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Gojek and Brand Popularity: A Study of the Mediating Effect of Gojek's Merger with Competitor

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ABSTRACT

Objective – To investigate consumer attitudes towards accepting Gojek's merger with competitor and the effects on Gojek's brand popularity.
Methodology – This research uses quantitative method distributed to Gojek's active users (n=506) in Indonesia through an online survey platform. The data was analyzed using multiple linear regression.
Findings – The variables attachment to Gojek, satisfaction with Gojek, and acceptance of Gojek's merger with competitors were significant contributors to the dependent variable brand popularity of Gojek. Meanwhile, word-of-mouth about Gojek and perceived fairness of Gojek price do not have significant relationships with brand popularity of Gojek. For the dependent variable acceptance of Gojek's merger with a competitor, word-of-mouth about Gojek and attachment to Gojek were significant contributors. At the same time, perceived fairness of Gojek price and satisfaction with Gojek were not significant contributors.
Novelty – This research provides an insight into brand popularity of Gojek services in Indonesia and the influence of the acceptance of Gojek's merger with competitor.
Keywords*: Merger; Brand Popularity; Word-of-Mouth; Brand Attachment*

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I. INTRODUCTION

Traffic congestion is a significant problem that occurs in major cities in Indonesia, including DKI Jakarta. According to Tomtom Traffic Index, the urban congestion traffic index worldwide, Jakarta traffic is ranked 10th out of 4116 cities in 57 countries. It has a 53% congestion level with 599,775,289 km road data coverage in 2019 (Tomtom, 2019). This traffic jam affects the uncertainty seen in terms of time, cost, and community environment (Ekawati et al., 2014). The World Bank estimates total losses due to congestion to reach the US$ 2.6 billion, equivalent to IDR 36 Trillion for Jakarta only (Victoria, 2019). There was an appeal to use public transportation to reduce traffic congestion from the local government. However, the proposed solution is relatively invalid in Jakarta because public transportation in Jakarta is inseparable from problems. There is a lack of fixed schedule, route patterns that force transfers, excess passengers during peak hours, poor internal and external conditions, and reckless drivers endangering safety (Tamin et al., 1999).

In the era of industry 4.0, the development of communication technology provides social change to the community. Various start-up emerges by utilizing the development of these communication technologies; one of them is ridesharing service. The presence of ridesharing applies appropriate communication technology when people need secure transportation facilities and can be a solution when traffic jams. Moreover, transportation services with the internet make it easy for people to order, rate transportation costs, destination locations, and identify drivers, a new form of innovation in the transportation business

world. One of the technology-based ridesharing mobile applications that the community can utilize is Gojek. Formed by Nadiem Makarim, Kevin Aluwi, and Michaelangelo Moran, Gojek began operations in Jakarta since 2010 (Gojek, 2020). Nowadays, Gojek is becoming the largest on-demand mobile platform in Southeast Asia and now operates in 207 cities in five countries (Andriani, 2019). This fact confirms the number of active users of Gojek in Indonesia, equivalent to the World's Largest Ridesharing Application (Andriani, 2019). However, Gojek is issued to be merging with its competitor, Grab (Setyowati, 2020). This issue was spread on social media and some online news webpage, which mention Gojek's Brand. It is crucial to examine the continuation to find out whether Gojek Brand Popularity is changing in the customers' perception. This study's purpose is to investigate consumer attitudes towards the acceptance of Gojek's merger with the competitor and the effects on Gojek's brand popularity.

II. LITERATURE REVIEW

Brand Popularity

Brand popularity and brand image are felt in all aspects of brand image for individual consumers (Baumann et al., 2015). Brand Popularity is a broader context, can include interaction and experience with brands (Brakus et al., 2009). Also, strong ties between brands and consumers, such as customer trust in brands (Hiscock, 2001). Brand popularity is determined by the reputation of the brand that is currently well-known and brand equity in terms of ability, strength, and uniqueness (Keller, 2001; Aaker, 1996). According to Griffith et al. (2018), companies need to respond to customer concerns or issues in the community that is not based on concrete facts. In line with the study from Dyal-Chand (2015), they need to protect their brand popularity with maximum effort.

