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SOCIAL MEDIA MARKETING AND CELEBRITY ENDORSEMENT IMPACT ON PURCHASE INTENTION MEDIATED BY BRAND AWARENESS

DOI : 10.24912/ijaeb.v3i3.1196-1207

Angelica Laurence , Sanny Ekawati

page 1196-1207

 Abstract : 180 |  PDF : 229

PDF

FINANCIAL DISTRESS, AUDIT COMMITTEE, INDEPENDENT COMMISSIONER, AND AUDIT QUALITY'S IMPACT ON BANKING TAX AVOIDANCE

DOI : 10.24912/ijaeb.v3i3.1208-1221

Herni Kurniawati , Yustina Peniyanti Jap

page 1208-1221

 Abstract : 106 |  PDF : 93

PDF

DETERMINANTS OF CAPITAL STRUCTURE: EVIDENCE FROM FOOD AND BEVERAGE COMPANIES IN INDONESIA

DOI : 10.24912/ijaeb.v3i4.1222-1233

Clarissa Eunike Kusumajaya , Merry Susanti

page 1222-1233

 Abstract : 162 |  PDF : 170



PDF

THE EQUITY FACTORS THAT INFLUENCE BEHAVIORAL LOYALTY OF GRABFOOD APPLICATION USERS: STUDY OF GEN Z CONSUMERS IN DKI JAKARTA

DOI : 10.24912/ijaeb.v3i3.1288-1301

Nathan Indra Gotama , Sanny Ekawati

page 1288-1301

 Abstract : 121 |  PDF : 111

PDF

DETERMINANTS OF BRAND LOYALTY AT XYZ COFFEE SHOP: A STUDY OF GEN Z IN JAKARTA

DOI : 10.24912/ijaeb.v3i3.1302-1310

Cindy Nathania Liman , Sanny Ekawati

page 1302-1310

 Abstract : 194 |  PDF : 140

PDF

INTERNAL AND EXTERNAL FACTORS AFFECTING AUDITOR'S ABILITY IN DETECTING FRAUDULANCE FROM THE ACCOUNTING STUDENT'S PERSPECTIVE

DOI : 10.24912/ijaeb.v3i3.1311-1324

Jhun Liong , Linda Santioso

page 1311-1324

 Abstract : 166 |  PDF : 129

PDF

THE EQUITY FACTORS THAT INFLUENCE BEHAVIORAL LOYALTY OF GRABFOOD APPLICATION USERS: STUDY OF GEN Z CONSUMERS IN DKI JAKARTA

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ABSTRACT

This study examines the impact of equity factors on behavioral loyalty through attitudinal loyalty among Gen Z consumers of the GrabFood application in DKI Jakarta. Quantitative method was applied in this study through a google form questionnaire with Likert scale. Data was collected from 145 Gen Z consumers who used the GrabFood application at least once in the last 2 months. This study employs a purposive sample strategy in conjunction with the aid of SmartPLS 4.0 software. According to the findings of the Structural Equation Modeling (SEM), attitudinal loyalty is significantly positively impacted by the third component of customer-perceived equity. Moreover, connection equity significantly improves behavioral loyalty, although brand equity and value equity have little influence on the same. Behavioral loyalty is significantly positively impacted by the attitudinal loyalty component as well. The association between brand equity and value equity and behavioral loyalty can be mediated by attitudinal loyalty characteristics, according to mediation tests. However, the relationship between behavioral loyalty and relationship equity cannot be mediated by attitudinal loyalty. The study reveals that it is important for business owners to add value to their brands and build positive relationships with brand customers, as attitudinal loyalty to a brand is determined by value equity, brand equity, and relationship equity. On the other hand, customer behavioral loyalty is often determined by the attitudinal loyalty of the customers which further explains why businesses should increase a positive attitude towards the brand.

Keywords: Value Equity, Brand Equity, Relationship Equity, Attitudinal Loyalty, Behavioral Loyalty

1. INTRODUCTION

The advent of the digital age has brought about enormous changes to many facets of life, including the internet, thanks to information and communication technology. Indonesia has experienced a significant increase in internet users over the past seven years, with the most significant increase occurring in 2020-2021 due to the pandemic (DataBoks, 2024). It has had a significant impact on people's daily lives, including work, school, communication, shopping and food delivery. Survey in 2020 showed that 31% of respondents agreed that they shopped online during the pandemic (BPS, 2020), one industry that has experienced an increase is the online food delivery industry, this is because all restaurants do not apply dine in when Covid-19 occurs. This situation forces all restaurants to use online food delivery as an alternative to delivering food and drinks to customers.

