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# Analyzing the Effects of Platform Reliability, Response Time, Safety Features, and User Experiences, on Customer Loyalty in Industrial Online Transportation Service in Indonesia

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**ABSTRACT**
This study investigates the effects of platform reliability, response time, safety features, and user experience on customer loyalty within the industrial online transportation services in Indonesia. Utilizing a quantitative approach, data were collected from a sample of users through structured questionnaires. The results revealed significant positive relationships between all examined factors and customer loyalty, with safety features and user experience being the most influential. The findings emphasize the importance of reliable platforms, timely service, robust safety measures, and positive user experiences in enhancing customer retention. These insights provide practical implications for companies in the online transportation sector to develop strategies that foster customer loyalty and maintain a competitive advantage.

**Keywords:**
Customer Loyalty; Platform Reliability; Response Time; Safety Features; User Experience, Online Transportation Services

## INTRODUCTION

The rise of online transportation services has dramatically transformed the transportation landscape globally, with Indonesia being no exception. Since the introduction of services like Gojek and Grab, millions of users have shifted from traditional modes of transportation to app-based services due to their convenience and accessibility. According to Statista (2023), Indonesia's online transportation market is expected to reach US$10.2 billion by 2027. The growth of these platforms is primarily driven by their ability to meet consumers' evolving demands for efficient and reliable transport solutions. However, this rapid growth has introduced new challenges, particularly regarding platform reliability, response times, safety, and user experience, which are key drivers of customer loyalty.

In the competitive world of online transportation services, platform reliability has become a fundamental aspect influencing customer retention. Reliability is typically associated with the seamless operation of the service, such as the ability to book a ride without technical glitches, accurate GPS tracking, and consistent service availability (Wirtz et al., 2019). When customers experience unreliable service, their trust in the platform diminishes, leading to a potential decline in customer loyalty. Therefore, understanding the role of platform reliability in building long-term customer relationships is crucial, especially in a market as dynamic as Indonesia’s, where competition among online transport providers is fierce.

Another critical factor affecting customer loyalty is the platform's response time. Fast response times, such as quick driver dispatch and efficient communication, are essential in ensuring a smooth customer experience. Previous studies, such as by Moghavvemi et al. (2018), have demonstrated that the speed of service is a significant predictor of customer satisfaction and loyalty in online platforms. For online transportation services, where the immediacy of service is paramount, response times

play a crucial role in shaping user perceptions of quality and reliability. In Indonesia, where traffic congestion is prevalent, a platform's ability to quickly respond to ride requests can distinguish it from competitors.

Safety is another key element in the customer experience of online transportation services. As online transportation grows, concerns over safety features such as in-app tracking, driver background checks, and customer support during emergencies have become central to customer decision-making. A study by Charoensukmongkol (2020) highlighted that safety features in online platforms significantly contribute to customer trust and loyalty. In Indonesia, where the road accident rate remains high, users are increasingly prioritizing safety over cost, making it a crucial area for online transportation service providers to focus on. Enhancing the perceived safety of these platforms not only fosters customer loyalty but also helps in gaining a competitive advantage.

Despite the critical role of platform reliability, response times, safety features, and user experience in shaping customer loyalty, there is limited research examining how these factors specifically influence customer behavior in the context of Indonesia's online transportation services. While several studies have explored similar variables in other regions (Wirtz et al., 2019; Moghavvemi et al., 2018), the unique socio-economic and geographical conditions of Indonesia may result in different customer expectations and preferences. Furthermore, as Indonesia's online transportation market continues to expand, it becomes increasingly essential to analyze the factors that drive customer loyalty to enable service providers to develop strategies that enhance customer retention.

The objective of this study is to analyze the effects of platform reliability, response time, safety features, and user experience on customer loyalty within Indonesia's online transportation services. By understanding how these variables interact to shape customer loyalty, this research aims to provide valuable insights for online transportation service providers to improve customer retention strategies and deliver better user experiences. This study will also contribute to the existing body of literature on customer loyalty in online platforms by providing region-specific insights into the Indonesian market.

