. (2023) and Bordian et al. (2023), who showed that attractive brand equity tends to be more successful in building customer satisfaction and retention.

Hypothesis 5 had an original sample of 48.1%, indicating that brand equity positively affects customer trust. A higher perception of brand value leads to increased customer trust. The respondents felt that Maxim prioritized passenger safety. Additionally, the Maxim app is dependable and available whenever it is needed. This is why customers trust the services provided by Maxim. Respondents considered Maxim a reputable brand when the company's offerings aligned with their needs. Consequently, customer trust in the brand increases. This finding is consistent with Park and Kong (2022), who emphasized that brand equity can influence customer trust.

Hypothesis 6 had an original sample of 16.7%, indicating that customer satisfaction positively affects customer loyalty. When users have a positive perception of the Maxim brand, a sense of trust and satisfaction emerges toward the service, which ultimately enhances their loyalty. Respondents tend to see Maxim as a service offering affordable rates, easy access, and high brand recognition in society. Brand strength reflects the perception of good quality, which shapes consumer views and perceptions of the services offered. This study also confirms the findings of Prayitno et al. (2023), who emphasized that brand equity directly affects customer loyalty.

Hypothesis 7 has an original sample of 22.1% and states that customer trust positively influences customer loyalty. The respondents stated that they trusted the services provided by the company. They trust the service because of factors such as the reliability of the service, travel safety, and consistency in providing a satisfactory experience. When customers feel confident that Maxim's service can consistently meet their expectations, the emotional connection formed will strengthen, and this becomes a crucial foundation for maintaining loyalty. In conclusion, a high level of customer trust allows the company to gain loyal customers. This argument is supported by Mahadin et al., (2023), Leninkumar (2017) and Prayitno et al., (2023), who emphasize that customer trust can build and maintain loyalty

Hypothesis 8 had an original sample of 46.5% and stated that brand equity positively influences customer loyalty. Brand strength, which reflects the perception of good quality, also shapes the consumer's view and perception of the service offered. This makes respondents want to recommend it to those around them. When users have a positive perception of the Maxim brand, trust and satisfaction with the service emerge, which ultimately increases their loyalty as customers. This study also confirms the findings of Diansyah (2017), who emphasized that brand equity directly influences customer loyalty.

Hypothesis 9 has an original sample of 6.2% and states that customer satisfaction mediates the positive influence of brand equity on customer loyalty. The strength of brand equity in increasing customer loyalty has an indirect effect on improving customer satisfaction. A brand with a positive image, consistent quality, and values relevant to users can make them feel satisfied, which in turn strengthens their commitment to the service. Customer satisfaction occurs when the products or services offered exceed users' expectations. Factors such as ease of access to the app, response speed, travel comfort, competitive pricing, and positive interactions with drivers and other aspects significantly influenced the choice of app. When these expectations are met, consumers experience satisfaction, which becomes a strong foundation for forming long-term loyalty. If users are happy, they tend to share information about the product with others. This result is consistent with that of a study conducted by Permatasari et al. (2022).

Hypothesis 10 has an original sample of 10.7% and states that customer trust mediates the positive influence of brand equity on customer loyalty. Customer loyalty increases because strong brand equity is indirectly mediated by customer trust. Trust is a key element in strengthening the long-term relationship between customers and brands. When customers believe that Maxim will continue to provide safe, reliable, and satisfying services, they will feel more comfortable and confident using the app in their daily lives. In other words, trust acts as a psychological and emotional bridge that connects positive perceptions of the brand with loyal behavioral decisions, such as consistent service reuse, willingness to recommend the brand to others, and tolerance of minor mistakes or service interruptions. These findings are consistent with the results of research conducted by Muharam et al. (2021), who stated that trust is an important mediating factor that strengthens the influence of brand equity on customer loyalty.

5. Conclusion
5.1 Conclusion
Based on the research results on Maxim app users in the Jakarta area, it was concluded that when the company conducts promotional activities, it creates positive brand equity. Attractive sales promotions increase brand equity by 24.2% from the consumer's perspective. Additionally, brand experience correlates with brand equity by 32.2%, where pleasant interactions, such as ease of use of the app and professional driver services, strengthen the brand image and value in the consumer's mind. However, the perceived value by customers does not affect brand equity, meaning that the perceived benefits of the service are not yet strong enough to enhance brand strength. Brand equity has been shown to have a direct correlation with customer satisfaction (37.0 %).

Furthermore, brand equity has a direct correlation with customer trust (48.1 %). Brand equity has been shown to have a direct correlation with customer loyalty of 46.5%. This means that Maxim's brand, which has a good reputation, will create feelings of satisfaction and trust, leading to customer loyalty to the services provided. Additionally, customer trust has been shown to indirectly affects the relationship between brand equity and customer loyalty by 10.7%. Customer satisfaction also indirectly affects the relationship between brand equity and customer loyalty by 6.2%. This indicates that regardless of the presence or absence of customer trust and satisfaction, brand equity directly influences customer loyalty at a rate of 46.5%.

5.2 Recommendations
In this study, most respondents were aged between 18 and 27 years. Maxim is advised to focus further research on users aged over 30 years. Future researchers are also encouraged to identify other variables related to customer loyalty, such as service and product quality, to provide a more comprehensive picture. Additionally, the use of different analytical tools, such as multiple linear regression analysis, is recommended. Future research should also be expanded to include respondents outside the Jakarta area to widen the geographical scope and increase the number of respondents to obtain more representative findings. Lastly, it is recommended to investigate the perceived value of customers as a mediator between sales promotions and brand equity. This study only focused on Maxim's online transportation app users in Jakarta; therefore, the findings may not be generalized to a broader population.

This study only tested the mediating effects of customer satisfaction and trust on loyalty. Furthermore, this study did not explore other variables that may correlate directly with customer loyalty, such as brand image, product quality, service quality, and government policies. This study highlights that brand equity plays an important role as a mediating variable that links marketing strategies with customer loyalty in the context of online transportation services. In other words, brand equity acts as a bridge that allows the marketing strategies implemented by the company to positively impact customer loyalty. The findings of this study also provide empirical evidence for Maxim to design and strengthen its promotional strategies and brand equity-building efforts. This is because a brand with a positive and strong image tends to improve customer satisfaction perceptions, which, in turn, has the potential to strengthen their loyalty to the services provided by Maxim.

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