Research by Measurable AI in the Asia Online Delivery Report (2019-2022) shows that demand for online food delivery in Indonesia is on the rise, with an average order value of IDR 60,000 in 2022. Based on a survey in 2022 also found that 64% of respondents used digital services only to order food and drinks digitally during the pandemic (Tenggara Strategics, 2022). However, the trend of online food delivery in Indonesia has continued after the pandemic, with Indonesia leading the online food delivery sales figures during 2023, with sales

value of \$4.6 billion or IDR 78 trillion, the highest in Southeast Asia (Momentum Works, 2023).

The trend of online food delivery can continue to increase every year because of the convenience provided by the online food delivery application to users of online food delivery services. Based on a survey in 2022, 72% of respondents continued to use online food delivery because of the convenience provided by the application (Tenggara Strategics, 2022). GrabFood, with the highest percentage of sales in Indonesia, is the most popular app, followed by GoFood with 38% and ShopeeFood with 12% (Momentum Works, 2023). A 2021 survey further reveals that the largest population user of online food delivery apps in Indonesia goes to generation Z or Gen Z. Half of the people in the survey chose Grab as their favorite app due to its convenience, payment methods, and diverse menu (Katadata Insight Center, 2021).

This study aims to analyze equity factors which has an implication towards customers loyalty behavior to generation Z who uses Grabfood application and has a domicile in Jakarta. This study is a vital asset towards business owners who focus on online food since the majority of the customers are those who are technologically advanced and prioritizes instant process, which then further emphasizes that businesses should focus on customer loyalty behavior which are built by customer loyalty attitude towards the brand.

Utility Theory

Individual preferences are the basis of the Utility Theory view. According to Etti *et al.* (2009), this theory is an economic theory that states that people can consistently rank their choices according to their preferences. Preferences seem to be embedded in everyone and will vary from one person to another. Therefore, it can be said that personal preferences are inherent. Utility Theory aims to explain people's choices and behavior.

According to Lee and Min (2013), this theory explains how individual consumers value things by comparing “the utility provided by the attributes of a product or service and the utility reflected in the price paid.” According to Caruana *et al.* (2000), this theory also states that consumers usually choose services based on how they perceive quality in relation to cost. In addition, consumers often concentrate on gaining benefits from using a particular good or service. Utility Theory has been used in the service context to understand how economic consumption behavior affects customer delight.

So, this theory is used as a basis for understanding how the perceived equity factors of food delivery applications can influence customer loyalty behavior. This research views the three aspects of equity namely value, brand and relationship as determinants of attitudinal loyalty and behavioral loyalty.

Value Equity

According to Rust *et al.* (Al Wafa and Matusin, 2024), value equity is a consumer's assessment of a brand's utility on the basis of what they receive and what is on offer. According to Winayaputra and Trisnawati (2024), value equity is defined as the difference between the benefit gained from customers and the money they had to sacrifice when using the product or services. Lemon *et al.* (Kwon and Ahn, 2022) defined value equity as an objective evaluation made by the customers towards the utility of a brand, according to the viewpoint as to what is given for what is received.

Brand Equity

According to Aaker (Lito and Selamat, 2022), brand equity is a set of assets and liabilities that can add to, or even subtract from, the value of the offering. Lassar *et al.* (Oliveira et al, 2023) defined brand equity as an increase in utility and an attractiveness given by a certain brand for a certain product.

Relationship Equity

According to Lemon *et al.* (Kwon and Ahn, 2022), beyond the objective and subjective evaluation of the brand, relationship equity is the tendency of customers to continue using the brand. Zeithaml *et al.* (Abadi *et al.*, 2023) defined relationship equity as the result of customers' reaction towards a certain business action which has an objective to build and persist in the customers network which has a commitment towards an organization.

