The Influence of Business Ethics, Service Quality and Brand Image on Customer Loyalty
(Case Study at PT. Gojek Indonesia)

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Abstract: In giving an image to a brand, people also assess business ethics and quality a company's services People who have high taste in assessing business ethics will prioritize the quality of services provided by the company . If a business ethic that is considered good enough is accompanied by a company's social responsibility, then society will be more interested in providing a good attitude towards the company. The objectives of this research are as follows: 1) To determine the influence of business ethics on customer loyalty. 2) To determine the effect of service quality on customer loyalty. 3) To determine the effect of brand image on customer loyalty. This research was conducted at the PT. Gojek located in Solo. The subjects of this research are consumers of PT. Gojek/ The population in this research is Go-Jek users in the city of Solo. In this research, the sampling technique was carried out using *probability sampling* namely random sampling. The sample used was 104 respondents who were Go-Jek users. The research results show that the variable business ethics shows a β coefficient of 0.237 at a significance level of 0.026. The service quality variable shows a β coefficient of 0.292 at a significance level of 0.000. The brand image variable shows a β coefficient of 0.292 at a significance level of 0.000. The Fcount value is 51.107 with a sig value of 0.000. Apart from that, it can also be seen that the $_{calculated\ F\ value\ is}$ $51.107 > F_{table}$ 2.69, so it can be concluded that Ha is accepted and H0 is rejected. It can be concluded that business ethics, service quality and brand image have a positive and significant effect on customer loyalty.

Keywords: Business Ethics, Service Quality, Brand Image, and Customer Loyalty.

1. PENDAHULUAN

In carrying out business, of course business ethics is very necessary in every company to achieve predetermined business goals. Business activities based on ethics are businesses carried out based on good methods and ways of thinking that are in accordance with the logic and aesthetics that develop in society.

Ethics *are* beliefs about right and wrong actions, or good and bad actions. Business ethics are standard values that serve as a guide or reference for managers and all employees in making decisions and operating an ethical business (Ali, 2020).

In some companies the ethics program has a broad reach, with many elements including staff dedication and work engagement. Companies have a limited scope of ethical management with few staff and supporting (organizational) structures. The institutional environments that have significant influence on formal ethics programs or business organizations are government agencies, professional and accrediting bodies, and interest or public opinion groups.

Along with the development of technology, there are currently applications that introduce motorcycle taxi ordering services using technology and have standards in service. Previously, motorcycle taxis used a base system based on an area, such as at corners, stalls or

in alleys. Motorbike taxi drivers from other areas are not permitted to "hang around" carelessly in an area without permission from the motorbike taxi driver in that area. Even to use a motorbike taxi service, consumers have to travel an uncertain distance to get a motorbike taxi. Apart from that, consumers also usually negotiate with the motorbike taxi regarding the costs that must be paid to get to the consumer's desired destination.

In this case, there needs to be involvement between the company and the community regarding the quality of services provided to the community. The company's involvement is intended so that the planned service quality can be carried out well and on target. Apart from that, the involvement of the company and the community will foster a sense of shared ownership of the company's existence, so that improving the quality of service will strengthen the relationship between the company and the community.

Building a harmonious, unified and cooperative relationship between employees, superiors and customers is certainly a good moral as is the application of business ethics principles at PT. Gojek. Where creating a business is not only aimed at making a profit, but looking at it in the long term, you must be able to provide a good attitude so that the company brand is visible in the eyes of consumers or the public.

The online transportation industry is an industry where competition is increasingly fierce. This happens because human needs are increasingly complex with many activities so they choose and use online transportation. In its development, almost all types of online transportation now create almost the same products, causing each corporate organization to provide updates or differences to its products. These innovations were formed due to the very diverse needs of consumers so that producers inevitably have to be able to make a product that is different from others (Amalia, 2019).

Based on the explanation above, business ethics, service quality and brand image have quite a large influence on brand loyalty . Theoretically, the truth of these factors can be justified, but it needs to be proven empirically how these factors contribute to customer loyalty. The objectives of this research are as follows: 1) To determine the influence of business ethics on customer loyalty. 2) To determine the effect of service quality on customer loyalty. 3) To determine the effect of brand image on customer loyalty.