Word-of-Mouth (WOM)

Word-of-mouth (WOM) is defined as informal communication among private parties concerning evaluations of goods or services rather than a formal complaint to the company or individual (Dichter, 1966; Singh, 1988). According to Anderson (1998), word-of-mouth could be positive, neutral, or negative. In an analysis by Banerjee (1992), people pretend to be influenced by others' opinions; even a rational person may also ignore their perspective in favor of the information inferred from the others' actions. Word of mouth also 'herding,' where all agents have the same perception and act the same behavior (Bikhchandani et al., 1991; Godes & Mayzlin, 2004). According to Mayzlin (2004), WOM can also be done online and is a potential for companies to act as consumers and an alternative to company-to-consumer communication. At first, glance looks like consumer-consumer communication. He found even rational consumers interested in anonymous online posting so that this disguise becomes a profitable strategy for companies that use WOM techniques (Mayzlin, 2004). According to the above literature, the hypotheses derived from the discussion are:

Hypothesis 1 (H1): The word-of-mouth about Gojek has a positive influence on the Brand Popularity of Gojek.
Hypothesis 6 (H6): The word-of-mouth about Gojek has a positive influence on Acceptance of Gojek's Merger with Competitor.

Perceived Fairness

In literature, fairness is highly complex, and many theories of fairness developed, representing some different aspects of price fairness (Kalapurakal et al., 1991; Maxwell, 2002). Perceived Fairness of Price also determined the customer's perception of what the customers have to give up or sacrifice to acquire the product or service (Shintaputri & Wuisan, 2017). In line with the study from Gielissen et al. (2007), the most critical finding is that the actual price should be equal to the amount that a consumer expects. Based

on Kimes and Wirtz's (2002) case studies, if prices increase for no apparent reason, customers will see the next transaction as unfair. According to Kalapurakal et al. (1991), price fairness may not matter because the customer does not judge prices as unfair, and the judgment has no impact on the customer's behavior. According to the above literature, the hypotheses derived from the discussion are:

Hypothesis 2 (H2): Perceived Fairness of Gojek Price has a positive influence on Brand Popularity of Gojek.
Hypothesis 7 (H7): Perceived Fairness of Gojek Price has a positive influence on Acceptance of Gojek's Merger with Competitor.

Attachment to Gojek

Attachment to Gojek or consumer attachment is how consumers and brands build an emotional relationship (Esch et al., 2006). In line with Kleine and Baker (2004), attachment is a multi-faceted asset of the relationship between an individual and a specific material object. The concept of attachment can apply to people of all ages in consumption situations and the relationship between an infant and a parent (Bowlby, 1979; Lambert-Pandraud & Laurent, 2010). In marketing, the development of attachments to tangible objects or maybe to intangible service marketing contexts (Mende et al., 2013). According to the above literature, the hypotheses derived from the discussion are:

Hypothesis 3 (H3): Attachment of Gojek has a positive influence on the Brand Popularity of Gojek.
Hypothesis (H8): Attachment of Gojek has a positive influence on Acceptance of Gojek's Merger with Competitor.

Satisfaction with Gojek

Customer satisfaction is a customer's overall evaluation of the brand or product's performance, which became the main driver of customer's intention to purchase and customer loyalty (Gustafsson et al., 2006). Customer satisfaction also has emphasized a company to hold an evaluation process (Fornell, 1992) or respond to an evaluation process (Halstead et al., 1994) the consumer's fulfillment response. According to Oliver (1992), customer satisfaction was an emotion that summaries the attribute phenomenon coexisting with other consumption emotions. In a nutshell, consumer satisfaction is an affective response's summary of varying intensity, with a limited specific duration, directed toward focal aspects of product acquisition and consumption (Giese & Cote, 2000). According to the above literature, the hypotheses derived from the discussion are:

Hypothesis (H4): Satisfaction with Gojek has a positive influence on the Brand Popularity of Gojek.
Hypothesis (H9): Satisfaction with Gojek has a positive influence on Acceptance of Gojek's Merger with Competitor.

Acceptance of Company's Merger with Competitor

There is evidence that the pre-merger phase, usually starting with the competitor, sets the first bid on a target to elevate its price, which reduces the returns to an acquisition (Brandenburger & Nalebuff, 1995). Ghemawat and Ghadar (2000) found that competitors engage in bold strategic moves to exploit the distraction of acquirer management during the merger process. However, a study from Uhlenbruck et al. (2016) suggests the importance of the post-acquisition competitive context because acquirers may gain advantages from acquisitions that negatively impact their competitors. Some of the acquirer's rivals do not accommodate the addition or collude with the acquirer. According to the above literature, the hypotheses derived from the discussion is:

H5: Acceptance of Gojek's Merger with Competitor has a positive influence on the Brand Popularity of Gojek.