Attitudinal Loyalty

According to Prathama and Soelaiman (2023), attitudinal loyalty is consumer behavior that is shown through the frequency of customers making repeat purchases. Attitudinal loyalty is defined as a psychological and emotional response towards the loyalty which symbolizes a unique interconnection between the consumers and the company, as mentioned by Hermantoro and Albari (2022). Furthermore, Valino *et al.* (2021) mentioned that attitudinal loyalty is a strong commitment, without external factors such as marketing competitiveness and situational factors, to consistently repurchase a particular product or service in the future.

Behavioral Loyalty

According to Oliver (Belli *et al.*, 2022), behavioral loyalty is a pattern of behavior of repurchasing or using preferred goods or services regularly. Behavioral loyalty is an individual behavior in consistently purchasing a product or service from a certain company as written by Zafar *et al.* (Albarq, 2023). Over time, repeat purchases from the same business are more likely to come from customers who show high levels of behavioral loyalty. Ehrenberg and Goodhardt (Ibrahim, 2022) further explains that behavioral loyalty is defined as a repurchase process which attracts consumers and enhances loyalty towards a certain brand.

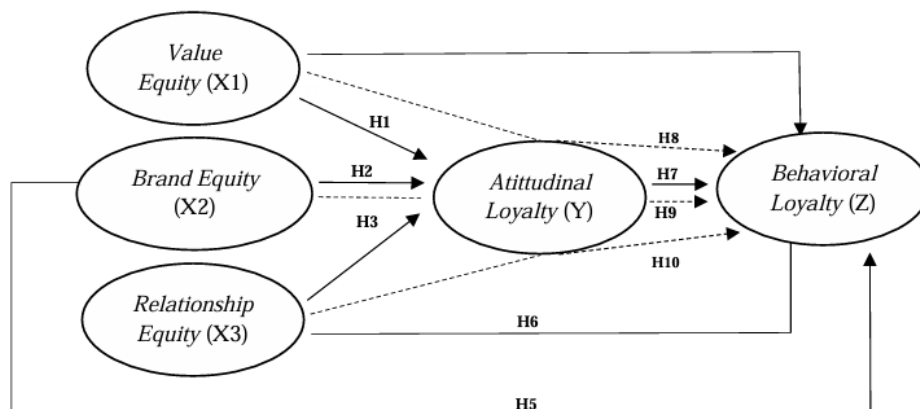


Figure 1. Research Model

The Relation between Value Equity and Attitudinal Loyalty

According to a study by Kwon and Ahn (2022), attitudinal loyalty is positively and significantly impacted by value equity. According to research by Al Wafa and Matusin (2024), value equity and attitudinal loyalty have a positive and significant impact. According to study by Vogel *et al.* (2008), loyalty intention (attitudinal) and value equity have a positive and

substantial relationship. The findings of earlier studies allow for the formulation of the following hypothesis:

H₁: Value Equity has a significant influence on Attitudinal Loyalty.

The Relation between Brand Equity and Attitudinal Loyalty

Park and Namkung (2022) conducted research and found that attitudinal loyalty and brand equity have a favorable and significant relationship. Taylor *et al.* (2004) conducted research and found the results that attitudinal loyalty and brand equity have a positive and significant relationship. Wulandari (2012) conducted research and found the results that brand equity has a significant effect on attitudinal loyalty to the brand. The following hypothesis can be formulated on the basis of the results of previous research:

H₂: Brand Equity has a significant influence on Attitudinal Loyalty.

The Relation between Relationship Equity and Attitudinal Loyalty

Dlačić and Žabkar (2012) conducted research and found that there is a positive and significant impact between relational equity and attitudinal loyalty. Iman *et al.* (2023) conducted research and found the results that relationship equity and attitudinal loyalty have a strong positive relationship. Wang *et al.* (2021) conducted research and found the results that there is a positive and significant influence between relationship equity and loyalty intention (attitudinal). Based on the results of previous research, the following hypothesis can be formulated:

H₃: Relationship Equity has a significant influence on Attitudinal Loyalty.

The Relation between Value Equity and Behavioral Loyalty

Picon-Berjoyo *et al.* (2016) researched and found the results that there is a positive and direct influence between perceived value (value equity) and behavioral loyalty. Dewi and Utami (2020) conducted research and found the results that there is a significant influence between perceived value (value equity) and behavioral loyalty. Nawarini (2019) conducted research and found the results that there is a positive and significant influence between perceived value (value equity) and behavioral loyalty. Based on the results of previous research, the following hypothesis can be formulated:

H₄: Value Equity has a significant influence on Behavioral Loyalty.