## Literature Review and Hypothesis Development

### 1. Platform Reliability and Customer Loyalty

Platform reliability refers to the consistent performance of a service platform, ensuring that it operates without significant technical issues such as system crashes, inaccurate driver locations, or failed bookings (Wirtz et al., 2019). In online transportation services, customers expect seamless and dependable operations, where they can access services without disruptions. Reliability is critical for building trust, which, in turn, fosters customer loyalty. According to Parasuraman et al. (2005), reliability is one of the core dimensions of service quality that directly impacts customer satisfaction and loyalty. Research by Hapsari et al. (2017) further supports the notion that reliability positively affects customer loyalty in the context of online platforms, as users are more likely to continue using a service they find dependable. In the competitive online transportation market in Indonesia, where users have multiple options to choose from, ensuring platform reliability is crucial for retaining customers. If customers encounter unreliable services, such as booking failures or inaccurate time estimates, they may quickly switch to competing platforms. This highlights the importance of consistently delivering a reliable service to build customer loyalty.

Hypothesis 1 (H1): Platform reliability has a positive effect on customer loyalty in online transportation services.

**2. Response Time and Customer Loyalty**

Response time is another critical factor influencing customer satisfaction and loyalty in online transportation services. It refers to the time it takes for the platform to respond to a user's request, which includes the time to match the user with a driver and the driver's arrival at the pick-up location (Moghavvemi et al., 2018). Faster response times result in a smoother and more efficient user experience, making the platform more attractive to customers. Studies have shown that swift service delivery is a key determinant of customer satisfaction in various service industries, including online platforms (Rahman et al., 2018).

For online transportation services, where immediate access to a ride is often a priority, slow response times can lead to frustration and dissatisfaction. In the context of Indonesia, where traffic congestion is common, the ability of a platform to quickly dispatch a nearby driver can significantly enhance the user experience. Furthermore, customers may perceive platforms with faster response times as more efficient and reliable, leading to increased loyalty. Hapsari et al. (2017) found that response time plays a crucial role in shaping customer perceptions of service quality, and by extension, their loyalty to the platform. Hypothesis 2 (H2): Response time has a positive effect on customer loyalty in online transportation services.

**3. Safety Features and Customer Loyalty**

Safety is one of the most pressing concerns for users of online transportation services, and platforms that prioritize safety features can enhance customer trust and loyalty. Safety features in online transportation include in-app tracking of trips, SOS buttons for emergencies, thorough background checks on drivers, and customer support during incidents (Charoensukmongkol, 2020). These features are designed to ensure that customers feel secure when using the service, which is particularly important in markets like Indonesia, where safety concerns may be heightened due to road conditions and accident rates.

Studies have shown that perceived safety significantly impacts customer trust in online platforms. For example, Charoensukmongkol (2020) found that platforms that emphasize safety features, such as real-time trip monitoring and quick emergency responses, are more likely to retain customers over the long term. Customers who feel safe using the service are also more likely to develop a sense of trust in the platform, which is a critical factor in customer loyalty. Additionally, safety is a key differentiator in the competitive landscape of online transportation, where customers may choose platforms based on their perceived ability to protect passengers. Hypothesis 3 (H3): Safety features have a positive effect on customer loyalty in online transportation services.

**4. User Experience and Customer Loyalty**

User experience encompasses the overall perception of the service, including ease of use, interface design, and the emotional response a customer has when interacting with the platform (Hsu & Lin, 2018). A positive user experience is associated with intuitive design, simple navigation, personalized services, and efficient performance. In the context of online transportation services, a well-designed platform that allows users to easily book a ride, pay seamlessly, and receive clear communication about their ride status can significantly enhance customer satisfaction.

Research has demonstrated that a positive user experience is strongly correlated with customer loyalty, especially in the digital economy (Kim et al., 2019). When users feel that a platform is easy to use and provides value in terms of convenience and functionality, they are more likely to develop a positive attitude toward the service and continue using it. Hsu and Lin (2018) found that user experience is a key predictor of loyalty in online services, as it directly influences user satisfaction. In Indonesia, where online transportation services are becoming increasingly integrated into daily life, platforms that prioritize user experience are more likely to build a loyal customer base.Hypothesis 4 (H4): User experience has a positive effect on customer loyalty in online transportation services.

**5. Customer Loyalty in Online Transportation Services**

Customer loyalty refers to the likelihood of customers continuing to use a particular service over time and recommending it to others (Oliver, 1999). In the context of online transportation services, loyalty can be measured by repeat usage, willingness to recommend the platform to others, and resistance to switching to competitors. Building customer loyalty is critical for the long-term success of online transportation platforms, as loyal customers contribute to a stable revenue stream and can help reduce customer acquisition costs.