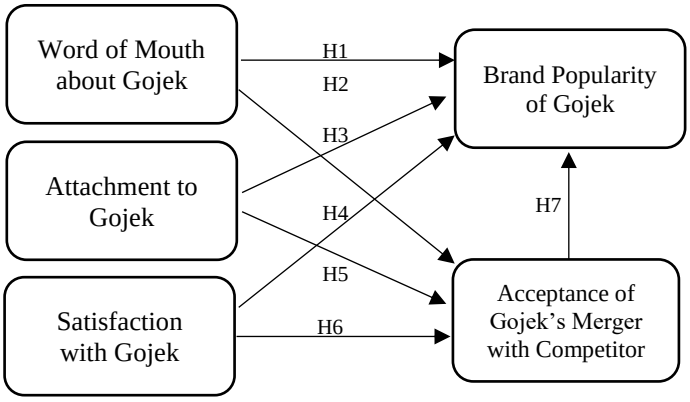

Figure 1. Research Model

Related to past research by Griffith et al. (2018) discussed a phenomenon of sexual harassment and discrimination that made the Uber company lose several senior executives, including its CEO. The purpose of his study is to investigate the consumer's attitude towards sexual harassment at Uber and the effects on the popularity of the Uber brand by using several independent variables such as word-of-mouth, Inequitable Treatment, customer attachment, and customer satisfaction. This past research recruited 201 participants through an online survey platform and found that brand popularity was negatively impacted by inequitable treatment and positively influenced by consumer attachment.

The second past research by Uhlenbruck et al. (2016), the study is about the mergers and acquisitions research, has extended the knowledge that focuses on external factors, particularly rival responses, and explores how to respond to their competitors' acquisitions. Their study aims to analyze the influence of mergers and acquisitions on competitive dynamics in the marketplace.

Tabel 1. Controversy, Gap, and Inconsistencies from Past Research

Title	Author	Variables					
		BRP	WOM	PFP	CAT	CSA	AMC
Investigating the mediating effect of Uber's sexual harassment case on its brand: Does it matter?	Griffith et al. (2018)	v	v		v	v	
Rivals' reactions to mergers and acquisitions	Uhlenbruck et al. (2016)				v		v
The Impact of Perceived Price towards perceived value through the mediation of the perceived quality: A Case of Brand X Smartphone in Indonesian Middle-Class Customers	Shintaputri & Wuisan (2017)	v		v			
Gojek and Brand Popularity: A Study of the Mediating Effect of Gojek's Merger with Competitor	Sherisa (2020)	v	v	v	v	v	v

BRP: Brand Popularity; WOM: Word-of-Mouth; PFP: Perceived Fairness of Price; CAT: Customer Attachment; CSA: Customer Satisfaction; AMC: Acceptance of Merger with Competitor

Finally, Shintaputri and Wuisan (2017) try to increase customer's perceived value by increasing its quality and reducing its price to grab the opportunity in the smartphone industry. This research has collected data from 70 respondents in Indonesia to understand the smartphone industry with the mediation effect in perceived price and perceived value. As a result of this research, there is no significant relationship with the mediating variables between perceived price and perceived value. Meanwhile, the research has proven there a significant relationship between perceived quality and perceived value.

III. RESEARCH METHODOLOGY

This research methodology used a quantitative approach by using primary data collected through an online survey. Quantitative research is defined by the precise variable measurement of data sets—this analysis presented in terms of statistical significance (Burns & Bush, 2010). As the quantitative method in general, several components built up this study, such as research design, test and measurement, and statistical analysis. This study distributed through an online survey platform that tends to perform better online because the participants are more likely to use the Internet (Hauser & Schwarz, 2016; Goodman et al., 2013). In this study, there are six variables: word of mouth about Gojek (WOM), perceived fairness of Gojek price (PFG), attachment to Gojek (ATG), satisfaction with Gojek (SAG), acceptance of Gojek's merger with a competitor (AMC), and brand popularity of Gojek (BPG).

