

DETERMINATION OF TRUST AND ITS IMPLICATIONS FOR CUSTOMER LOYALTY AT AGUNG TOYOTA PEKANBARU

¹Rahmadani Hidayat, ²Sarjon Defit, ³Yulasmai

^{1,2,3}Universitas Putra Indonesia YPTK Padang; Padang, Indonesia

rahmadanihidayat83@gmail.com¹

sarjon_defit@upiypk.ac.id²

yulasmai@upiypk.ac.id³

Abstract

This study investigates customer loyalty in the automotive after-sales service sector by introducing online booking service quality as a novel construct alongside service quality and price, with customer trust as a mediating variable. Unlike prior studies that focus primarily on traditional service delivery, this research captures the digital transformation of customer interactions in the Industry 4.0 era. Using a quantitative approach with Structural Equation Modeling–Partial Least Squares (SEM-PLS), data were collected from 250 repeat customers at Agung Toyota Pekanbaru through stratified cluster random sampling. Results indicate that service quality and online booking services significantly influence both trust and loyalty, while price affects loyalty but not trust. Trust mediates the relationship between service quality and loyalty but unexpectedly weakens the link between online booking services and loyalty when trust levels are low. These findings contribute to service marketing theory by revealing the conditional role of trust in digital service contexts and highlight the need for integrated offline–online strategies to enhance loyalty in automotive after-sales services.

Keywords: Service quality, price, online booking service, customer trust, customer loyalty, SEM-PLS, automotive after-sales.

INTRODUCTION

The automotive sector is one of the most promising business sectors in Indonesia. In fact, the automotive business has become an important pillar in the country's manufacturing sector, prompting many world-renowned car companies to open car manufacturing plants to increase production capacity in Indonesia. Currently, Indonesia has become the second-largest automotive manufacturing industry in Southeast Asia after Thailand, which accounts for approximately 50% of vehicle production in the ASEAN region and serves as a production hub for automobiles, particularly for export to several countries in Southeast Asia, according to data from (ReportIndonesiaInvestments, 2024).

As the automotive industry in the country continues to grow rapidly, the Ministry of Industry is focused on efforts to boost the performance of the national automotive industry to enhance its global competitiveness. This is also supported by the aggressive efforts of several manufacturers to penetrate and expand their export markets. Minister of Industry Agus Gumiwang Kartasasmita stated that the strength of the national automotive industry is currently supported by 23 companies producing four-wheeled or more motor vehicles with a total capacity of 2.35 million units per year (Ministry of Industry, 2023). Toyota, which focuses on quality and reliability, has successfully built a strong reputation, thereby increasing customer trust and loyalty. This is evident over the past decade as Toyota has been the market leader in the automotive industry in

Indonesia (Gaikindo, 2024).

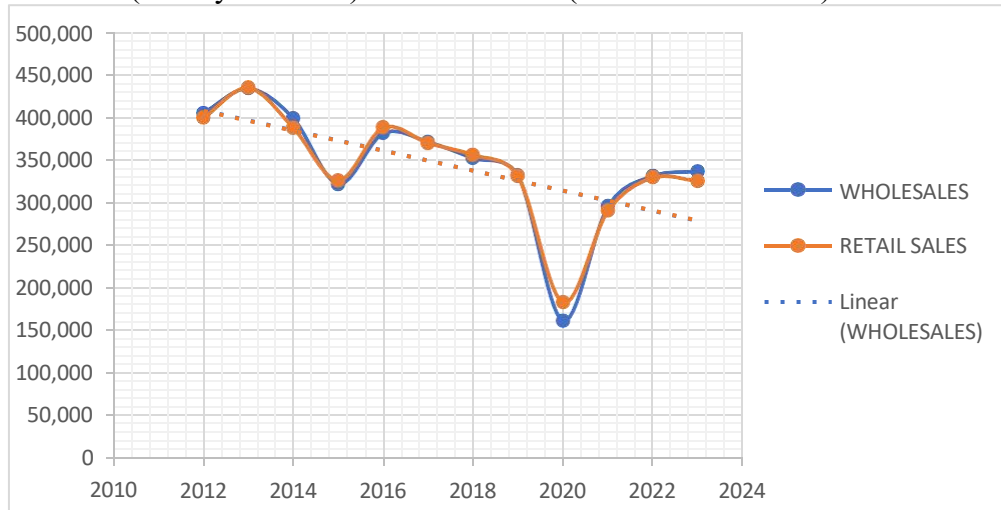
Currently, Toyota has a widely recognized brand, and it consistently focuses on sustainable marketing efforts. According to the American Marketing Association(Kotler & Armstrong, 2020), marketing is the process or steps involved in creating, communicating, and delivering value to customers. In the business world, marketing is the primary tool for competing with rivals. Effective marketing can attract new customers while retaining existing ones. Targeted marketing helps reach audiences that align with the company's consumer profile, thereby enhancing their loyalty.

Through marketing, companies can gather information about consumer needs and preferences. With this understanding, Toyota remains committed to developing and delivering the best products and services with high-quality standards. By providing quality products and services, trust is built among customers, fostering a close relationship that ultimately leads to customer loyalty.

Customer loyalty, according to Oliver, is a strong commitment by customers to consistently purchase or prioritize a particular product or service, leading to repeat purchases of the same

brand, even if customers are influenced by situational factors or marketing from competitors to switch to another brand.

Although Toyota is currently the market leader, the company still has a lot of work to do to stay ahead of its competitors. According to data from the Indonesian Automotive Industry Association (Gaikindo), Toyota's car sales over the past decade have been strong, both in terms of wholesale sales (factory to dealer) and retail sales (dealer to consumer).