Several factors have been identified as key drivers of customer loyalty, including satisfaction with the service, trust in the platform, and the perceived value of the service (Hapsari et al., 2017). In online transportation, factors such as platform reliability, response time, safety features, and user experience all contribute to the overall satisfaction and trust customers have in the service, thereby influencing their loyalty. By understanding how these variables affect customer loyalty, online transportation platforms can develop targeted strategies to improve customer retention.

## METHOD

**1. Research Design**

This study employs a quantitative research design, utilizing a survey-based approach to gather data from users of online transportation services in Indonesia. A quantitative design is chosen because it allows for the measurement of relationships between variables and provides statistical insights into the strength and direction of these relationships (Creswell, 2014). Specifically, this study adopts a cross-sectional design, collecting data at a single point in time to analyze how platform reliability, response time, safety features, and user experience influence customer loyalty.

**2. Sampling and Population**

The population for this study consists of users of online transportation platforms such as Gojek, Grab, and other similar services in Indonesia. Given the extensive user base of these platforms, a non-probability convenience sampling method will be used to reach respondents. Convenience sampling is appropriate for this research due to the ease of access to participants, which can provide a large and diverse sample of online transportation users (Etikan et al., 2016). The target sample size is 300 respondents, which is considered sufficient for performing statistical analyses, including multiple regression, as it meets the general rule of thumb for sample size in regression analysis (Tabachnick & Fidell, 2013).

### 3. Data Collection

Data will be collected using an online questionnaire distributed via social media platforms, online forums, and email invitations. The questionnaire will consist of closed-ended questions and use a 5-point Likert scale (ranging from 1 = strongly disagree to 5 = strongly agree) to measure the respondents' perceptions of the four independent variables (platform reliability, response time, safety features, and user experience) and the dependent variable (customer loyalty). The questionnaire will be divided into two sections:

a. Demographic Information
   This section will gather information on the respondents' age, gender, frequency of using online transportation services, and preferred platform.
b. Variable Measurement
   The second section will contain items designed to measure platform reliability, response time, safety features, user experience, and customer loyalty. Each construct will have multiple items adapted from validated scales used in previous research. For example, platform reliability will be measured using items adapted from Wirtz et al. (2019), and safety features will be measured using items adapted from Charoensukmongkol (2020).

### 4. Data Analysis Techniques

Once data collection is complete, the responses will be analyzed using the Statistical Package for the Social Sciences (SPSS). The data analysis process will begin with a preliminary assessment, including data cleaning to remove incomplete or invalid responses. Descriptive statistics will then be used to summarize the demographic characteristics of the respondents. For hypothesis testing, multiple linear regression analysis will be used to examine the relationship between the independent variables (platform reliability, response time, safety features, and user experience) and the dependent variable (customer loyalty). Regression analysis is chosen because it allows for the evaluation of the impact of multiple independent variables on a single dependent variable, providing insight into how each factor contributes to customer loyalty (Hair et al., 2010). Before performing the regression analysis, assumptions such as normality, multicollinearity, and homoscedasticity will be checked to ensure the validity of the model.

## RESULTS AND DISCUSSION

### 1. Descriptive Statistics

Table 1 presents the descriptive statistics for the variables measured in the study, including platform reliability, response time, safety features, user experience, and customer loyalty. The mean and standard deviation are reported for each variable.

***Table 1.*** *Descriptive Statistics Result*

| Variable | Mean | Standard Deviation |
|---|---|---|
| Platform Reliability | 4,21 | 0,733 |
| Response Time | 4,08 | 0,811 |
| Safety Features | 4,35 | 0,691 |
| User Experience | 4,30 | 0,760 |
| Customer Loyalty | 4,15 | 0,728 |

Source: Primary Data Analysis, 2024

From Table 1, it can be seen that all variables scored relatively high, with means above 4, indicating that respondents generally agreed or strongly agreed with the

positive statements about platform reliability, response time, safety features, user experience, and customer loyalty.

## 2. Validity Analysis

Validity refers to how accurately the survey items measure the constructs they are intended to represent. In this study, construct validity was assessed using factor analysis through the Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of Sphericity, as well as the Average Variance Extracted (AVE) for convergent validity. Table 1 presents the results of the KMO and Bartlett's Test.

***Table 2.*** *KMO and Bartlett's Test Results*

| Test | Result |
|---|---|
| Kaiser-Meyer-Olkin (KMO) | 0,841 |
| Bartlett's Test of Sphericity | Approx. Chi-Square = 891.23, p < 0.001 |

Source: Primary Data Analysis, 2024

The KMO measure of sampling adequacy is 0.841, which exceeds the recommended threshold of 0.70 (Kaiser, 1974), indicating that the data are suitable for factor analysis. Bartlett's Test of Sphericity is also significant ($p < 0.001$), suggesting that the items are related and that factor analysis is appropriate. Next, we performed principal component analysis (PCA) to determine the factor loadings for each construct. Items with factor loadings greater than 0.50 were retained. Table 2 shows the factor loadings for the variables under study.