This study was conducted from April until June 2020, including the preparation, data collection, data processing, and data analysis. For the data collection, a questionnaire was spread to 506 respondents using an online survey. The data collection uses Semantic Differential as well as Likert Scale measurement. Besides that, the respondents of this research were active Gojek users spread throughout Indonesia.

This study used two statistical models, which were both multiple linear regressions. The multiple linear regression model is an analytical tool that analyzes the relationship between various independent variables related to the dependent variable (Uyanık & Güler, 2013). The first model consists of five independent variables. They are word of mouth about Gojek (WOM), perceived fairness of Gojek price (PFG), attachment to Gojek (ATG), satisfaction with Gojek (SAG), and acceptance of Gojek's merger with a competitor (AMC) with dependent variable brand popularity of Gojek (BPG). The second model consists of four independent variables; they are word of mouth about Gojek (WOM), perceived fairness of Gojek price (PFG), attachment to Gojek (ATG), and satisfaction with Gojek (SAG) with dependent variable acceptance of Gojek's merger with a competitor (AMC). As primary data, the data collected for this study gathered through an online survey platform. The questionnaire was distributed through WhatsApp, Instagram, Twitter, and Facebook to all active Gojek users in Indonesia. The survey design was made in the form of a Likert scale used to measure the level of agreement that is suitable to the respondent. This study used scale items consisting of 7-point Likert scales that presents 1 = strongly disagree; 2 = disagree; 3 = slightly disagree; 4 = neutral; 5 = slightly agree; 6 = agree; 7 = strongly agree to measure the responses. According to Finstad (2010), 7-point Likert items provide a more accurate measure of a participant's real evaluation, and it is more appropriate for electronically distributed and otherwise unsupervised usability questionnaires.

According to Burns and Bush (2010), the population is defined as the whole group indicated by the study's objective. The population of this study is Gojek users who have actively using Gojek in Indonesia. According to Hamdani (2019), the highest number of active users of Gojek in Indonesia compared to other on-demand reached nearly 22 million users per month. The sample is defined as a subgroup of the population that suitably represents the entire group (Burns & Bush, 2010). The sample used in this study also the Gojek active users in Indonesia. The sampling methods used in this study would count using Yamane's (1976) formula to get the minimum sample, where n is the sample size, N is the population size, and e is the standard deviation (confidence level is 95%). Thus, the sample size would be: $minimum\ n=N / (1+N(e)^2)$ = 399,993 (rounded to 400 respondents

This study aimed to analyze the influence of word of mouth about Gojek (WOM), perceived fairness of Gojek price (PFG), attachment to Gojek (ATG), satisfaction with Gojek (SAG) on brand popularity of Gojek (BPG) mediated by acceptance of Gojek's merger with a competitor (AMC). According to Kotler et al. (2005), the survey needs to focus on the form, the wording, and the ordering of the questions. Moreover, the researcher translated the survey's language from English to Bahasa Indonesia since most respondents have a better understanding of using Bahasa Indonesia as their first language and avoiding mistranslation or bias of the outcome with the questions of this study. The survey designed to distributed to the intended respondents and divided into five parts:

a) The first part asked if the respondent has ever used Gojek before. It intended to ensure that the respondents are Gojek users as the data require the respondents to have familiarized themselves with Gojek. If the respondent never used Gojek before, they will be linked to exit the survey.
b) The second part was about respondents' demographic information, such as gender, age, domicile, and the frequency of Gojek usage in a week. This part aimed to ensure that the researcher gets the intended target of the sample according to their demographic information.
c) The third part asked the extent of agreement/ disagreement for each statement given on each question. Each of the statements corresponds to each variable in the study (word of mouth about Gojek, perceived fairness of Gojek price, attachment to Gojek, and satisfaction with Gojek). The respondents need to answer each statement based on their perception by selecting a point ranging from one up to seven, one representing strongly disagree, and seven representing strongly agree.
d) The fourth part displayed Gojek's merger with competitor-related news to inform respondents about the issue if there may be respondents who do not know the issue beforehand. This news also ensured that each respondent familiar with the issues as the intended purpose of this study.
e) The fifth part asked the extent of agreement/ disagreement for each statement given on each question regarding the variable acceptance of Gojek's merger with competitors and the brand popularity of Gojek. The respondents need to answer each statement based on their perception by selecting a point ranging from one up to seven, one representing strongly disagree and seven representing strongly agree.