The Relation between Brand Equity and Behavioral Loyalty

According to research by Hariharan *et al.* (2018), brand equity and behavioral loyalty have a positive and significant influence. According to research by Said and Asri (2019), brand equity and behavioral loyalty have a favorable and significant relationship. According to research by Chahal and Bala (2010), brand equity and behavioral loyalty have a positive and significant relationship. The findings of earlier studies allow for the formulation of the following hypothesis:

H₅: Brand Equity has a significant influence on Behavioral Loyalty.

The Relation between Relationship Equity and Behavioral Loyalty

Mirmehdi (2023) conducted research and found the results that relationship equity and behavioral loyalty have a positive and significant impact. Yoshida and Gordon (2012); Lee *et al.*, (2018) conducted research and found the results between relationship equity and behavioral loyalty there is a positive and significant impact. Based on the results of previous research, the following hypothesis can be formulated:

H₆: Relationship Equity has a significant influence on Behavioral Loyalty.

The Relation between Attitudinal Loyalty and Behavioral Loyalty

According to research by Biscaia et al. (2013), there is a positive correlation between behavioral and attitudinal loyalty. According to research by Lee and Peng (2021), there is a strong and positive correlation between behavioral and attitudinal loyalty. According to research by Dikcius et al. (2019), there is a strong and positive correlation between behavioral and attitudinal loyalty. The findings of earlier studies allow for the formulation of the following hypothesis:

H₇: Attitudinal Loyalty has a significant influence on Behavioral Loyalty.

The Relation between Value Equity and Behavioral Loyalty through Attitudinal Loyalty

Senić and Marinković (2014) conducted research and found that through attitudinal loyalty, value equity has a positive and significant impact on behavioral loyalty. Li (2021) conducted research and found that perceived value has a significant effect on behavioral loyalty through attitudinal loyalty. Based on the results of previous research, the following hypothesis can be formulated:

H₈: Value Equity has a significant influence on Behavioral Loyalty through Attitudinal Loyalty.

The Relation between Brand Equity and Behavioral Loyalty through Attitudinal Loyalty

Husain (2017) conducted research and found the results that brand equity has a positive and significant impact on behavioral loyalty through attitudinal loyalty. Goyal and Verma (2023) conducted research and found that overall brand equity has a positive and significant effect on behavioral loyalty through attitudinal loyalty. Based on the results of previous research, the following hypothesis can be formulated:

H₉: Brand Equity has a significant influence on Behavioral Loyalty through Attitudinal Loyalty.

The Relation between Relationship Equity and Behavioral Loyalty through Attitudinal Loyalty

Dlačić and Žabkar (2012) conducted a study and found that relational equity has a positive and significant impact on behavioral loyalty through attitudinal loyalty. Kwiatek *et al.* (2019) conducted research and found that relationship quality has a significant effect on behavioral loyalty through attitudinal loyalty. Based on the results of previous research, the following hypothesis can be formulated:

H₁₀: Relationship Equity has a significant influence on Behavioral Loyalty through Attitudinal Loyalty.

2. RESEARCH METHOD

According to Arikunto (2013), descriptive research design is defined as research that seeks to explore circumstances, elements, or other aspects that have been discussed, and the results are poured out through making research reports. According to Priadana and Sunarsi (2021), a quantitative approach involves collecting data that can be assessed by statistical, mathematical, or computer methods to conduct a systematic investigation of a phenomenon.

Additionally, this study employs purposive sampling in conjunction with a non-probability sampling technique. According to Iswahyudi et al. (2023), non-probability is a technique that states that not every member of the population has an equal chance of being selected as a study sample. Purposive sampling, on the other hand, is a research sampling method that chooses research samples from the population based on preset criteria.

