

Service Quality, Promotion, and Brand Trust on ShopeeFood Customer Loyalty in Badung Regency

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Abstract

Purpose: Research seeks to analyze how *Service Quality*, *Promotional* efforts, and *Brand Trust* influence consumer retention toward ShopeeFood delivery services in Badung Regency.

Methodology/approach: Study took place in Badung Regency using a survey involving 150 randomly chosen participants. Information was obtained via questionnaires that included respondent profiles and the studied factors. The gathered information was processed through statistical techniques software assess validity, reliability, as well as both joint and individual influences of these factors on consumer loyalty.

Results/findings: The results show that overall, *Service Quality*, *Promotional* activities, and trust in the brand exert a significant and favorable influence on user retention when utilizing ShopeeFood services in Badung Regency. Each factor likewise demonstrates an individual positive impact on consumer commitment, emphasizing their role in strengthening loyalty.

Conclusions: *Service Quality*, *Promotion*, and *Brand Trust* are key factors that service providers, like ShopeeFood, should focus on to increase customer loyalty in Badung Regency.

Limitations: Scope regarding this study involves confined toward Badung Regency and relies on quantitative survey responses, making the results less applicable to different areas.

Contribution: This research provides valuable insights for food delivery service providers and academics in the management field, particularly in understanding the critical factors influencing customer loyalty. The results serve as a basis for developing marketing strategies and improving *Service Quality* within the food delivery industry in Indonesia.

Keywords: *Brand Trust*, *Customer Loyalty*, *Promotion*, *Service Quality*.

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1. Introduction

Technological development and advances in the digital world have broadly impacted various aspects of human life, including consumption behavior and service industries. One significant and rapidly growing trend is the increasing use of online food delivery services through digital platforms, such as ShopeeFood. This service offers convenience and ease for consumers to order food without visiting physical locations. In Badung Regency, Bali Province, the use of food delivery services has continued to rise and has become an integral part of modern lifestyle. However, intense competition among food delivery service providers requires companies to continuously maintain service quality, build customer trust, and enhance customer loyalty sustainably (Budiarno et al., 2022). Customer loyalty is a crucial element that plays a vital role in ensuring the continuity and success of service-based companies (Suwardi and Oktariswan, 2025). When customers experience satisfaction and trust in the services provided, they tend to continue using and recommending the service to others (Sitompul & Lie, 2023).

To build customer loyalty, it is necessary to identify the various elements that influence loyalty (Nuraini & Adialita, 2024). Superior service quality can enhance customer satisfaction, and effective promotional strategies can attract new users and retain existing customers (Sun et al., 2024). Brand trust is a key factor that encourages customers to remain loyal to a particular service (Carvajal-Trujillo et al., 2022). Although numerous studies have examined customer loyalty, particularly in the online food service industry, there remains a need for research that specifically investigates these factors in the Badung Regency. This study aims to analyze the effects of service quality, promotional strategies, and brand trust on customer loyalty among ShopeeFood users in the region. The motivation behind this study aims to help food delivery service providers better understand the factors that genuinely influence customer loyalty in Badung. With this understanding, companies are expected to develop more appropriate and effective marketing and service strategies to enhance customer loyalty, enabling them to compete in a sustainable and fair manner.

2. Literature Review and Hypothesis Development

Service quality is one of the most important factors determining a company's success in maintaining and enhancing customer loyalty (Barinta et al., 2024). Kusumayanti et al. (2023) define service quality as the way consumers evaluate the quality of services they receive in relation to their expected service standards. When the service received meets or exceeds customer expectations, the service quality is considered satisfactory. Conversely, if the service fails to meet expectations, customers are likely to feel dissatisfied and seek alternative services (Robianty & Prasetyo, 2024).

According to Budiarno et al. (2022), service quality refers to a dynamic condition associated with service products, employees, operational systems, and environments capable of meeting or even exceeding customer expectations. Customers who are satisfied with the services provided tend to exhibit higher loyalty because of positive service experiences (Meitiana et al., 2025). In contrast, customers may become disloyal when the service received falls short of their initial expectations (Barinta et al., 2024). Previous studies support this perspective; for example, Sukmanawati and Purwati (2022) and Kusumayanti et al. (2023) demonstrated that service systems significantly impact customer loyalty across various sectors, including application-based services. These findings emphasize the importance of prioritizing service quality to maintain customer loyalty. Based on prior empirical studies, the following hypothesis is proposed.

H1: Service quality positively affects customer loyalty.