The figure above shows the sales trend of Toyota cars from 2012 to 2023, both in terms of wholesale and retail sales, which tend to decline. The highest sales transactions, both wholesale and retail, occurred in 2013, with 434,232 units sold in wholesale transactions and 434,808 units in retail sales. However, overall, sales transactions over the past decade have been fluctuating and generally declining. This issue did not arise without cause; one of the main factors contributing to it is a change in customer behavior related to customer trust and loyalty toward the company's products or services.

The declining trend in Toyota vehicle sales is the cumulative result of all transactions occurring at agents, dealerships, and official showrooms, which serve as extensions of the distribution channel for Toyota brand vehicles in Indonesia. PT. Toyota-Astra Motor (TAM), as the sole agent, importer, and distributor for Toyota and Lexus vehicles in Indonesia, officially appointed PT. Agung Concern as one of the official dealers and showrooms for Toyota vehicles in the Surabaya and Pekanbaru regions in 1972. Over time, in 2014, all business units of Agung Concern underwent a brand identity change to become Agung Toyota Pekanbaru.

One aspect of measuring customer trust and loyalty can be seen from the frequency of repeat purchases (re-purchases) made by customers. In their research(Yum & Yoo, 2023), it was stated that when customers trust and are satisfied with the products or services they receive, they tend to become more loyal and more likely to make repeat purchases (re-purchases) or choose that brand as their primary option. A strong commitment to consistently use a product or service again in the future, regardless of situational factors or marketing efforts, is referred to as customer loyalty.

Customer behavior in continuously using a product or service indicates that the customer is loyal to that product or service. In their research(Gultom et al., 2020), it is mentioned that loyal customers will continue to use products or services from the same company. Loyalty not only serves as a strong foundation for the company but also reflects the company's potential for future growth. This is also supported by research conducted by (Jenneboer, 2022; Wetri Efita, 2023).

Thus, it can be concluded that several studies link consumer behavior in purchasing products and using services at workshops continuously, demonstrating positive attitudes and tendencies toward using services at workshops, which indicates the high level of loyalty customers possess. In addition to customer re-purchase issues, another important aspect that can enhance customer trust and loyalty is the company's ability to handle customer complaints. If a company addresses complaints seriously and implements continuous improvements, customers will feel that the company cares about the quality of its products and services. A good response or handling of customer complaints can restore customer trust when there are issues with service delivery(Awa et al., 2021). Research findings(Ramadhany, 2022)indicate that trust plays a significant role in building customer loyalty, meaning that the more frequently customers purchase or use a particular product or service, the higher the likelihood of trust and loyalty being established.

Trust is the confidence that customers have in a company to fulfill the promises it has made in response to previous customer requests(Wilson, 2020). If a company keeps its promises, customers tend to be more satisfied and loyal to a business they can trust(Rizkiana et al., 2023). In building trust with its customers, Agung Toyota has established corporate values that serve as the primary guiding principles for all team members in carrying out every activity, both internal and external. There are four corporate value principles that serve as guidelines in running the company's activities, namely: Integrity, Respect, Collaboration, and Courage. With these values, Agung Toyota is committed to maintaining trust and reputation by upholding norms, ethics, and applicable rules in accordance with the principles of good corporate governance. In their research(Iglesias et al., 2020), it is stated that improving mutual trust with customers is important because, according to several opinions in the study, acquiring new customers can cost five to 25 times more than retaining existing customers.

In the automotive repair and maintenance sector, improving services and customer trust in automotive maintenance and repair services will enhance customer loyalty(Jain et al., 2019). Similarly, in the manufacturing industry, it has been proven that trust levels are the most influential factor in achieving customer loyalty(Mansouri et al., 2022).

Research findings(Slack et al., 2020)indicate that customer loyalty is greatly influenced by trust, as trust is the foundation of any relationship, which is why it is crucial for businesses to build trustworthy relationships with their customers. Trust develops over time through consistent actions that demonstrate reliability, honesty, and consistency in business operations. This trust then drives loyalty because customers who trust a company are more likely to remain loyal and recommend the company's services or products(Glaveli, 2020). The results of this study are consistent with several other studies, including(Al-Adwan, 2020; Albayrak, 2020; Iglesias et al., 2020; Islam, 2021; Quoquab, 2020; Zhang et al., 2023).

Moreover, in the automotive repair service industry, service quality is the primary differentiating factor that sets a repair shop apart from its competitors. Repair shops that provide high-quality service are better able to retain and attract new customers. In their book(Kotler & Armstrong, 2020), it is explained that service quality is the performance offered by one person to another through an intangible action that does not result in the ownership of any goods and is directed toward anyone. In his research(James, 2021), it is stated that the Service Quality (SERVQUAL) model proposed by Parasuraman et al. is the most preferred and widely used model for measuring service quality in the service industry sector. In this model, service quality is the comparison between expectations and performance through the measurement of quality dimensions. Several studies indicate that service quality is a crucial factor in customer

satisfaction, which in turn influences customer loyalty (R. Hidayat et al., 2023; James & James, 2020; Nunkoo et al., 2020). However, customers have different needs and perceptions depending on the products and services they receive.

One of the factors that customers complain about is price. Price is a factor considered by consumers when choosing an official workshop, in addition to reliable after-sales service factors such as engine warranties up to a certain kilometer limit, availability of workshop services, availability of spare parts, exterior factors, and interior factors. Pricing plays a crucial role in determining customer loyalty at Agung Toyota, as prices not only reflect the economic value customers must pay but also influence their perceptions of service quality and fairness. Research findings (Ahmed et al., 2023; Ferdani, 2020; Shen, 2021; Valentina & Lenny, 2023) highlight the importance of improving service quality and implementing appropriate pricing strategies to attract customers, as these two attributes have a positive relationship in generating customer loyalty.