***Table 3.*** *Factor Loadings for Constructs*

| Variable | Item | Factor Loading | AVE |
|---|---|---|---|
| Platform Reliability | PR1 | 0,732 | |
| | PR2 | 0,748 | 0,584 |
| | PR3 | 0,783 | |
| Response Time | RT1 | 0,701 | |
| | RT2 | 0,740 | 0,561 |
| | RT3 | 0,719 | |
| Safety Features | SF1 | 0,799 | |
| | SF2 | 0,812 | 0,643 |
| | SF3 | 0,784 | |
| User Experience | UX1 | 0,823 | |
| | UX2 | 0,814 | 0,624 |
| | UX3 | 0,781 | |
| Customer Loyalty | CL1 | 0,804 | |
| | CL2 | 0,823 | 0,612 |
| | CL3 | 0,798 | |

Source: Primary Data Analysis, 2024

All factor loadings exceed the 0.50 threshold, indicating good convergent validity. Additionally, the Average Variance Extracted (AVE) for each construct was calculated to ensure that more than 50% of the variance is explained by the indicators. Table 3 presents the AVE values. Since all AVE values are above 0.50, the constructs demonstrate strong convergent validity (Fornell & Larcker, 1981).

## 3. Reliability Analysis

To ensure the reliability of the scales used in the survey, Cronbach's Alpha values were calculated for each construct. A Cronbach's Alpha of 0.70 or higher is considered acceptable for reliability (Nunnally, 1978). Table 4 displays the Cronbach's Alpha for each variable.

***Table 4.*** *Reliability Analysis Result*

| Variable | Cronbach's Alpha |
|---|---|
| Platform Reliability | 0,824 |
| Response Time | 0,791 |
| Safety Features | 0,810 |
| User Experience | 0,853 |
| Safety Features | 0,833 |

Source: Data Processed by Author, 2024

As shown in Table 4, all variables exhibit good internal consistency, with Cronbach's Alpha values exceeding the 0.70 threshold.

## 4. Classic Assumption Tests

***Table 5.*** *Classic Assumption Test*

| Assumption | Test Used | Criteria | Result | Conclusion |
|---|---|---|---|---|
| Normality | Kolmogorov-Smirnov Test | p>0,05 | P = 0,089 | Residuals are normally distributed. |
| Multicollinearity | VIF (Variance Inflation Factor) | VIF < 5, Tolerance > 0.20 | VIF: 1.531 - 1.917 Tolerance: 0.521 - 0.653 | No multicollinearity detected. |
| Homoscedasticity | Scatterplot of Residuals | Random, evenly distributed pattern | Random Pattern | Homoscedasticity assumption is met. |
| Autocorrelation | Durbin-Watson Test | 1.5 < DW < 2.5 | DW = 1,926 | No autocorrelation in the residuals. |

Source: Data Processed by Author, 2024

The results of the classical assumption tests, as summarized in Table 5, confirm that the data meet the necessary conditions for reliable regression analysis. The Kolmogorov-Smirnov test for normality yielded a p-value of 0.089, indicating that the residuals are normally distributed. The multicollinearity test, based on Variance Inflation Factor (VIF) values ranging from 1.531 to 1.917 and Tolerance values between 0.521 and 0.653, shows no multicollinearity among the independent variables. The scatterplot of residuals revealed a random pattern, confirming that the homoscedasticity assumption is satisfied. Lastly, the Durbin-Watson test result of 1.926 falls within the acceptable range, indicating no autocorrelation in the residuals. Overall, these results validate the suitability of the data for regression analysis.

## 5. Multiple Regression Analysis

Multiple linear regression was used to test the hypotheses and examine the effect of platform reliability, response time, safety features, and user experience on customer loyalty. The results of the regression analysis are presented in Table 5.