2. LITERATURE REVIEW, FRAMEWORK AND HYPOTHETICS

Literature review

a. Business Ethics

According to Annisa (2022), business ethics can be defined as knowledge about the best way to organize and manage a business by considering general economic or social norms and morality, and the establishment of these norms and morality supports the aims and objectives of business activities. Business ethics is also the study of morality. The focus is on moral standards that can be applied to company policies, structures, and behavior .

Echdar and Maryadi (2019) stated that business ethics is a way to carry out business activities that cover all aspects related to individual companies, or society. In business competition, companies or organizations that will be considered superior are not only those that are able to generate large profits but also those that have good work ethics. Work ethics in an organization is one of the references commonly used in carrying out its business activities, which is also used to determine how the company or organization is performing, in this case employee performance.

According to Hanafi (2019) Business ethics is influenced by several factors, namely: Family, Situation, Moral and religious values , Experience , Friends .

Understanding these factors makes managers understand the good and bad of something and understand why someone takes certain actions (both ethical and unethical).

The principles of business ethics encourage the application of ethical values in business operations so that it can operate in accordance with the ethical standards contained in regulations and law. There are many connections between business ethical standards and law, which helps in application of good ethical principles and encouraging good behavior and responsibility positive within the company. Therefore, this explains why social responsibility and business ethics are often considered to have to work together and support each other (Desi, 2023).

From various views on business ethics, several indicators that can be used to state whether a person or company has implemented business ethics in its business activities include: economic indicators, indicators of special regulations in force, legal indicators, indicators of religious teachings, cultural indicators and indicators. ethics of each individual business actor.

b. Service quality

Etymologically, service comes from the word serve, which means helping to prepare what someone needs. Services can be defined as activities provided to help, prepare and manage goods or services from one party to another party (Hasan, 2019). According to the

terminology, service is an activity or activity order that occurs in direct interaction between a person and another person or physical machine, and provides customer satisfaction. (Herdiyansyah, 2021).

According to Tjiptono, service quality is an effort to fulfill consumer needs and desires as well as the accuracy of delivery in keeping with consumer expectations (Panjaitan, 2019).

According to Zeithmal and Bitner, the main factor determining customer satisfaction is the customer's perception of service quality (Lupiyoadi & Hamdani, 2019). According to John Sviokla, one of the factors that determines the level of success and quality of a company is the company's ability to provide service to customers. A high level of customer satisfaction can increase customer loyalty and prevent customer turnover, reduce customer sensitivity to price, reduce marketing failure costs, reduce costs. operations resulting from increasing the number of customers, increasing advertising effectiveness, and improving business reputation.

According to Parasuraman in (Tjiptono and Chandra, 2016) there are 5 (five) determining indicators of service quality as follows:

1) Reliability, relates to the company's expertise in providing accurate services from the first time without making mistakes and providing services according to the agreed time .

2) Responsiveness (*Responsiveness*), relates to the willingness and expertise of employees to help consumers and respond to their requests, as well as informing them when services will be provided and immediately providing services quickly.

3) Guarantee (*Assurance*), employee behavior that can foster customer trust in the company and the company can create a sense of security for its consumers. Guarantee also means that employees are always polite and have the knowledge and skills needed to handle any customer questions or problems.

4) Empathy (*Empathy*), explains that the company understands the problems of its consumers and acts in the interests of consumers, as well as paying special attention to consumers and having comfortable operating hours.

5) Physical Evidence (*Tangible*), relating to the capability of physical facilities, complete equipment or supplies, and the materials used by the company are clean, as well as the neat appearance of the employees.

c. Customer loyalty

Customer satisfaction alone is never enough, if a customer finds that there is a supplier or other service provider that is better then the customer will most likely switch to another supplier or service provider. Thus customer satisfaction must also be accompanied by customer loyalty. The concept of loyalty itself is complex and dynamic. Repeat purchases do not

necessarily reflect loyalty. There are three conditions that cause loyalty. First, it is expensive to change. These costs include the economic costs and time costs of terminating relationships with suppliers moment This And evaluate, choose, And start new relationship with the provider service new. Second, risk tall For changed, especially uncertainty regarding the performance of new service providers. Consumers sometimes worry about whether a new service provider will be better than the previous one. Third, *self-protection and change.* Customers prefer to establish relationships with many service providers or suppliers in order to get a variety of products and services, low prices and so on. Customers do not want to depend on just one service provider, even though the service provider hopes to become a *one stop supplier* (Tjiptono, 2014: 380).