Promotion is a strategy used by companies to introduce products or services, attract customer attention, and encourage purchase behavior. According to Lestari (2021), promotion is a form of communication conducted by sellers to potential buyers by providing relevant information to influence consumer attitudes and behaviors. In this context, promotional efforts are not solely focused on increasing transactions but also play a role in building brand awareness and fostering customer loyalty. Promotional activities include advertising, discounts, coupons, bundling packages, and loyalty programs designed to attract consumers. The more effective the promotional strategy, the greater the likelihood that customers will remain loyal to the service. Consistent and creative promotions help establish positive perceptions in consumers' minds, thereby strengthening customer loyalty to a particular brand or service. Previous research by Olivia and Ngatno (2021) and Kusumayanti et al. (2023) indicates that promotional activities have a strong and significant impact on customer loyalty. This suggests a direct relationship between the frequency of marketing activities and a company's ability to retain existing customers and attract new ones. Based on prior empirical evidence, the following hypothesis is proposed:

H2: Promotion positively affects customer loyalty.

Brand trust refers to users' confidence in a brand's reputation based on previous usage or interactions. According to Ngabiso, F., Radji & Kango (2021) brand credibility represents consumers' assurance that a brand will deliver products as promised, provide complete functionality, and maintain consistent quality. Irwinskyah and Nurlatifah (2020) explain that brand trust encompasses feelings of security and comfort arising from the belief that the brand is reliable and protects consumers' rights and interests.

A strong relational foundation between consumers and companies largely depends on long-term brand trust (Gabriel, M., Figueiredo, J., Oliveira & Silva, 2022). Consumers who trust a brand tend to engage in repeat transactions, recommend the brand to others, and remain loyal without switching brands. This trust fosters strong customer loyalty because expectations are met and the quality received aligns with customer needs (Darmadi, R., Silitonga & Kristiadi, 2021). Previous studies by Khoa (2020) and Harpis et al. (2025) confirmed that brand trust has a strong and positive impact on customer loyalty. In essence, as trust increases, customer loyalty strengthens. Based on theoretical concepts and prior empirical studies, the following hypothesis is proposed.

H3: Brand trust positively affects customer loyalty.

In addition to partial effects, the influence of service quality, promotion, and brand trust can be analyzed simultaneously to determine their collective contribution to customer loyalty. Each variable plays a distinct role in strengthening customer relationships, making it essential to examine them both individually and jointly. Optimal service quality creates positive user experiences, attractive promotions stimulate customer interest, and brand trust reinforces customers' decisions to be loyal. The combination of these three factors constitutes an effective strategy for retaining customers amid intense competition in the online food delivery industry.

Budiarno et al. (2022) and Irwinskyah and Nurlatifah (2020) support this argument, stating that service standards, marketing activities, and perceptions of brand reliability significantly affect customer loyalty. Therefore, companies must synergistically manage these three aspects to build a loyal customer base. Based on conceptual insights and prior empirical evidence, the following hypothesis is proposed:

H4: Service quality, promotion, and brand trust positively affect customer loyalty.

Based on the background discussion and literature review, a conceptual framework was developed to further explain the relationships among the variables, as illustrated in Figure 1.

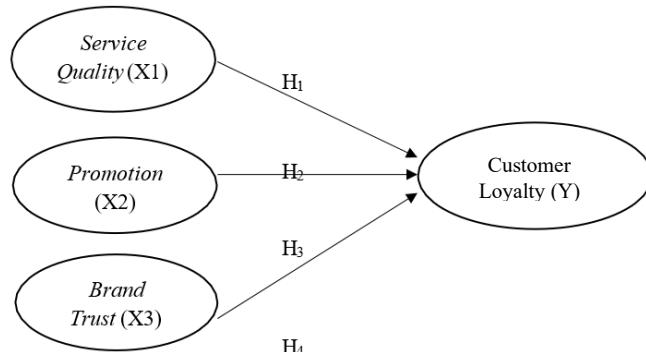


Figure 1. Conceptual Framework

Source: Theoretical review based on previous studies

3. Research Methodology

The research underlying this discussion adopts a survey-based research design with a statistical measurement strategy aimed at evaluating the relationships among specific variable components that influence customer loyalty. Data were collected through the distribution of questionnaires to individuals classified as ShopeeFood service users in Badung Regency. Overall, these characteristics indicate that the present study falls within the category of nonexperimental survey research. The primary research instrument was a structured questionnaire designed to measure the variables of Service Quality, Promotion, and Brand Trust based on the Theory of Planned Behavior. The sample consisted of 150 respondents with specific age and occupational characteristics of interest. Data were collected through both direct (offline) and online methods using smartphone devices. The collected data were subsequently processed using SPSS version 25.0 to perform validity and reliability tests.