The sample of this study is 145 Gen Z consumer respondents who have made transactions at GrabFood at least once in the last 2 months. The respondents involved consisted of 75 male respondents (51.7%) and 70 female respondents (48.3%). The most dominant age range of respondents is 21-24 years old with a total of 114 respondents (78.6%). Finally, the majority of respondents' domicile came from West Jakarta, namely 93 respondents (64.1%). The variable indicators used in this study are related to previous research in the following ways:

Table 1. Variables Operationalization

Variable	Indicator	Source
Value Equity	The ratio between the price and the quality of the products and services offered by GrabFood is very good.	Kwon dan Ahn (2022)
	I can order food at convenient places using the GrabFood app.	
	I can use the products/services from the GrabFood app at any time.	
	I can use the products/services from the GrabFood app anywhere.	
Brand Equity	The Grabfood app has a strong brand.	
	The Grabfood app has a unique brand.	
	The Grabfood app has an innovative brand.	
	The Grabfood app emphasizes the importance of social responsibility.	
Relationship Equity	The GrabFood app gives me more value.	
	I use GrabFood frequently.	
	I feel comfortable using the GrabFood app.	
Attitudinal Loyalty	I feel committed to the GrabFood app.	
	I trust the GrabFood app.	
	GrabFood provides better service than other apps.	
	Compared to other food service apps, I believe GrabFood offers more benefits.	
Behavioral Loyalty	I prefer the GrabFood app over other food service apps.	
	I would recommend the GrabFood app to people who ask for my advice.	
	I encourage my friends to use the GrabFood app.	
	I consider the GrabFood app as my first choice when it comes to food service.	

3. RESULTS AND DISCUSSIONS

The analysis in this study includes outer model test, coefficient of determination, multicollinearity test, predictive relevance, effect size, and hypothesis testing. Convergent validity analysis in this study was tested using the outer loadings and AVE values. According to Hair *et al.* (2014), if the AVE result is greater than 0.50 (>0.50) and the value of each item on the loading factor or outer loading must be greater than or equal to 0.7 then convergent validity is supported.

Each variable's value has satisfied the AVE standards, which are more than 0.50, according to the AVE results in Table 2 below. However, all the variables' loading factor values have values greater than or equal to 0.7, indicating that they are legitimate.

Table 2. Outer Model Test

Variable	Loading Factor	Average variance extracted (AVE)	Cronbach's alpha	Composite reliability
Attitudinal Loyalty	AL1	0.755	0.839	0.893
	AL2	0.839		
	AL3	0.848		
	AL4	0.843		
Brand Equity	BE1	0.761	0.642	0.814
	BE2	0.821		
	BE3	0.827		
	BE4	0.794		
Behavioral Loyalty	BL1	0.855	0.760	0.842
	BL2	0.859		
	BL3	0.901		
Relationship Equity	RE1	0.840	0.696	0.854
	RE2	0.840		
	RE3	0.821		
	RE4	0.835		
Value Equity	VE1	0.812	0.601	0.780
	VE2	0.774		
	VE3	0.713		
	VE4	0.798		

Ghozali (2016) states that a research instrument is deemed practicable if its CA value is greater than 0.60 (>0.60). According to Hair *et al.* (2014), a value of 0.60 is acceptable, but a better CR value must be more than 0.70 (>0.70). Based on Table 2 above, the CA and the CR values have high reliability.

Table 3. Discriminant Test

Cross Loadings						Fornell Larcker Criterion					
Variable	AL	BE	BL	RE	VE	Variable	AL	BE	BL	RE	VE
AL 1	0.755	0.669	0.618	0.634	0.689	Attitudinal Loyalty	0.822	0.777	0.801	0.777	0.703
AL 2	0.839	0.624	0.647	0.644	0.540						
AL 3	0.848	0.644	0.640	0.715	0.659						
AL 4	0.843	0.616	0.649	0.694	0.575						
BE 1	0.552	0.761	0.530	0.589	0.571	Brand Equity	0.777	0.801	0.777	0.703	0.872
BE 2	0.652	0.821	0.610	0.665	0.598						
BE 3	0.635	0.827	0.539	0.583	0.576						
BE 4	0.644	0.794	0.570	0.675	0.608						
BL 1	0.659	0.625	0.855	0.699	0.601	Behavioral Loyalty	0.777	0.703	0.872	0.777	0.703
BL 2	0.662	0.591	0.859	0.680	0.564						
BL 3	0.710	0.623	0.901	0.756	0.572						
RE 1	0.687	0.663	0.700	0.840	0.663	Relationship Equity	0.818	0.786	0.817	0.834	0.818
RE 2	0.642	0.594	0.673	0.840	0.609						
RE 3	0.694	0.628	0.638	0.821	0.701						
RE 4	0.704	0.731	0.713	0.835	0.526						
VE 1	0.674	0.633	0.635	0.712	0.812	Value Equity	0.751	0.735	0.663	0.748	0.775
VE 2	0.535	0.540	0.554	0.590	0.774						
VE 3	0.537	0.490	0.352	0.476	0.713						
VE 4	0.565	0.602	0.471	0.503	0.798						