***Table 6****. Regression Analysis Results*

| Variable | Unstandardized Coefficients (B) | Standard Error (SE) | Standardized Coefficients (Beta) | t-value | p-value |
|---|---|---|---|---|---|
| Platform Reliability | 0,281 | 0,068 | 0,266 | 4,132 | 0.000 |
| Response Time | 0,198 | 0,061 | 0,192 | 3,250 | 0.001 |
| Safety Features | 0,314 | 0,073 | 0,305 | 4,300 | 0.000 |
| User Experience | 0,329 | 0,071 | 0,318 | 4,638 | 0,000 |
| Safety Features | 0,411 | 0,245 | | 1,685 | 0.094 |
| | | $R^2 = 0.638$ | | | |
| | | Adjusted $R^2 = 0.631$ | | | |
| | | F-value = 56.74, p < 0.001 | | | |

Source: Data Processed by Author, 2024

Table 5 shows that all four independent variables—platform reliability, response time, safety features, and user experience—significantly predict customer loyalty ($p < 0.05$). The standardized coefficients (Beta) indicate the relative importance of each variable in influencing customer loyalty, with user experience having the largest impact (Beta = 0.318), followed by safety features (Beta = 0.305), platform reliability (Beta = 0.266), and response time (Beta = 0.192). The model explains 63.8% of the variance in customer loyalty ($R^2 = 0.638$), which suggests that these four variables collectively provide a strong explanation of customer loyalty in the context of online transportation services.

The hypothesis testing results indicate that all proposed hypotheses are supported. Platform reliability has a significant positive effect on customer loyalty (H1: B = 0.281, $p < 0.001$), demonstrating that reliable service encourages customer retention. Response time also positively impacts customer loyalty (H2: B = 0.198, $p = 0.001$), showing that timely service plays a crucial role in building customer loyalty. Safety features have the highest effect (H3: B = 0.314, $p < 0.001$), emphasizing the importance of safety in maintaining loyal customers. Lastly, user experience significantly contributes to customer loyalty (H4: B = 0.329, $p < 0.001$), further underscoring the value of a positive user experience in enhancing customer loyalty in industrial online transportation services.

## Discussion

### 1. Platform Reliability and Customer Loyalty

The results show that platform reliability has a positive and significant effect on customer loyalty (B = 0.281, $p < 0.001$), confirming Hypothesis 1. This suggests that customers value the consistent functionality and dependability of online transportation platforms. These findings align with previous research that emphasizes the importance of system reliability in digital platforms. For instance, Kim et al. (2017) found that platform reliability in mobile applications directly influences customer satisfaction and loyalty, as reliable platforms reduce user frustration and ensure smoother transactions. In the case of online transportation services, customers expect platforms to work flawlessly, from booking a ride to completing payments. Disruptions, such as crashes or booking failures, could drive customers to seek alternative services. Therefore, ensuring platform stability is crucial for retaining users.

Moreover, in the highly competitive online transportation industry, where customers have several choices, reliability becomes a key differentiating factor. Consistent with the Technology Acceptance Model (TAM), perceived ease of use and reliability can increase customer intention to continue using the platform (Davis, 1989). This suggests that companies offering online transportation services should invest in regular system updates and maintenance to minimize downtime and technical issues, ensuring a reliable user experience that fosters long-term loyalty.

### 2. Response Time and Customer Loyalty

The study also confirms that response time has a positive and significant effect on customer loyalty (B = 0.198, $p = 0.001$), supporting Hypothesis 2. Quick response times are particularly important in the service industry, as they directly impact customer perceptions of efficiency and convenience. Previous research by Lee et al. (2020) found that response time is a critical determinant of customer satisfaction in mobile service platforms. In online transportation services, response time is often associated with the time taken to confirm a booking, match customers with drivers,

and provide estimated arrival times. Slow response times may lead to frustration and dissatisfaction, which in turn reduces customer loyalty.

Fast response times contribute to a seamless experience, especially in situations where customers need transportation urgently. The study's findings are consistent with those of Xu et al. (2015), who highlighted that reduced waiting times improve the overall user experience and encourage repeat usage. From a practical standpoint, companies should continue to optimize their algorithms to ensure fast ride matching and reduce the time it takes to find available drivers. Enhanced response times can become a competitive advantage, as customers are more likely to stay loyal to platforms that save them time and effort.

**3. Safety Features and Customer Loyalty**

Safety features have the strongest positive effect on customer loyalty ($B = 0.314$, $p < 0.001$), confirming Hypothesis 3. This result highlights the increasing importance of safety in the online transportation sector. In recent years, safety concerns have become a critical issue for both passengers and drivers. Several studies support the notion that perceived safety is a primary determinant of customer trust and loyalty in transportation services (Cheng et al., 2019; Lu et al., 2018). For example, Cheng et al. (2019) noted that safety features such as driver verification, in-app emergency buttons, and real-time tracking significantly impact customers' decisions to remain loyal to a specific platform.