The test results indicated that all measurement items achieved factor loadings greater than 0.70, confirming that the research instrument met the required validity and reliability criteria. Through this approach, this study aims to provide empirical evidence regarding the influence of independent variables on customer loyalty in the context of ShopeeFood food delivery service usage in Badung Regency. The findings are expected to explain the extent to which Service Quality, Promotion, and Brand Trust contribute to shaping customer loyalty behavior, as well as offer practical insights for companies in formulating strategies to enhance service quality, improve promotional effectiveness, and strengthen brand trust to maintain and increase user loyalty amid intense competition in the food delivery service industry.

4. Results and Discussion

4.1 Results

Table 1. Instrument Validity Test Results

Variable	Item	Correlation Coefficient	Standard	Remark
	X1.1	0,730	0,30	Valid
	X1.2	0,844	0,30	Valid
	X1.3	0,857	0,30	Valid
	X1.4	0,856	0,30	Valid
Service Quality	X1.5	0,849	0,30	Valid
	X1.6	0,816	0,30	Valid
	X1.7	0,852	0,30	Valid
	X1.8	0,785	0,30	Valid
	X1.9	0,844	0,30	Valid
	X1.10	0,844	0,30	Valid
	X2.1	0,769	0,30	Valid
	X2.2	0,864	0,30	Valid
Promotion	X2.3	0,827	0,30	Valid
	X2.4	0,829	0,30	Valid
	X2.5	0,852	0,30	Valid
	X2.6	0,865	0,30	Valid
	X3.1	0,827	0,30	Valid
	X3.2	0,857	0,30	Valid
Brand Trust	X3.3	0,803	0,30	Valid
	X3.4	0,843	0,30	Valid
	X3.5	0,816	0,30	Valid
	X3.6	0,860	0,30	Valid
	Y1.1	0,796	0,30	Valid
	Y1.2	0,812	0,30	Valid
	Y1.3	0,868	0,30	Valid
Customer Loyalty	Y1.4	0,879	0,30	Valid
	Y1.5	0,814	0,30	Valid
	Y1.6	0,790	0,30	Valid
	Y1.7	0,788	0,30	Valid
	Y1.8	0,822	0,30	Valid

Source: Processed Data, 2025

Based on Table 1, the results of the instrument validity test indicate that all items have correlation coefficient values greater than 0.30, which is acceptable. Therefore, it can be concluded that all the questionnaire items used in this study were valid.

Table 2. Instrument Reliability Test Results

Instrument Reliability Test Results				
Variable	Number of Items	Cronbach Alpha	Standard	Remark
Service Quality	10	0,948	0,60	Reliable
Promotion	6	0,911	0,60	Reliable
Brand Trust	6	0,911	0,60	Reliable
Customer Loyalty	8	0,928	0,60	Reliable

Source: Processed Data, 2025

Based on Table 2, all variables show Cronbach's alpha values greater than 0.60, indicating that the research instruments are reliable.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	1.65366958
Most Extreme Differences	Absolute	0.197
	Positive	0.197
	Negative	-0.171
Test Statistic		0.197

a. The test distribution was normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed Data, 2025

The normality test was conducted using the One-Sample Kolmogorov–Smirnov Test by observing the asymptotic. Sig. value. The obtained Asymp. Sig. The value was 0.340, which was greater than the significance level of 0.05. Therefore, it can be concluded that the data in this study are normally distributed.

Table 4. Multicollinearity Test Results

Coefficients ^a						
Unstandardized Coefficients			Standardized Coefficients			Collinearity Statistics
	Model B	Std.Error	Beta	t	Sig.	Tolerance
1	(Constant)	1.13	0.943	1.198	0.233	
	X1	0.261	0.056	0.327	4.687	0
	X2	0.156	0.104	0.119	1.509	0.134
	X3	0.696	0.103	0.521	6.738	0

a. Dependent Variable: Y

Source: Processed Data, 2025

Based on Table 4, it can be concluded that the regression model used in this study is appropriate, as no multicollinearity problems were detected. This is evidenced by tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values below 10 for all independent variables.