Henseler *et al.* (2015) state that the Fornell Larcker Criterion is applied by calculating the square root value of the construct's Average Variance Extracted and comparing it to the correlation with other constructs in the model. According to Sekaran and Bougie (2016), cross loadings are tested by looking at the indicator value for each construct higher than the indicator value for other variable constructs. Based on Table 3 above, each construct with a square root

value of AVE has a greater correlation than other constructs. Meanwhile, for cross loadings, the indicator value for each construct is higher than the indicator value for other variable constructs. Therefore, it can be concluded that the research variable indicators have met the discriminant validity requirements.

Table 4. Multicollinearity Test Results

Variable	Nilai	Keterangan
AL = f (VE,BE,RE)		
VE	VIF = 2.603	There is no multicollinearity.
BE	VIF = 3.002	There is no multicollinearity.
RE	VIF = 3.131	There is no multicollinearity.
BL = f (VE,BE,RE,AL)		
VE	VIF = 2.798	There is no multicollinearity.
BE	VIF = 3.264	There is no multicollinearity.
RE	VIF = 3.872	There is no multicollinearity.
AL	VIF = 3.792	There is no multicollinearity. There is no multicollinearity.

According to Hair *et al.* (2018), a higher VIF value indicates a higher level of collinearity. When the VIF value is 5 or higher, there is a problem with collinearity between the predictor constructs. Based on Table 4 above, the multicollinearity test results have met the requirements because the VIF value in this research variable is less than 5, which means that the level of correlation between variables is good and there is no multicollinearity between independent variables.

Table 5. Analysis Results of R² and Q²

Variable	R ²	Q ²
Attitudinal Loyalty	0.736	0.720
Behavioral Loyalty	0.704	0.666

According to Hair *et al.* (2014), the coefficient of determination (R²) shows the combination of exogenous (independent) variables with endogenous (dependent) variables. R² has a value scale from 0 to 1, number 1 indicates perfect prediction accuracy. The value equity, brand equity, and relationship equity variables account for 73.6% of the attitudinal loyalty variable, while other variables account for 26.4%, according to the results of R² analysis for the attitudinal loyalty variable in Table 5. Additionally, R² for behavioral loyalty analysis yielded a result of 0.704, meaning that the value equity, brand equity, relationship equity, and attitudinal loyalty variables account for 70.4% of the behavioral loyalty variable, with other variables accounting for 29.6%. According to Hair *et al.* (2014), cross-validated redundancy (Q²) evaluates the predictive relevance of the inner model using sample reuse techniques, with smaller differences indicating greater accuracy. If the Q² number is more than 0 (>0), it can be considered good. In Table 5, the results of Q² already have a value of more than 0 (>0). So, it can be concluded that the variables in this study can explain the model well.

Table 6. Effect Size Test Results

Variabel	Nilai	Keterangan
Value Equity → Attitudinal Loyalty	f ² : 0.075	Small Effect
Brand Equity → Attitudinal Loyalty	f ² : 0.087	Small Effect
Relationship Equity → Attitudinal Loyalty	f ² : 0.237	Moderate Effect
Value Equity → Behavioral Loyalty	f ² : 0.000	No Effect
Brand Equity → Behavioral Loyalty	f ² : 0.003	No Effect
Relationship Equity → Behavioral Loyalty	f ² : 0.238	Medium Effect
Attitudinal Loyalty → Behavioral Loyalty	f ² : 0.083	Small Effect

Based on Table 6 above, the effect size test results of value equity and brand equity on attitudinal loyalty have a small effect because they have a value below 0.15. Then relationship equity has a moderate effect on attitudinal loyalty because it has a value below 0.35. Furthermore, the effect size test results of value equity and brand equity on behavioral loyalty have no effect because they have a value below 0.002. The relationship equity variable has a moderate effect because it has a value below 0.35. Finally, the attitudinal loyalty variable has a small effect on behavioral loyalty because it has a value below 0.15.