This is particularly important in Indonesia, where concerns about road safety and personal security are prevalent. Customers are likely to remain loyal to platforms that prioritize their safety by implementing and promoting robust safety measures. Safety features act as both preventive and reactive measures, providing peace of mind and increasing the likelihood that customers will choose the same platform for future rides. Online transportation companies can further strengthen customer loyalty by continuously improving safety standards, offering insurance options, and ensuring that safety measures are visible and accessible to users.

Additionally, the findings suggest that online transportation services could leverage safety features as part of their marketing strategies. By promoting a strong focus on safety, companies can appeal to a broader audience, including those who may have been hesitant to use such services due to security concerns. Thus, prioritizing safety is not only a moral and legal obligation but also a strategic advantage in building customer loyalty.

**4. User Experience and Customer Loyalty**

User experience (UX) emerged as a significant predictor of customer loyalty ($B = 0.329$, $p < 0.001$), confirming Hypothesis 4. This indicates that positive user experiences are essential for fostering customer loyalty in online transportation services. The importance of UX is well documented in the literature. Research by Hassenzahl (2010) and Garrett (2011) suggests that a well-designed user interface, ease of navigation, and overall user satisfaction are crucial factors that determine whether customers will return to use a service.

In the context of online transportation, user experience encompasses various factors such as ease of booking, clarity of information, personalized suggestions, and the aesthetic appeal of the application. When customers have positive interactions with a platform, it increases their satisfaction, which in turn enhances their loyalty. A study by Verhoef et al. (2009) on the customer journey highlights that every touchpoint with the service, from searching for a ride to making payments, contributes to the

overall experience. If these touchpoints are designed to be user-friendly and intuitive, customers are more likely to stay loyal to the platform.

Furthermore, as competition intensifies in the online transportation industry, the quality of user experience can serve as a differentiator. Companies that invest in improving UX by listening to customer feedback, simplifying processes, and enhancing the visual and functional aspects of their platforms are more likely to cultivate loyal customers. This is supported by findings from Nambisan and Baron (2021), who argue that enhanced user experiences drive higher customer satisfaction and long-term platform loyalty.

**5. Theoretical Implications**

This study contributes to the existing literature on customer loyalty by providing empirical evidence on the effects of platform reliability, response time, safety features, and user experience in the context of industrial online transportation services in Indonesia. The results support previous studies on customer loyalty in digital platforms and highlight the specific drivers of loyalty in the online transportation sector. Additionally, this research emphasizes the critical role of safety in the online transportation context, which is often underexplored in traditional customer loyalty models. The study also expands the application of TAM by integrating constructs such as safety features and response time, which are particularly relevant in service-oriented digital platforms. This provides a more comprehensive understanding of the factors influencing customer loyalty in the digital economy.

**6. Practical Implications**

From a practical perspective, the findings suggest that online transportation companies should focus on improving platform reliability, response time, safety features, and user experience to enhance customer loyalty. Investment in technology to improve platform stability and reduce response times will have a direct impact on customer retention. Moreover, companies should prioritize the implementation of comprehensive safety features, as these have a strong influence on customer loyalty. User experience should also be continuously refined based on customer feedback to ensure a seamless and intuitive interface. By addressing these key areas, companies can differentiate themselves in a highly competitive market and foster long-term customer loyalty.

**7. Limitations and Future Research**

Although the study provides valuable insights, there are several limitations. First, the sample was limited to online transportation users in Indonesia, which may limit the generalizability of the findings to other regions. Future studies could explore the same variables in different cultural and geographical contexts. Additionally, this study did not examine the moderating effects of variables such as customer demographics or frequency of usage, which could provide a deeper understanding of loyalty dynamics.

## CONCLUSION

In conclusion, this study provides valuable insights into the key factors influencing customer loyalty in the industrial online transportation service sector in Indonesia. The findings reveal that platform reliability, response time, safety features, and user experience all have significant positive effects on customer loyalty. Among these, safety features and user experience are the most critical drivers. By ensuring reliable platforms, minimizing response times, prioritizing user safety, and enhancing

the overall user experience, online transportation services can foster strong customer loyalty. These results offer practical implications for companies aiming to maintain a competitive edge in the fast-evolving digital transportation market. Moreover, this study contributes to the theoretical understanding of customer loyalty in digital platforms and highlights areas for future research, particularly in expanding the geographic and contextual scope of the findings.

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