Loyalty is an old word that is usually used to describe loyalty And obedience to country, movement, or individual. In a business context, loyalty is used to describe customer willingness so that always use product company in period long.

According to Halim et al., (2021) customer loyalty is a customer's high commitment to repurchase even though there are other influences and marketing efforts that tend to cause switching behavior. Meanwhile, according to Fatihudin & Firmansyah (2019) customer loyalty is the behavior of customers who make repeat purchases instead of choosing competing brands or using their current services.

The measurement of loyalty can be described as follows (Kotler & Keller, 2016):

1) Repurchase the product (*Repeat Purchase*)

2) Resistance to negative effects from the company (*retention)*

3) Total references to the company's existence (*referalls*)

d. Brand Image

Brand image is a guideline that consumers use to evaluate products when they do not have sufficient knowledge about a product. According to Kotler and Keller in Priansa (2017) that brand image is the consumer's response to the company's overall offering. According to Priansa (2017) that brand image arises from experience and communication efforts until assessment or development takes place in one or both of these things. The brand image that arises from experience provides an overview of the involvement between consumers and the brand.

Brand Image or *Brand Image* is a perception that exists in the consumer's memory, be it the name, symbol/design and impression that a person has of a brand which is obtained based on information about facts that then use the brand, so that the impression that emerges is relatively long-term. long and formed in the minds of consumers (Suci Rahmadani et al., 2022).

A product that has a good brand image is the most important and dominant factor for consumers in deciding to buy a particular product. A brand image that is managed consistently well will be able to produce positive consequences for business development. However, on the contrary, it will have a negative impact if you do not manage your brand image well and consistently (Nugroho & Sarah, 2021).

According to Kotler and Keller (2018), there are several indicators that influence brand image, including:

1) Brand Identity (*Brand Identity*)

2) Brand personality (*Brand personality*)

3) Brand *association*

4) Brand attitude and behavior (*brand attitude and behavior*)

5) Brand Benefits *and* Competence

Framework

Based on the theoretical study above , the author created a framework of thought as a research reference so that the research is in accordance with the research objectives :
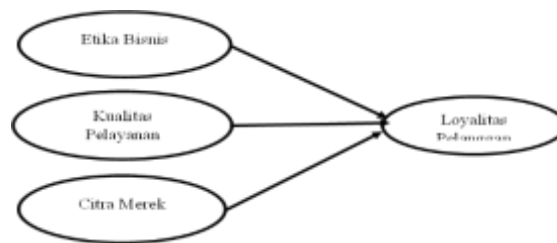
Figure 1 Framework of Thought

Research Hypothesis

Based on the background and limitations of the problem, as well as the description of previous research, in this research several hypotheses can be proposed, namely as follows:

a. The Influence of Business Ethics towards p Brand Attitude

1) Research from(Ferrel, Harrison, Ferrel, & Hair, 2018) This study determined that the results provide evidence that business ethics has more impact on brand attitudes than CSR activities .

2) Then continue with research (Singh, Iglesias, & Batista-Foguet, 2012)suggests that the ethical perception of a brand has a positive influence on brand trust, and in turn brand trust is positively related to brand loyalty.

From several descriptions and research above, hypothesis results can be found, namely:

H1: The higher the level of Business Ethics the higher the influence on Customer Loyalty.

b. The Influence of Service Quality on Customer Loyalty

1) The role of service quality is very important for a company to get and retain customers. Service quality can be a strategy that can be used to win the competition, because Good service can be a trigger for customers to reuse the service to create customer loyalty (Rahayu & Wati, 2018).

2) In research by(Syahputra, 2020) Service quality has a big influence in forming customer loyalty, this shows that in forming customer loyalty companies can prioritize service quality.