The next factor that customers complain about is the online booking service, where customers complain about the long waiting times to get their vehicles serviced or repaired at Agung Toyota Pekanbaru. Generally, the cause of the long waiting times for service and repairs at this workshop is the high number of vehicles arriving simultaneously, which results in a disorganized queueing process and leads to unstructured congestion in repairs, thereby requiring more time for each repair. The study (Lambardo, 2022) states that the use of an online booking service application based on mobile and website for booking services at Sriwijaya Berlian Car Workshop is highly rated by customers. The research findings (Goyal & Verma, 2024) indicate that online booking services play a role in fostering customer loyalty.

Based on the phenomena and issues related to customer purchase data (re-purchase) and customer complaint data at Agung Toyota Pekanbaru. In this study, the author aims to review and map previous research articles that have discussed the topic of customer loyalty and its relationship with Customer Trust, Service Quality, Price, and Online Booking Service.

The review and analysis conducted by the researcher involved several stages. The first stage of the review involved identifying the issues by searching for and collecting scientific articles (literature reviews) that discuss the factors or variables related to customer loyalty. In this study, the author used the bibliometric method. Bibliometrics is a quantitative and qualitative identification method for assessing the development of research, books, documents, or literature in a particular field, using statistical methods (Karim et al., 2021).

The collection of previous research articles in this study utilized bibliometric analysis available in the Publish or Perish (PoP) software application version (8.2.3944.8118). This application is very useful as a tool in the process of searching for articles that are neatly organized and connected across various publication sites, thereby facilitating researchers in finding articles that serve as references in literature studies. The PoP application offers advanced filtering capabilities for metadata categories based on the type and name of the publication journal. PoP also provides keyword search and title word features to help researchers find accurate journal metadata. The Publish or Perish (PoP) application collects research articles from various sources such as Scopus*, Microsoft Academic*, Web of Science (WoS), Crossref, PubMed, Google Scholar, and Google Scholar Profiles (Karim et al., 2021).

LITERATURE REVIEW

Consumer Culture Theory (CCT)

According to Arnould and Thompson (Hudzaifah et al., 2024), Consumer Culture Theory (CCT) is defined as a set of theoretical perspectives that discuss the relationship between consumer actions, consumer experiences, and cultural meanings. This means that by consistently evaluating the importance of customer experience, companies can benefit in various ways, including increased engagement and usage frequency, customer satisfaction, and customer loyalty and commitment, which lead to lower price sensitivity and positive word-of-mouth promotion, among other effects. Evaluating customer experience consistently benefits the company, including increased engagement and usage frequency, customer satisfaction, and customer loyalty and commitment, which lead to lower customer price sensitivity, improved service quality, and indirectly encourage them to make repeat purchases from the company, both offline and online.

Customer Loyalty

Loyalty is the most important aspect of business activities. Customer loyalty will be the key to a company's success, not only in the short term but also as a sustainable competitive advantage. Customer loyalty, as defined by Oliver and cited by (Najmudin et al., 2022), is the strong commitment held by customers to consistently purchase or prioritize a product or service, leading to repeat purchases of the same brand, even if customers are influenced by situational factors or marketing from competitors to switch to another brand. The measurement of loyalty according to (Zeithaml & Berry, 1985), as used by (Yum & Yoo, 2023), includes Repeat Purchase, Retention (resistance to negative news about the company), and Referrals (totally recommending the company's existence).

Customer Trust

Trust is also a foundation of business, where consumers express trust in various attributes of a product or service they evaluate. According to (Kotler & Armstrong, 2020), trust is defined as the willingness of a company to rely on business partners. According to Wong, trust depends on several interpersonal and inter-organizational factors, such as company competence, integrity, honesty, and virtue (Khamidah et al., 2023). Customer trust measurement (N. K. Hidayat et al., 2020) uses several indicators proposed by McKnight et al. in measuring customer trust, namely integrity, benevolence, and competence.

Service Quality

Service quality, according to Kotler as cited by (Gomoi et al., 2021), is a series of characteristics of a product or service that demonstrate its ability to satisfy both explicit and implicit customer needs. Meanwhile, Lupiyoadi in his book explains that service quality refers to all activities that aim to combine value to encourage collaboration with consumers, from ordering to fulfillment to delivering service results through communication (Ume et al., 2022). The service quality measurement known as SERVQUAL, proposed by Parasuraman et al., has five dimensions: Tangibility, Reliability, Responsiveness, Assurance, and Empathy.

Price

In the marketing mix, price is the element that generates revenue. The other elements generate costs. Price is relatively more flexible compared to other elements of the marketing mix. In their research (Jeaheng et al., 2020), price is defined as the amount charged by a company or the amount paid by customers for the benefits obtained from owning or using a product or service. According to Kotler and Armstrong, as cited by (Valentina & Lenny, 2023), there are four

indicators that characterize price: competitive price, affordable price, quality price, and price relative to benefits.

Online Booking Service (Online Booking Service)

The Indonesian Dictionary defines reservation or booking as the process, creation, or method of ordering (places, goods, etc.) from others. Meanwhile, online means connected or linked to the internet, so online booking can be interpreted as the ordering of products or services conducted through mutual connection via the internet (Diantara et al., 2022). In this study, the Online Booking Service was measured using electronic service quality (e-service quality), namely Website Design, Customer Service, Security/Privacy, and Fulfilment.

METHODS

The type of research used in this study is an associative research method with a causal relationship. In this study, there are independent (exogenous) variables and dependent (endogenous) variables that are causal (cause and effect). This means that this study is designed to identify and describe the relationship between the exogenous variables of service quality (X1), price (X2), and trust (X3) with the endogenous variables of Customer Satisfaction (Z) and Customer Loyalty (Y). Therefore, the research approach is quantitative with inferential statistics (parametric), a quantitative approach based on the Structural Equation Modeling (SEM) analysis model with various exogenous and endogenous variables. The population in this study consists of repeat customers at Agung Toyota Pekanbaru in 2023 from four Toyota branches in Pekanbaru, totaling 1,708 people. Meanwhile, the sample used from the research population employs stratified cluster random sampling because the population consists of four dealer branches, where the number of repeat customers also varies across each branch. In determining the sample size using the Joreskog and Sorbom method, if the study uses five research variables, it can be determined that the minimum sample size for this study is 250 respondents.