Table 2. Validity Test

Variable	KMO	Item	Anti-Image Correlation	Note
Word of Mouth about Gojek	0.747	WOM 1	0.682	Valid
		WOM 2	0.790	
		WOM 3	0.770	
		WOM 4	0.730	
		WOM 5	0.768	
Perceived Fairness of Price	0.679	PFG 1	0.654	Valid
		PFG 2	0.625	
		PFG 3	0.793	
		PFG 4	0.734	
Attachment to Gojek	0.817	ATG 1	0.793	Valid
		ATG 2	0.798	
		ATG 3	0.837	
		ATG 4	0.848	
Satisfaction with Gojek	0.500	SAG 1	0.500	Valid
		SAG 2	0.500	
Acceptance of Gojek's merger with a competitor	0.720	AMC 1	0.795	Valid
		AMC 2	0.667	
		AMC 3	0.742	
		AMC 4	0.667	
Brand Popularity of Gojek	0.736	BPG 1	0.786	Valid
		BPG 2	0.754	
		BPG 3	0.840	
		BPG 4	0.675	

IV. FINDINGS AND DISCUSSION

Validity and Reliability Test

The objective of the validity and reliability test is to determine which among the variables are valid and reliable to be in the survey. The validity test classifies to what degree the variables' measurement items measure what intended to be measured; concurrently, the reliability test analyzes the consistency of the rules, which should create comparable outcomes under reliably applied conditions. To examine the validity and reliability of each statement in the survey, the researcher conducted the pre-test before doing the actual survey. The pre-test aimed to check the understanding of the respondents about each question on the survey. The researcher acquired 30 respondents for this pre-test to assess the validity and reliability test using IBM SPSS Statistics 26.

In the validity test, the writer used Kaiser-Meyer-Olkin (KMO) and anti-image correlation methods. The KMO and anti-image correlation values should be higher than or equals to 0.5 for all the measurement items and variables to be considered valid. The questionnaire will be categorized as not valid if its value is less than 0.5.

In Table 2, all variables are acceptable and valid because their values reach the required minimum value of 0.5 for both values, the KMO, and anti-image correlation. The variable ATG gets the highest KMO value with 0.817 and categorized great in its level of acceptance, followed by variables WOM, AMC, and BPG with 0.747, 0.720, and 0.736 that classified good because of its values breakthrough range of 0.7-0.8 KMO value. Whereas for variable PFG and SAG have 0.679 and 0.500 KMO values categorized mediocre and considered acceptable. Hence, all measurement items of all variables are valid and can operate in the actual survey.

Table 3. Reliability Test

Variable	Alpha	Item	Alpha if Item Deleted	Note
Word of Mouth about Gojek	0.849	WOM 1	0.821	Valid
		WOM 2	0.815	
		WOM 3	0.805	
		WOM 4	0.832	
		WOM 5	0.817	
Perceived Fairness of Price	0.826	PFG 1	0.761	Valid
		PFG 2	0.725	
		PFG 3	0.853	
		PFG 4	0.773	
Attachment to Gojek	0.898	ATG 1	0.856	Valid
		ATG 2	0.870	
		ATG 3	0.869	
		ATG 4	0.880	
Satisfaction with Gojek	0.676	SAG 1	0.000	Valid
		SAG 2	0.000	
Merger acceptance with a competitor	0.821	AMC 1	0.732	Valid
		AMC 2	0.671	
		AMC 3	0.766	
		AMC 4	0.891	
Brand Popularity of Gojek	0.768	BPG 1	0.648	Valid
		BPG 2	0.662	
		BPG 3	0.890	
		BPG 4	0.594	

Reliability Test

In the reliability test, the writers used Cronbach's Alpha method, in which a value greater than 0.6 to be accepted and the measurement items are considered reliable. Meanwhile, the amount that smaller than 0.6 will indicate that all of the measurement items are find unreliable as its rules and the items are questionable and considered unreliable.

Based on Table 3, all of the variables are acceptable and reliable because their values reach the required minimum value of 0.6 for the Cronbach's alpha values. There are four variables (WOM, PFG, ATG, and AMC) that categorized excellent and low-stake testing on its internal consistency with 0.849, 0.826, 0.898, and 0.821 Cronbach's Alpha values as it is > 0.8. While the other variables (SAG and BPG) are categorized as acceptable on their internal consistency with Cronbach's Alpha values 0,676 and 0.768 that > 0.6. As a result, all measurement items of all variables are reliable to adopt in the actual survey.