Table 5. Heteroscedasticity Test Results

Unstandardized Coefficients				Standardized Coefficients Beta	t	Sig.
Model	B	Std. Error				
1	(Constant)	1.910	.720		2.651	.009
	X1	.009	.043	.041	.213	.832
	X2	.092	.079	.257	1.166	.246
	X3	-.145	.079	-.395	-1.831	.069

a. Dependent Variable: ABS_RES

Source: Processed Data, 2025

As shown in Table 5, the significance values for Service Quality (X1) are 0.832, promotion (X2) 0.246, and Brand Trust (X3) 0.069. All significance values were greater than 0.05, indicating that there was no heteroscedasticity problem in the Service Quality, Promotion, and Brand Trust variables.

Table 6. Multiple Linear Regression Analysis

Unstandardized Coefficients				Standardized Coefficients Beta	t	Sig.
Model	B	Std. Error				
1	(Constant)	1.130	.943		1.198	.233
	X1	.261	.056	.327	4.687	.000
	X2	.156	.104	.119	1.509	.134
	X3	.696	.103	.521	6.738	.000

a. Dependent Variable: Y

Source: Processed Data, 2025

Based on the SPSS output, the regression coefficients were positive, indicating a direct relationship. This means that increases in Service Quality, Promotion, and Brand Trust tend to increase customer loyalty.

Table 7. Coefficient of Determination Analysis

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.935 ^a	.875	.873	1.671

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: Processed Data, 2025

Based on the analysis, the adjusted R Square value was 0.873. This indicates that Service Quality, Promotion, and Brand Trust explain 87.30% of the variation in customer loyalty among ShopeeFood users in Badung Regency, while the remaining 12.70% is influenced by other factors not examined in this study.

Table 8. t-Test Results

Coefficients ^a						
Unstandardized Coefficients				Standardized Coefficients Beta	t	Sig.
Model		B	Std. Error			
1	(Constant)	1.130	.943		1.198	.233
	X1	.261	.056	.327	4.687	.000
	X2	.156	.104	.119	1.509	.134
	X3	.696	.103	.521	6.738	.000

a. Dependent Variable: Y

Source: Processed Data, 2025

Based on the partial t-test results, Service Quality has a positive and significant effect on customer loyalty, as the calculated t-value (4.687) is greater than the t-table value (1.655). Conversely, Promotion does not have a significant effect, as its t-value (1.509) is smaller than the t-table value (1.655). Brand Trust shows a positive and significant effect on customer loyalty, with a t-value (6.738) exceeding the t-table value (1.655).

Table 9. F-Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2856.114	3	952.038	341.133	.000b
	Residual	407.459	146	2.791		
	Total	3263.573	149			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: Processed Data, 2025

The F-test results show an F-statistic value of 341.133 with a significance level of 0.000 ($p < 0.05$). This indicates that the regression model used in this study was statistically fit and appropriate for prediction. Therefore, the combination of Service Quality, Promotion, and Brand Trust simultaneously explains variations in customer loyalty among ShopeeFood users in Badung Regency.

4.2 Discussion

4.2.1 The Effect of Service Quality on Customer Loyalty

Based on the results of the data analysis, service quality has a positive and significant effect on customer loyalty. This finding supports the acceptance of the first hypothesis (H_1), indicating that the quality of services provided by ShopeeFood significantly influences the customer loyalty. This result implies that the better the service experienced by users, the higher their tendency to remain loyal to the service. In this study, the dimensions of Service Quality include delivery timeliness, order accuracy, driver responsiveness, and courteous interaction with customers. When customers are satisfied with the services they receive, a positive emotional relationship is formed, which subsequently strengthens their commitment to repeatedly using the service.

This finding is consistent with service quality theory, which conceptualizes service quality as a dynamic condition involving service products, human resources, procedures, and the service environment, all of which are designed to meet or exceed customer expectations. This reinforces the argument that high service quality is a critical pillar in building customer loyalty, particularly in service-based industries such as ShopeeFood, where the customer experience is a primary focus. Several previous studies Ngabiso et al. (2021); Kusumayanti et al. (2023); Sukmanawati and Purwati (2022); Hanjaya and Setiawan (2022) have similarly demonstrated that service quality has a positive and significant impact

on customer loyalty. In other words, across various service contexts, Service Quality has consistently proven to be a key determinant of customer loyalty. The practical implication of this finding is that ShopeeFood must ensure consistent service delivery that aligns with customers' expectations. Efforts may include enhancing training programs for delivery partners on service ethics, ensuring punctual delivery through efficient route management, and minimizing order inaccuracies. Maintaining high service quality ultimately strengthens customer loyalty amid intense market competition.