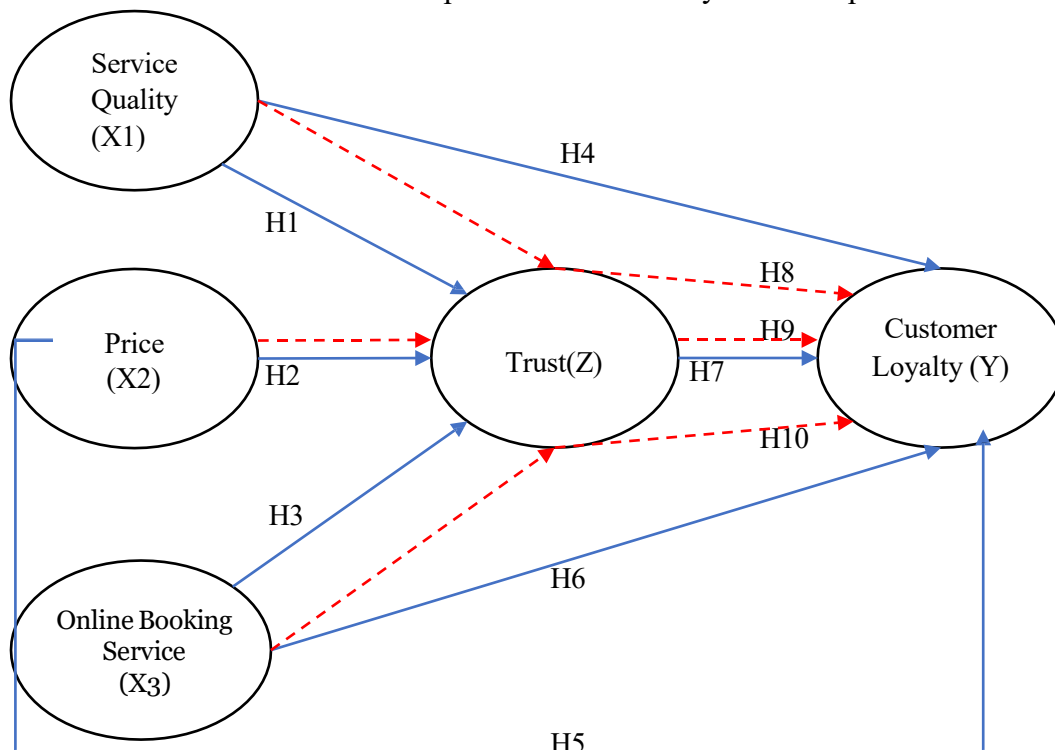


Figure 1. Research Model

RESULTS

Data Analysis Results (SEM-Partial Least Squares)

This study uses the Structural Equation Modelling -Partial Least Squares (SEM-PLS) approach for data analysis. PLS is a component- or variance-based structural equation model (SEM). The testing tool used in this study was Smart-PLS, which is specifically designed for variance-based structural equation estimation. The following is an overview of the path diagram of the outer model and inner model based on the results of testing conducted using SmartPLS.

Table01. Data Analysis Results

Latent Variables	AVE	KET
KPL (X1)	0.541	<i>Valid</i>
H (X2)	0.696	<i>Valid</i>
OBS (X3)	0.782	<i>Valid</i>
KP (Z)	0.538	<i>Valid</i>
LP (Y)	0.604	<i>Valid</i>

Data source: Processed 2025

The results in the table above show the AVE values for each latent variable, namely Service Quality (0.541), Price (0.696), Online Booking Service (0.782), Customer Trust (0.538), and Customer Loyalty (0.604). Thus, the AVE (Average Variance Extracted) values for all latent variables are ≥ 0.50 . This means that the measurement of the model is valid in terms of discriminant validity.

Reliability Test (Construct Reliability)

The reliability test was conducted to measure the internal consistency of the measurement tools used in PLS. In this study, Construct Reliability was assessed by examining the composite reliability value and Cronbach's alpha value. A construct is considered reliable if the composite reliability value is ≥ 0.6 and Cronbach's alpha is ≥ 0.60 .

Table 02. Construct Reliability

Indicators	Composite Reliability (CR)	Cronback's Alpha (CA)	Description
KPL (X1)	0.669	0.665	<i>Reliabel</i>
H (X2)	0.661	0.654	<i>Reliabel</i>
OBS (X3)	0.658	0.651	<i>Reliabel</i>
KP (Z)	0.660	0.651	<i>Reliabel</i>
LP (Y)	0.653	0.642	<i>Reliabel</i>

Data source: Processed 2025

The data in the table above shows that the reliability test for each construct has met the reliability criteria, as evidenced by the Composite Reliability (CR) and Cronbach's Alpha (CA) values being greater than (≥ 0.6), meaning that all indicators are consistent in measuring the five variables.

Structural Model Analysis (Inner Model)

R-Square (R2)

The structural model evaluation was conducted by considering the R-Square (R2) value of the endogenous construct in terms of its influence from the exogenous construct. The higher the R-

Square value, the greater the ability of the exogenous construct to explain the endogenous variable, resulting in a better structural equation.

Table 03. Inner Model *R-Square* (R2)

Variables	<i>RSquare</i>
Trust (Z)	0.790
Customer Loyalty (Y)	0.719

Data source: Processed 2025

Based on the table, it can be seen that the R-Square value for the latent variable Trust (Z) is 0.790, so it can be concluded that the influence of the constructs Service Quality, Price, and Online Booking Service on the construct Trust (Z) is 79%, while the remaining 21% is explained by other factors not included in this study.