Table 7. Hypothesis and Mediation Test Results

	Hypothesis	Path Coefficient	p-value	Results
H ₁	Value Equity has a significant influence on Attitudinal Loyalty.	0.227	0.007	Supported
H ₂	Brand Equity has a significant influence on Attitudinal Loyalty.	0.263	0.008	Supported
H ₃	Relationship Equity has a significant influence on Attitudinal Loyalty.	0.442	0.000	Supported
H ₄	Value Equity has a significant influence on Behavioral Loyalty.	0.006	0.954	Not Supported
H ₅	Brand Equity has a significant influence on Behavioral Loyalty. influence	0.051	0.615	Not Supported
H ₆	Relationship Equity has a significant influence on Behavioral Loyalty.	0.523	0.000	Supported
H ₇	Attitudinal Loyalty has a significant influence on Behavioral Loyalty.	0.306	0.003	Supported
H ₈	Value Equity has a significant influence on Behavioral Loyalty through Attitudinal Loyalty.	0.069	0.023	Supported
H ₉	Brand Equity has a significant influence on Behavioral Loyalty through Attitudinal Loyalty.	0.080	0.032	Supported
H ₁₀	Relationship Equity has a significant influence on Behavioral Loyalty through Attitudinal Loyalty.	0.135	0.055	Not Supported

Based on the results of the first hypothesis test, value equity has a positive significant influence on attitudinal loyalty of Gen Z consumers on the GrabFood application in DKI Jakarta. So, it can be concluded that H₁ is supported, where this finding aligns with previous research from Kwon & Ahn, (2022); Al Wafa and Matusin, (2024); Vogel *et al.*, (2008) which states that the equity of values has a positive and significant influence on the loyalty of attitudes. This means that value equity such as price comparison, quality and flexibility are decisive in creating attitudinal loyalty.

Based on the results of the second hypothesis test, brand equity has a positive significant influence on attitudinal loyalty of Gen Z consumers on the GrabFood application in DKI Jakarta. So, it can be concluded that H₂ is supported, where this finding is consistent with previous research from Park and Namkung, (2022); Taylor *et al.*, (2004); Wulandari, (2012) which states that brand equity has a positive influence on attitudinal loyalty. This means that brand equity such as strong, unique, innovative brands, and an emphasis on social responsibility are important in creating attitudinal loyalty.

Based on the results of the third hypothesis test, relationship equity has a positive significant influence on attitudinal loyalty of Gen Z consumers on the GrabFood application in DKI Jakarta. So, it can be concluded that H₃ is supported, where this finding aligns with previous research from Dlačić and Žabkar, (2012); Iman *et al.*, (2023); Wang *et al.*, (2021) which states that relationship equity has a positive and significant effect on attitudinal loyalty. This means

that relationship equity perceived by consumers such as perceived value, comfort, and commitment is decisive in creating attitudinal loyalty.

Based on the results of the fourth hypothesis test, value equity has a positive insignificant effect on behavioral loyalty of Gen Z consumers on the GrabFood application in DKI Jakarta. So it can be concluded that H₄ is not supported, where this finding is not consistent with previous research from Picon-Berjoyo *et al.*, (2016); Dewi and Utami, (2020); Nawarini, (2019) which states that value equity has a positive influence on behavioral loyalty. This means that perceived value equity such as price comparison, quality and flexibility are uncertain things in creating behavioral loyalty.

Based on the results of the fifth hypothesis test, brand equity has a positive insignificant effect on behavioral loyalty of Gen Z consumers on the GrabFood application in DKI Jakarta. So, it can be concluded that H₅ is not supported, where this finding is not consistent with previous research from Hariharan *et al.*, (2018); Said and Asri, (2019); Chahal and Bala, (2010) which state that brand equity has a significant influence on behavioral loyalty. This means that perceived brand equity such as strong, unique, innovative brands, and an emphasis on social responsibility are uncertain things in creating behavioral loyalty.