From several descriptions and research above, hypothesis results can be found, namely:

H2: The higher the level of Service Quality so the higher the influence on Customer Loyalty.

c. The Influence of Brand Image on Customer Loyalty

1) Research conducted by (Widyana & Simangunsong, 2021)explained that brand image has a positive effect on customer loyalty for Teh Pucuk Harum products.

2) Then another research was conducted which (Ramadhani & Nurhadi, 2022)stated that brand image, consumer satisfaction had a positive and significant effect on customer loyalty through trust.

From several descriptions and research above, hypothesis results can be found, namely:

H3: The higher the level of Brand Image so the higher the influence on Customer Loyalty.

3. RESEARCH METHODOLOGY

This research was conducted at the PT. Gojek located in Solo. The subjects of this research are consumers of PT. Gojek , and the time in this research starts from preparing the research proposal to compiling the research report from June 2024 until completion .

1. Population and Sample l

Population is the entire collection of elements that have a number of general characteristics, which consist of the fields to be studied (Amirullah, 2015). Determination of sample size according to(Ferdinand, 2016) calculated based on the following formula:

n = {(5-10) x number of indicators used}

   = 8 X 13

   = 1 04 respondents

         Where: n = Number of respondents

From the calculations above, a research sample of 1 04 respondents was determined. It is hoped that this sample size will be representative for the sample study. The reason for using this formula is because of the population size very large and the numbers change.

2. Research Variables

A variable is anything that can differentiate on a value (Sekaran, 2006). In this research, the variables used and their operational definitions are as follows:

a) Independent Variable or Independent Variable (X)

    1) Business Ethics (X1)

    2) Service quality (X2)

    3) Brand Image (X3)

b) Bound Variable or Dependent Variable (Y)

    Customer Loyalty (Y)

3. Descriptive Statistical Analysis

The following is a table General description of the number of respondents by gender group:

Table 1 Gender Frequency Distribution Results

Descriptive Analysis Based on Gender		
Gender	Amount	Percentage (%)
Man	64	62%
Female	40	38%
Amount	104	100%

Source: Primary data processed in 2024

gender table, it shows that of the 104 respondents, 64 respondents with a percentage of 62% were male, while 40 respondents were female with a percentage of 38%. The table above shows that there are more male respondents than female respondents.

The following is a general overview table of the number of respondents based on age group:

Table 2 Age Frequency Distribution Results

Descriptive Analysis Based on Age		
Age	Amount	Percentage (%)
< 30 Years	80	77%
30 - 45 Years	18	17%
> 45 Years	6	6%
Amount	104	100%

Source: Primary data processed in 2024

Based on the respondent gender table, it shows that out of the total number of respondents of 104 respondents, 80 respondents with a percentage of 77% were aged <30 years, then 18 respondents with a percentage of 17% were aged 30 - 45 years, while 6 respondents with a percentage of 6% were aged >45 years.

Testing and Data Analysis Results

Test Research Instruments

1) **Validity test**

Table 3 Validity Test Results

Variabel	Indikator	R_{hitung}	R_{tabel}	Keterangan
Etika Bisnis (X1)	X1.1	0,749	0,1927	Valid
	X1.2	0,583	0,1927	Valid
	X1.3	0,755	0,1927	Valid
Kualitas Pelayanan(X2)	X2.1	0,728	0,1927	Valid
	X2.2	0,649	0,1927	Valid
	X2.3	0,746	0,1927	Valid
	X2.4	0,691	0,1927	Valid
	X2.5	0,771	0,1927	Valid
Citra Merek (X3)	X3.1	0,787	0,1927	Valid
	X3.2	0,761	0,1927	Valid
	X3.3	0,646	0,1927	Valid
	X3.4	0,696	0,1927	Valid
	X3.5	0,762	0,1927	Valid
Loyalitas Pelanggan (Y)	Y1	0,771	0,1927	Valid
	Y2	0,761	0,1927	Valid
	Y3	0,864	0,1927	Valid

Source: Primary data processed in 2024

Based on the results of the validity test above, it is known that all items the statement of each variable is valid. Known all variables rcount > rtable and the significance level for all items is at the 0.05 level. Matter This means that all indicators/items that measure business ethics, service quality, brand image and customer loyalty are valid.