Meanwhile, the R-Square value for the Customer Loyalty construct is 0.719, meaning that the influence of Service Quality, Price, Online Booking Service, and Trust in explaining or influencing Customer Loyalty is 71.9%, while the remaining 28.1% is influenced by other factors not tested in this study.

Goodness of Fit (GoF)

Goodness of Fit (GoF) is a hypothesis testing tool designed to indicate the degree of suitability and accuracy of a model as a whole and serves as validation for PLS-SEM. GoF is obtained from the square root of the average communalities index multiplied by the average R2 value of the model. GoF values range from 0 to 1, with the following interpretations: 0.1 (low GoF), 0.25 (moderate GoF), and 0.36 (high GoF).

Tabel 04. Goodness of Fit

Variables	Communality/AVE	RSquare
Trust (Z)	0.538	0.790
Customer Loyalty (Y)	0.604	0.719
Average	0.571	0.755

Data source: Processed 2025

Path Coefficient

The path coefficient test is the result of estimating the path coefficient value or the magnitude of the relationship or influence of latent constructs. Path coefficient values range from -1 to 1. If the coefficient value is in the range of -1 to 0, the value is considered negative, while coefficients with values in the range of 0 to 1 are considered positive.

Table 05. Path Coefficient

Latent Variables	Original Sample (O)
Service Quality → Trust	0.484
Price → Trust	0.058
Online Booking Service → Trust	0.381
Service Quality → Customer Loyalty	0.122
Price → Customer Loyalty	0.166
Online Booking Service → Customer Loyalty	0.195
Trust → Customer Loyalty	0.413

Data source: Processed 2025

Based on the path coefficients in the table above, it can be seen that the highest path coefficient value in the relationship between Service Quality (X1) and Trust (Z) is 0.484. Meanwhile, the lowest path coefficient value is found in the relationship between Price (X2) and Trust (Z), which is 0.058. However, overall, it can be concluded that all path coefficient values in the original sample show positive values.

Hypothesis Testing Results

After all assumptions are met, the next step is to conduct hypothesis testing as suggested in the previous chapter. When examining the results of the hypothesis testing in this study, check the T-statistic and P-value. The hypothesis can be considered accepted if the P-value is less than 0.05, meaning that the exogenous variable has a significant effect, whereas if the P-value is greater than 0.05, it means that the exogenous variable does not have a significant effect.

Direct Effect Testing

This direct effect test will show how strong the influence of the independent variable (exogenous) is on the dependent variable (endogenous).

Table 06. Direct Effect Testing

H	Hypotesis	Orginal Sampel	Standard Deviation	T Statistics	P Value	Result
H1	$X1 \rightarrow Z$	0.484	0.069	7.035	0.000	<i>Hypothesis Accepted</i>
H2	$X2 \rightarrow Z$	0.058	0.066	1.021	0.095	<i>Hypothesis Rejected</i>
H3	$X3 \rightarrow Z$	0.381	0.076	5.004	0.000	<i>Hypothesis Accepted</i>
H4	$X1 \rightarrow Y$	0.122	0.110	2.110	0.011	<i>Hypothesis Accepted</i>
H5	$X2 \rightarrow Y$	0.195	0.071	2.731	0.006	<i>Hypothesis Accepted</i>
H6	$X3 \rightarrow Y$	0.166	0.089	3.857	0.000	<i>Hypothesis Accepted</i>
H7	$Z \rightarrow Y$	0.413	0.094	4.393	0.000	<i>Hypothesis Accepted</i>

Data source: Processed 2025

Based on the regression coefficient results, service quality has a positive and highest value in influencing customer trust. The better the service quality, the higher the customer trust. This indicates that if Agung Toyota Pekanbaru improves the service quality provided, this will also impact an increase in customer trust toward Agung Toyota Pekanbaru's workshop services. Based on the hypothesis testing results, it is known that service quality has a significant influence on customer trust in using vehicle repair services at Agung Toyota Pekanbaru. This can be said.

The Effect of Service Quality on Customer Loyalty

Service quality literally means the best service, capable of maintaining and retaining customers and attracting new customers (Tammubua & Deni, 2022). Based on the results of hypothesis testing, it was stated that service quality affects customer loyalty. These results indicate that service quality is one of the key factors in shaping customer loyalty toward automotive repair services. Although the original sample value of 0.122 falls into the category of relatively small

influence, it is statistically significant, meaning that service quality still makes a tangible contribution to enhancing customer loyalty.

Customers who experience quality service tend to have greater trust in the workshop and are willing to use the service again in the future. Aspects of service such as facility comfort, mechanic expertise, responsiveness in handling complaints, and personal attention from staff form the foundation for building long-term relationships with customers.

The Effect of Price on Customer Loyalty

In their research (Burhanudin & Ertanto, 2021), the authors argue that price is one of the strategies companies use to build customer loyalty. Price plays an important role in encouraging customer loyalty; the lower the price, the higher the customer loyalty. However, low prices do not guarantee good product quality, but high-quality products with higher prices are also capable of creating customer loyalty.

A coefficient value of 0.195 indicates that price has a fairly strong positive influence on customer loyalty. This means that when customers feel that the prices of services and spare parts offered by Agung Toyota are in line with the benefits, quality, and purchasing power, they tend to remain loyal and continue to use the services of that repair shop. In the automotive industry, customers are not only looking for low prices, but also prices that are considered fair and commensurate with the service received. Price transparency, consistency in rates, and alignment between price and work quality are key factors in fostering customer loyalty.

The Impact of Online Booking Services on Customer Loyalty

In their research (Ashiq & Hussain, 2024), it was revealed that it is important for companies to improve their online booking services through the quality of electronic services (e-service quality) in order to foster customer loyalty when shopping online. Based on the statistical test results of this study, it was found that the Online Booking Service has a positive and significant impact on Customer Loyalty, with a positive regression coefficient value, t-statistic > 1.96 , and p-value < 0.05 . This proves that the online booking service provided by Agung Toyota Pekanbaru contributes to enhancing customer loyalty toward the workshop services.