Based on the results of the sixth hypothesis test, relationship equity has a positive significant influence on Gen Z consumer behavioral loyalty in the GrabFood application in DKI Jakarta. So, it can be concluded that H₆ is supported, where this finding is consistent with previous research from Mirmehdi, (2023); Yoshida and Gordon, (2012); Lee *et al.*, (2018) which states that relationship equity has a positive and significant effect on behavioral loyalty. This means that relationship equity perceived by consumers such as perceived value, comfort, and commitment is important in creating behavioral loyalty.

Based on the results of the seventh hypothesis test, attitudinal loyalty has a positive significant influence on behavioral loyalty of Gen Z consumers on the GrabFood application in DKI Jakarta. So, it can be concluded that H₇ is supported, where this finding aligns with previous research from Biscaia *et al.*, (2013); Lee and Peng, (2021); Dikcius *et al.*, (2019) which states that attitudinal loyalty has a significant impact on behavioral loyalty. This means that attitudinal loyalty felt by consumers such as trust in the GrabFood application, GrabFood service that is better than other applications, the GrabFood application offers more advantages than other food service applications, and consumer preferences to have GrabFood over other food applications are important in creating behavioral loyalty/behavioral loyalty.

Based on the results of the eighth hypothesis test, value equity has a positive and significant influence on behavioral loyalty through attitudinal loyalty of Gen Z consumers on the GrabFood application in DKI Jakarta. So, it can be concluded that H₈ is supported, where in this hypothesis shows full mediation and is in line with previous research from Senić and Marinković, (2014); Li, (2021) which states that value equity has a positive and significant effect on behavioral loyalty through attitudinal loyalty. This means that perceived value equity such as price comparison, quality and flexibility can create behavioral loyalty but in creating it consumers feel attitudinal loyalty first.

Based on ninth hypothesis test results, brand equity has a positive significant influence towards behavioral loyalty through attitudinal loyalty of Gen Z consumers on the GrabFood application in DKI Jakarta. So, it can be concluded that H₉ is supported, where in this hypothesis shows full mediation and is consistent with previous research from Husain, (2017); Goyal and Verma,

(2021) which state that brand equity has a positive and significant effect towards behavioral loyalty through attitudinal loyalty. This means that perceived brand equity such as strong, unique, innovative brands and an emphasis on social responsibility can create behavioral loyalty but in creating it consumers feel attitudinal loyalty first.

Based on tenth hypothesis test results, relationship equity has a positive but insignificant effect on behavioral loyalty through attitudinal loyalty of Gen Z consumers on the GrabFood application in DKI Jakarta. So, it can be concluded that H_{10} is not supported, where in this hypothesis shows non-mediation and is not consistent with previous research from Dlačić and Žabkar, (2012); Kwiatek *et al.*, (2019) which states that relationship equity has a positive and significant impact towards behavioral loyalty through attitudinal loyalty. This means that relationship equity perceived by consumers such as perceived value, comfort, and commitment can create behavioral loyalty directly without the need to feel attitudinal loyalty first.

4. CONCLUSIONS AND SUGGESTIONS

The three aspects of equity perceived by customers have a significant impact on attitudinal loyalty. In addition, relationship equity has a significant effect on behavioral loyalty, but value equity and brand equity do not affect behavioral loyalty. The attitudinal loyalty variable also has a significant impact towards behavioral loyalty. Mediation tests show that attitudinal loyalty variables can mediate brand equity and value equity with behavioral loyalty. However, attitudinal loyalty cannot mediate relationship equity with behavioral equity. This research reveals brand loyalty attitudes are determined by value equity, brand equity, and relationship equity. This further reinforces the importance of providing additional value of a particular brand and building a customer relationship with the aforementioned brand by a company. Meanwhile, customer loyalty behavior tends to be determined by the attitude of consumer loyalty to the brand, thus further proves that business owners should increase a positive attitude towards the aforementioned brand.

It is recommended that GrabFood always pay attention to the price comparison with the quality of the products/services offered. In ways such as making attractive promos and paying attention to driver SOPs in terms of delivering food. GrabFood must pay attention to the brand to make it more unique and different. By maximizing copywriting and creating catchy slogans to attract more consumers. GrabFood must maintain relationships that can make customers committed when using the GrabFood application. By providing incentive bonuses, rewards, and creating the UI (User Interface) easy and visually appealing. GrabFood must maintain a relationship that can make customers prefer the GrabFood application over other applications. By maximizing the speed of food delivery and improving customer service to be more responsive.

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