2) **Reliability Test**

Table 4 Reliability Test Results

Variable	*Cronbach Alpha* value	Information
Business Ethics	0.771	Reliable
Service quality	0,783	Reliable
Brand Image	0.787	Reliable
Customer loyalty	0.826	

Source: Primary data processed in 2024

Based on the results of the reliability test analysis above, the results showed that the variables of teamwork, work motivation and work discipline had *a Cronbach alpha value* of more than 0.60. So it can be concluded that each variable is declared reliable.
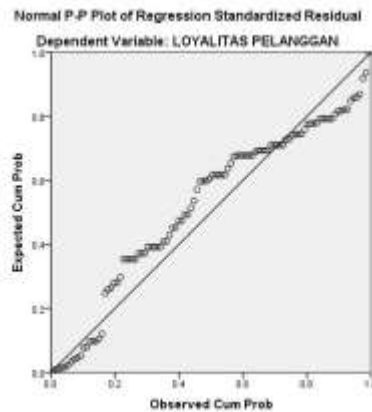
Classic assumption test

1) Normality test

Figure 2 Normality Test Results

Source: Primary data processed in 2024

Based on the graph above, it is known that the Normal PP graph points follow a straight line, so it can be said that *the residuals* follow a normal distribution.

2) Multicollinearity Test

Table 5 Multicollinearity Test Results

Variabel	Tollerance	VIF	Keterangan
Etika Bisnis	0,890	1,124	Tidak Terjadi Multikolinearitas
Kualitas Pelayanan	0,361	2,772	Tidak Terjadi Multikolinearitas
Citra Merek	0,344	2,904	Tidak Terjadi Multikolinearitas

Source: Primary data processed in 2024

Based on the multicollinearity test table, it shows that the results of all independent variables have *a Variance* Inflation *Factor (VIF) value* < 10 and a *tolerance value* > 0.10, so it can be concluded that the data in this study does not have multicollinearity.
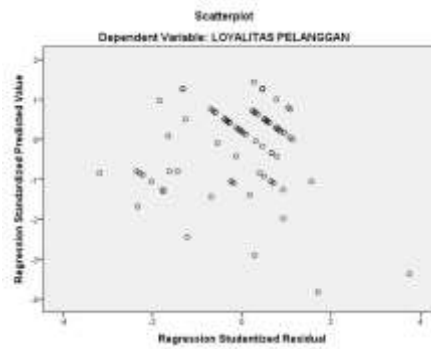
3) Heteroscedasticity Test

Figure 3 Heteroscedasticity Test Results

Source: Primary data processed in 2024

Based on the image table above, it can be seen that there is no clear pattern (the dots are spread out). So it can be concluded that there are no symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

Table 6 Results of Multiple Linear Analysis

Source: Primary data processed in 2024

Based on the table above, the first equation is obtained:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 e$$

Y = 1.947 + 0.237X1 + 0.292X2 + 0.351X3 + e

From the results of the multiple linear regression equation above, it can be interpreted as follows:

1. The constant is 1.947, meaning that if the independent variable has a constant value, the income level will be 1.947 unit.

2. Business Ethics Coefficient (X1) is 0.237, indicating that for every additional one customer loyalty perception (Y) is 0.237. The Business Ethics variable shows a β coefficient of 0.237 at a significance level of 0.026. These results indicate that the business ethics variable makes a positive contribution to customer loyalty. So the higher or better the business ethics created by the company (X1), the more or increase customer loyalty (Y).

3. The service quality regression coefficient (X2) is 0.292, meaning that if the service quality variable is good it will increase customer loyalty (Y) by 0.292. The service quality variable

shows a β coefficient of 0.292 at a significance level of 0.000. These results indicate that service quality makes a significant and positive contribution to customer loyalty achievements. So the higher the level of service quality, of course it will provide significant and positive results on customer loyalty (Y).