The results of this study indicate that the digital services provided by Agung Toyota Pekanbaru through its online booking service system are an important strategy in building customer loyalty. When booking vehicle repair services or ordering Toyota vehicle spare parts, customers today not only expect good technical service, but also prioritize ease of access to services, especially through the digital devices they use every day. Online booking offers flexibility in scheduling, process efficiency, and transparency in information, which can enhance customers' positive experiences. When customers feel that the service booking process is easy, secure, and aligned with their schedule, their likelihood of using the service again in the future increases.

The Influence of Customer Trust on Customer Loyalty

In the service industry, trust is a key factor in customers' confidence that service providers will fulfill their service promises in accordance with customer desires and needs, thereby creating customer loyalty (Bhatnagar & Yadav, 2024).

The Effect of Service Quality on Customer Loyalty Mediated by Customer Trust.

In his research (Lee, 2023) revealed that customer trust acts as a mediator in supporting the effect of service quality on customer loyalty in the service industry sector. Based on the results of the hypothesis testing, it was found that customer trust plays a significant mediating role in the relationship between service quality and customer loyalty, with a positive regression coefficient value, t-statistic > 1.96 , and p-value < 0.05 . This means that the indirect influence of service

quality on customer loyalty through customer trust is positive and statistically significant. In other words, when customers receive quality service, it increases their level of trust in the workshop, which ultimately leads to increased loyalty to the services provided.

The Effect of Price on Customer Loyalty Mediated by Customer Trust.

The higher the customer's trust in price perception, the more loyal the customer will be (Muadz & Rahayu, 2023). The results of the analysis based on hypothesis testing in this study show that customer trust significantly mediates the relationship between price and customer loyalty. However, this study also shows that the negative regression coefficient value indicates that this relationship is inverse or weakening. In other words, the higher the customer's perception of "unfair" or "unreasonable" prices, the lower their trust in the workshop, which then negatively impacts their loyalty.

In the context of automotive services such as Agung Toyota Pekanbaru, price is a sensitive element that can influence customer perception, not only in terms of cost, but also in terms of value and trust. This finding indicates that trust acts as a "psychological filter" in the relationship between price and loyalty, where if prices are perceived as too high, lack transparency, or are not commensurate with the benefits received, customers may feel skeptical or suspicious, ultimately reducing their trust in the workshop's services. As a result, while price can directly influence loyalty, when accompanied by negative perceptions of price, trust weakens, and its impact on loyalty becomes negative.

The Effect of Online Booking Services on Customer Loyalty Mediated by Customer Trust.

Research findings (Zhang et al., 2023) reveal that consumer trust in online purchases acts as a mediating factor in the effect of e-service quality on customer loyalty. This means that an online booking service with good e-service quality will enhance customer loyalty more effectively if it is supported by the trust customers have in the company's website when making online bookings or purchases. The research results indicate that customer trust acts as a significant mediator in the relationship between online booking services and customer loyalty. This is evidenced by a t-statistic value > 1.96 and a p-value > 0.05 . However, in this relationship, the regression coefficient value is negative, indicating that the mediating effect is negative. This means that, although statistically significant, the presence of the Customer Trust variable weakens the relationship between Online Booking Service and Customer Loyalty in the context of this study. These results can be interpreted to mean that, in practice, the use of online booking services at Bengkel Agung Toyota has not yet fully built customer trust. When customer trust in the online system is low, the positive relationship between the convenience of online booking and loyalty is disrupted. This shows that technology alone is not enough to build loyalty if it is not accompanied by trust in the system. In fact, in conditions of low trust, the adoption of an online system can have a negative effect on loyalty because customers feel that they are not getting a safe, honest, or consistent service experience.

Conclusion

This study concludes that service quality and online ordering services have a positive and significant effect on customer trust and loyalty. Price only affects loyalty, not trust, indicating that customers prioritize service quality over cost. Trust has been proven to be an important mediating variable that strengthens the relationship between service quality and loyalty. However, trust does not positively mediate the relationship between price and online services on loyalty, highlighting the need for improvements in price perception and digital system reliability.

These findings underscore the importance of building customer trust through high-quality service and optimal online systems to maintain loyalty. This study provides important insights for strategies to enhance customer satisfaction in the automotive services sector, particularly at authorized workshops.

Recommendations

Based on the results of the study, it is recommended that Agung Toyota Pekanbaru improve service quality through employee training, facility improvements, and faster service. For the online booking system, the application needs to be optimized to be more user-friendly, faster, and provide automatic notifications to customers. Pricing strategies should also be developed based on principles of transparency and alignment between price and service benefits to remain competitive without compromising trust. Additionally, the company must maintain active two-way communication with customers to build and sustain long-term trust. Further research is recommended to test other factors influencing customer loyalty, including emotional satisfaction and overall digital experience, to expand managerial understanding in developing loyalty strategies.