4.2.2 The Effect of Promotion on Customer Loyalty

The statistical test results indicate that promotion does not significantly affect customer loyalty in Badung Regency. Therefore, the second hypothesis (H_2) is rejected, meaning that promotional activities conducted by ShopeeFood are not sufficient to directly influence customer loyalty formation. This phenomenon can be explained by the temporary nature of promotions, which tend to stimulate short-term purchasing behavior rather than fostering long-term commitment. Promotional incentives, such as discounts, vouchers, and free delivery, may attract customers to make purchases, but they are often insufficient to build enduring loyalty. Once promotional periods end, customers tend to seek alternative platforms that offer better incentives, resulting in weak platform-specific loyalty.

The discrepancy between these findings and previous studies, such as those by Gea et al. (2023), Olivia and Ngatno (2021), and Kusumayanti et al. (2023), which reported a positive impact of promotions on loyalty, may be attributed to contextual factors. One key factor is the intense promotional competition among platforms, such as GoFood and GrabFood, which provides customers with numerous alternatives and lowers switching barriers. Additionally, consumers in Badung Regency may prioritize service quality and brand trust over price incentives. The practical implication is that promotions should not be used as a standalone strategy to build customer loyalty. ShopeeFood should leverage promotions as an initial attraction, followed by continuous improvements in service quality and brand trust to ensure that customers remain loyal even in the absence of promotional offers. Strategies such as promotional bundling, personalized offers, and point-based loyalty programs may also prove effective.

4.2.3 The Effect of Brand Trust on Customer Loyalty

Based on the t-test results, Brand Trust has a positive and significant effect on customer loyalty in Badung Regency. This result confirms the acceptance of the third hypothesis (H_3). Brand trust fosters a sense of security among consumers during transactions, reduces perceived uncertainty, and builds strong emotional connections. Ansyari and Mardian (2022) explain that brand trust reflects consumers' confidence that a brand can deliver reliable products or services, supported by consistent quality and adequate after-sales service.

This finding aligns with previous studies by Khoa (2020) and Harpis et al. (2025), which demonstrated that brand trust plays a crucial role in fostering customer loyalty. In the context of rapid technological advancement, brand trust is increasingly recognized as a key factor, as consumers no longer rely solely on price or promotions but also consider platform security and credibility (Behnam et al., 2022). The practical implication is that ShopeeFood should prioritize strategies that enhance customer trust, such as ensuring transparency in pricing and additional fees, guaranteeing transaction security, responding promptly to customer complaints, and consistently delivering services as promised. These measures strengthen positive brand perceptions and foster stronger customer loyalty.

4.2.4 The Effect of Service Quality, Promotion, and Brand Trust on Customer Loyalty

The F-test results revealed that the combined effects of service quality, promotional strategies, and brand trust significantly influenced ShopeeFood customer loyalty in Badung Regency. Thus, the fourth hypothesis (H_4) is supported. These results indicate that although promotion does not have a significant partial effect, it contributes to customer loyalty when combined with service quality and brand trust. Service quality provides tangible customer satisfaction, promotions offer additional incentives to encourage service use, and brand trust builds emotional attachment and transactional security. When managed simultaneously, these three factors can sustainably strengthen the customer loyalty.

This finding is consistent with studies by (Irwinsyah & Nurlatifah, 2020), (Darmadi, R., Silitonga & Kristiadi, 2021), which conclude that the combination of service quality, promotion, and brand trust significantly influences customer loyalty. The strategic implication is that ShopeeFood should not focus on a single factor but instead create synergy among service quality, targeted promotional strategies, and brand strengthening efforts to maintain a competitive advantage.

5. Conclusion

This study examined the effects of service quality, promotional strategies, and brand trust on customer loyalty among ShopeeFood users. The findings indicate that improvements in service quality significantly contribute to increased customer loyalty. Brand trust also plays a vital role in strengthening customer commitment to platforms. Although promotional activities alone do not significantly influence loyalty, they remain effective when integrated with high service quality and strong brand trust. Overall, the combination of superior service delivery, effective promotional strategies, and robust brand trust is essential for fostering and sustaining customer loyalty.

Limitations and Future Research

This study has several limitations related to the scope of respondents, as it only includes ShopeeFood users in Badung Regency; therefore, the findings may not be generalizable to other regions or platforms. Data were collected through online questionnaires, which may have introduced response bias. In addition, the variables examined were limited to Service Quality, Promotion, and Brand Trust, while other factors, such as customer satisfaction, price perception, user experience, and customer engagement, may also influence customer loyalty. Future research is recommended to expand the research area and objects to obtain more representative results and to incorporate additional relevant variables to provide a more comprehensive understanding of customer loyalty.

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