4. The brand image regression coefficient (X3) is 0.351, meaning that if the brand image variable is good it will increase customer loyalty (Y) by 0.351. The brand image variable shows a β coefficient of 0.292 at a significance level of 0.000. These results indicate that brand image makes a significant and positive contribution to customer loyalty achievements. So the higher the level of good brand image of the company, then of course it will provide significant and positive results on customer loyalty (Y).

Model Accuracy Test

1) Coefficient of Determination Test (R2)

Table 7 Test Results for the Coefficient of Determination R ^{2}

Model Summary				
Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	0.928	0.605	0.593	1,136

Source: Primary data processed in 2024

Based on the data above, it was found that the R Square value (coefficient of determination) was 0.928, which means that the influence of the independent variable (X) on the dependent variable (Y) was 92.8%.

2) F Test

Table 8 F Test Results

Fcount	Ftable	Sig.
51,107	2.69	0,000

Source: Primary data processed in 2024

Based on the F test results above, it can be seen that the calculated F value is 51.107 with a sig value of 0.000. Apart from that, it can also be seen that the Fcount value is 51.107 > Ftable 2.69, so it can be concluded that Ha is accepted and H0 is rejected, there is a significant influence between business ethics, service quality and brand image on customer loyalty.

3) Individual Significance Test (T Test)

Table 9 T Test Results

Model	tcount	ttable	Sig.
(Constant)	2,256	1,663	0.002
X1	2,258	1,663	0,000
X2	3,672	1,663	0,000
X3	4,406	1,663	0,000

Source: Primary data processed in 2024

The t test between Business Ethics and customer loyalty achievement shows that the t value is greater than t table, namely 2.258 > 1.663 and the Sig. 0.00 0 < 0.05 means H0 is rejected and H1 is accepted. It can be concluded that there is a positive and significant influence between business ethics and customer loyalty. The t test between team collaboration and employee performance shows that the t value is greater than t table, namely 3.672 > 1.663 and Sig value. 0.000 < 0.05 means H0 is rejected and H2 is accepted. It can be concluded that there is a positive and significant influence between service quality and customer loyalty. The t test between brand image and customer loyalty shows that the t value is greater than t table, namely 4.406 < 1.663 and the Sig. 0.000 < 0.05 means H0 is rejected and H3 is accepted. It can be concluded that brand image has a positive and significant effect on customer loyalty .

Discussion

a. The Influence of Business Ethics on Customer Loyalty

Based on the results of hypothesis testing by calculating data results, Business Ethics has a positive and significant effect on customer loyalty. With results showing a positive β1 coefficient value of 0.237, the $_\text{calculated t value}$ is 2.256 with a significant value of 0.002 so the first hypothesis is accepted. This explains that Business Ethics has a positive effect on customer loyalty.

b. The Influence of Service Quality on Customer Loyalty

Based on the results of hypothesis testing by calculating data results, service quality has a positive and significant effect on customer loyalty. With results showing a positive β2 coefficient value of 0.292, the $_\text{calculated t value}$ is 3.672 with a significant value of 0.000 so the second hypothesis is accepted. This explains that service quality has a positive and significant effect on customer loyalty.

c. Influence of Brand Image on Customer Loyalty

Based on the results of hypothesis testing by calculating data results, brand image has a positive and significant effect on customer loyalty. With results showing a positive β3 coefficient value of 0.472, the $_\text{calculated t value}$ is 4.406 with a significant value of 0.000 so the third

hypothesis is accepted. This explains that brand image has a positive influence on customer loyalty.

4. CONCLUSIONS AND RECOMMENDATIONS

1) Conclusion

Based on the analysis and discussion, the following conclusions can be drawn:

1. Business ethics influence customer loyalty PT. Go-Jek Indonesia.
2. Service Quality influences Customer Loyalty PT. Go-Jek Indonesia.
3. Image influences PT Customer Loyalty. Go-Jek Indonesia.

2) Suggestion

Based on the research results, discussion and conclusions, several suggestions can be put forward as follows:

1. For PT. Go-Jek Indonesia is expected to be able to optimize and manage business ethics, service quality and brand image well to increase customer loyalty .
2. For future researchers, they should explore further the object of this research, especially those related to the influence of business ethics, service quality and brand image on customer loyalty for PT. Go-Jek Indonesia.

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