References

- Ahmed, S., Al Asheq, A., Ahmed, E., Chowdhury, U. Y., Sufi, T., & Mostofa, M. G. (2023). The intricate relationships of consumers' loyalty and their perceptions of service quality, price and satisfaction in restaurant service. *TQM Journal*, 35(2), 519–539. <https://doi.org/10.1108/TQM-06-2021-0158>
- Al-Adwan, A. S. (2020). Building customer loyalty in online shopping: The role of online trust, online satisfaction and electronic word of mouth. *International Journal of Electronic Marketing and Retailing*, 11(3), 278–306. <https://doi.org/10.1504/IJEMR.2020.108132>
- Albayrak, T. (2020). Customer Loyalty Towards Travel Agency Websites: The Role of Trust and Hedonic Value. *Journal of Quality Assurance in Hospitality and Tourism*, 21(1), 50–77. <https://doi.org/10.1080/1528008X.2019.1619497>
- Ashiq, R., & Hussain, A. (2024). Exploring the effects of e-service quality and e-trust on consumers' e-satisfaction and e-loyalty : insights from online shoppers in Pakistan. *Journal of Electronic Business & Digital Economic*, 3(2), 117–141. <https://doi.org/10.1108/JEBDE-09-2023-0019>
- Awa, H. O., Ikwor, N. K., & Ademe, D. G. (2021). Customer satisfaction with complaint responses under the moderation of involvement. *Cogent Business and Management*, 8(1), 1–20. <https://doi.org/10.1080/23311975.2021.1905217>
- Bhatnagar, S., & Yadav, R. (2024). Determinants of long-term orientation in seller e-retailer relationship: a seller perspective in the Indian e-commerce. *International Journal of Business & Globalisation*, 36(1).
- Burhanudin, B., & Ertanto, O. (2021). Atribut Produk Dalam Pembentukan Loyalitas Konsumen. *Journal of Economic, Management, Accounting and Technology*, 4(2), 99–111. <https://doi.org/10.32500/jematech.v4i2.1476>
- Diantara, R., Siswanto, S., & Yudianti, Y. (2022). Web-Based Online Booking Service System Application Design using Software Development Life Cycle Method. *Jurnal Media Computer Science*, 1(1), 19–24. <https://doi.org/10.37676/jmcs.v1i1.1902>
- Ferdani, A. R. (2020). *Effect of Service Quality , Tariff Perception and Brand Image toward*

- Costumer Satisfaction*. 3(June), 90–99.
- Glaveli, N. (2020). Corporate social responsibility toward stakeholders and customer loyalty: investigating the roles of trust and customer identification with the company. *Social Responsibility Journal*, 17(3), 367–383. <https://doi.org/10.1108/SRJ-07-2019-0257>
- Gomoi, N. J., Tampi, J. R. E., & Punuindoong, A. Y. (2021). Pengaruh Kualitas Pelayanan dan Pengalaman Konsumen Terhadap Kepuasan Konsumen (Pasien) Rawat Inap Irina C Rumah Sakit Umum Pusat. *Productivity*, 2(6), 507–510.
- Goyal, A., & Verma, P. (2024). The effect of involvement and perceived usefulness on attitudinal and behavioral loyalty in online bookings. *Global Knowledge, Memory and Communication, ahead-of-print*(ahead-of-print). <https://doi.org/10.1108/GKMC-11-2023-0454>
- Gultom, D. K., Arif, M., & Muhammad Fahmi. (2020). Determination of Customer Satisfaction Towards Customer Loyalty Through Trust. *Jurnal Ilmiah Magister Manajemen*, 3(2), 273–282.
- Hidayat, N. K., Bustaman, Y., & Hartono, Y. H. (2020). *The Influence of Service Quality on Customer Trust Based on Special Case of “ XYZ ” Car Brand in Indonesia*. 160(Icbmr), 253–261.
- Hidayat, R., Nusyirwan, N., & Safrizal, S. (2023). The Effect of Service Quality on Student Satisfaction and Student Loyalty at Madrasah Aliah Negeri Pekanbaru. *Dinasti International Journal of Economics, Finance & Accounting*, 4, 343–351. <https://doi.org/10.38035/dijefa.v4i2.1853>
- Hudzaifah, Y., Purnama, W., & Andriyani, R. (2024). Halal Awareness , Brand Image , and Viral Marketing : Three Key Factors Influencing Purchasing Decisions for Halal Skin Care and Cosmetics Products in Pontianak. *Ekuilibrium: Jurnal Ilmiah Bidang Ilmu Ekonomi*, 19(1), 42–58.
- Iglesias, O., Markovic, S., Bagherzadeh, M., & Singh, J. J. (2020). Co-creation: A Key Link Between Corporate Social Responsibility, Customer Trust, and Customer Loyalty. *Journal of Business Ethics*, 163(1), 151–166. <https://doi.org/10.1007/s10551-018-4015-y>
- Islam, T. (2021). The impact of corporate social responsibility on customer loyalty: The mediating role of corporate reputation, customer satisfaction, and trust. *Sustainable Production and Consumption*, 25, 123–135. <https://doi.org/10.1016/j.spc.2020.07.019>
- Jain, N., Singh, A., & Kaushik, K. (2019). Evaluating service quality in automobile maintenance and repair industry. *Asia Pacific Journal of Marketing and Logistics*, 32. <https://doi.org/10.1108/APJML-07-2018-0277>
- James, A. T. (2021). *Analysis of challenges for automobile service garages in India : a structural modeling approach*. <https://doi.org/10.1108/JAMR-04-2020-0059>
- James, A. T., & James, J. (2020). *Service quality evaluation of automobile garages using a structural approach*. <https://doi.org/10.1108/IJQRM-03-2020-0066>
- Jeaheng, Y., Al-ansi, A., & Han, H. (2020). Impacts of Halal-friendly services , facilities , and food and Beverages on Muslim travelers ’ perceptions of service quality attributes , perceived price , satisfaction , trust , and loyalty. *Journal of Hospitality Marketing & Management*, 29(07), 1–25. <https://doi.org/10.1080/19368623.2020.1715317>
- Jenneboer, L. (2022). The Impact of Chatbots on Customer Loyalty: A Systematic Literature Review. In *Journal of Theoretical and Applied Electronic Commerce Research* (Vol. 17, Issue 1, pp. 212–229). <https://doi.org/10.3390/jtaer17010011>

- Karim, A., Soebagyo, J., Nuranti, R. P., & Uljanah, A. L. (2021). Analisis Bibliometrik Menggunakan Vosviewer Terhadap Trend Riset. *Jurnal Riset Pendidikan Matematika Jakarta*, 3(2), 23–33.
- Khamidah, Y., Bangsawan, S., & Roslina. (2023). Customer Satisfaction and Loyalty: Industrial Service (Indserv) Modeling. *Jurnal Bisnis Dan Manajemen IOSR*, 7(Desember), 59–67. <https://doi.org/10.9790/487X-2512075967>
- Kotler, P., & Amstrong, G. (2020). *Principles of Marketing* (14th ed). Pearson Education Limited.
- Lambardo, F. (2022). Mobile-Based Car Booking Service Application At Sriwijaya Aplikasi Booking Service Mobil Berbasis Mobile Di Bengkel. *Jurnal Teknik Informatika (JUTIF)*, 3(6), 1817–1824.
- Lee, D. H. (2023). The trinity of extended service quality, distinct perceived value, and customer loyalty facilitators. *Asia Pacific Journal of Marketing and Logistics*, 35(5), 1262–1287. <https://doi.org/10.1108/APJML-01-2022-0048>
- Mansouri, H., Boroujerdi, S. S., & Husin, M. M. (2022). The influence of sellers' ethical behaviour on customer's loyalty, satisfaction and trust. *Spanish Journal of Marketing*, 26(2), 267–283. <https://doi.org/10.1108/SJME-09-2021-0176>
- Muadz, & Rahayu, A. L. P. (2023). The Influence of Service Quality and Price Perception on Customer Satisfaction and Its Impact on Loyalty with Customer Trust as an Intervening Variable (Case Study at Integrated Islamic Elementary Schools in Depok City, West Java). *INNOVATIVE: Journal Of Social Science Research*, 3(6), 9674–9686.
- Najmudin, M., Widiyanto, A., Dwiwinarno, T., & Setyanta, B. (2022). The Influence of Service Quality, Satisfaction and Trust on Customer Loyalty in Using the “Kirimaja” Yogyakarta Delivery Service. *Jurnal Cahaya Mandalika*, 61–70.
- Nunkoo, R., Teeroovengadum, V., Ringle, C. M., & Sunnassee, V. (2020). Service Quality and Customer Satisfaction: The Moderating Effects of Hotel Star Rating. *International Journal of Hospitality Management*, 91(102414). https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3499649
- Quoquab, F. (2020). Driving customer loyalty in the Malaysian fast food industry: The role of halal logo, trust and perceived reputation. *Journal of Islamic Marketing*, 11(6), 1367–1387. <https://doi.org/10.1108/JIMA-01-2019-0010>
- Ramadhany, A. (2022). The Influence of Customer Trust and Satisfaction on Customer Loyalty at AP Garage (Paint & Custom Workshop). *Ekonomis: Journal of Economics and Business*, 6(1), 199. <https://doi.org/10.33087/ekonomis.v6i1.511>
- ReportIndonesiaInvestments. (2024). Industri Manufaktur Otomotif Indonesia. *Indonesia-Investments.Com*. <https://www.indonesia-investments.com/id/bisnis/industri-sektor/otomotif/item6047>
- Rizkiana, C., Setyawan, Y., & Souisa, J. (2023). Analysis of the Influence of Trust, Service Quality, and Promotion on Customer Satisfaction (Study at Sinar Audio Semarang Car Repair Shop). *Inisiatif: Jurnal Ekonomi, Akuntansi Dan Manajemen*, 2(2), 229–247.
- Shen, C. (2021). The impact of service quality and price on passengers' loyalty towards low-cost airlines: The Southeast Asia's perspective. *Journal of Air Transport Management*, 91. <https://doi.org/10.1016/j.jairtraman.2020.101966>
- Slack, N., Singh, G., & Sharma, S. (2020). The effect of supermarket service quality dimensions and customer satisfaction on customer loyalty and disloyalty dimensions. *International*

- Journal of Quality and Service Sciences*, 12(3), 297–318. <https://doi.org/10.1108/IJQSS-10-2019-0114>
- Tammubua, M. H., & Deni, S. (2022). *Analysis of Competence and Service Quality on Customer Satisfaction and Loyalty in Eastern Indonesia Border Tourism*. 3016–3031.
- Ume, G., Mandey, S. L., & Tawas, H. (2022). Comparative Analysis of Service Quality for Passengers on Majestic and Saint Mary Ships at Manado Port. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(2), 154. <https://doi.org/10.35794/emba.v10i2.39980>
- Valentina, G., & Lenny, G. (2023). The Effect Of Price , Product , Promotion Towards Consumers ' Purchase Intention at T4u Indonesia , West Surabaya Branch. *Jurnal Entrepreneur Dan Entrepreneurship*, 12(2), 141–154.
- Wetri Efiti. (2023). The Influence of Customer Value and Customer Satisfaction on Customer Loyalty in Vehicle Service at PT. Agung Automall Harapan Raya Pekanbaru. *Jurnal Ekonomi Bisnis Dan Manajemen*, 1(1), 34–44. <https://doi.org/10.59024/jise.v1i1.66>
- Wilson, N. (2020). The Impact Of Service Quality And Corporate Reputation Toward Loyalty In The Indonesian Hospitality Sector. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(1), 1–9.
- Yum, K., & Yoo, B. (2023). *The Impact of Service Quality on Customer Loyalty through Customer Satisfaction in Mobile Social Media*.
- Zeithaml, V. A., & Berry, L. L. (1985). *A Conceptual Model of Service Quality and its Implication for Future Research (SERVQUAL)*. January. <https://doi.org/10.2307/1251430>
- Zhang, R., Jun, M., & Palacios, S. (2023). M-shopping service quality dimensions and their effects on customer trust and loyalty: an empirical study. *International Journal of Quality & Reliability Management*, 40(1), 169–191. <https://doi.org/10.1108/IJQRM-11-2020-0374>