Demographic Profile

For this study, four categories of the demographic profile will be given to the respondent: the respondents' gender, age, location of residence, and the average frequency using Gojek in a week. According to 506 respondents on the online survey, the demographic profile of the respondents may be concluded in Table 4.

Table 4. Demographic Profile

Variable	Description	Frequency	Percent
Gender	Male	111	0.22
	Female	395	0.78
Age	16-20	217	0.43
	21-25	208	0.41
	26-30	37	0.07
	Over 30	44	0.09
Location of Residence	Jakarta	203	0.40
	Bogor	45	0.09
	Depok	27	0.05
	Tangerang	44	0.09
	Bekasi	35	0.07
	Others	152	0.30
Weekly order frequency	0-1 time	126	0.25
	2-3 times	187	0.37
	4-5 times	80	0.16
	More than 5	113	0.22

Table 4 summarizes from the aggregate sample of this study that the respondent's gender is divided into two classifications: male (111 respondents) and female (395 respondents). Female is the majority of the respondent's gender who fulfilled the online survey with 78% of the total, more than half of 506 respondents. Meanwhile, the sum of the male respondent is 22%. This result is related to the finding by Smith (2008), which explains that female is more likely to participate than men.

Afterward, the respondent's age has categorized into four classifications. The dominant age that filled the survey is on the range 16-20 years old with 217 respondents, which are 43% of the total respondents—then following by the range of 21-25 years old with a total of 208 respondents that 41% of the total respondents, 26-30 years old with 37 respondents (7%), and the last age above 30 years old with 44 respondents (9%).

Furthermore, regarding the place of residents, the most dominant domicile of respondents was from Jakarta, with a frequency of 203 respondents (40%). Followed by outside Jabodetabek with 152 respondents (30%), Bogor with 45 respondents (9%), Tangerang with 44 respondents (9%), Bekasi with 35 respondents (7%), and the latest Depok with 27 respondents (9%). The average frequency using Gojek in a week was also divided into four groups. The majority of the respondents use Gojek 2-3 times a week, with 187 respondents, about 37% of the total respondents. After that, 126 respondents use Gojek 0-1 time in a week (25%), 113 respondents more than five times in a week (22%), and 80 respondents 4-5 times in a week, 16% of the total respondents. Hence, this proved that all respondents of this online survey are active users.

Descriptive Analysis

The descriptive analysis measures the mean value for each item and the mode value of each variable on the survey. This descriptive analysis aims to determine the average value of the survey results answered by respondents. Moreover, the average range of values will be assessed from one to seven, where one represents strongly disagree, and seven represents strongly agree.

Table 5. Descriptive Analysis

Variable	Item	Mean Score	Final Mean Value	Mode
Word of Mouth about Gojek	WOM 1	4.63	4.80	5
	WOM 2	4.99		
	WOM 3	4.43		
	WOM 4	5.02		
	WOM 5	4.94		
Perceived Fairness of Price	PFG 1	4.57	3.50	3
	PFG 2	4.09		
	PFG 3	2.78		
	PFG 4	2.56		
Attachment to Gojek	ATG 1	5.22	4.81	4
	ATG 2	4.47		
	ATG 3	5.14		
	ATG 4	4.41		
Satisfaction with Gojek	SAG 1	5.73	5.65	6
	SAG 2	5.58		
Acceptance of Gojek's merger with a competitor	AMC 1	4.13	3.70	4
	AMC 2	3.81		
	AMC 3	3.90		
	AMC 4	2.95		
Brand Popularity of Gojek	BPG 1	5.12	5.23	6
	BPG 2	5.26		
	BPG 3	5.36		
	BPG 4	5.16		

The above table highlights that variable PFG and AMC have low mean values. According to the Likert scale information described in chapter 3, the scale three on the questionnaire means slightly disagree while range 4 means neutral. Since both values rounded up to 4, the respondents tend to neutralize all statements presented on both variables. The highest mean value placed in variable SAG with a value of 5.65 rounded to 6 means that the respondents agree with all statements presented. Continued by variables WOM, ATG, and BPG with the final mean value 4.80, 4.81, and 5.23 rounded to 5 means that the respondents tend to agree with all statements on these variables slightly. In the mode, the respondents tend to choose scale 5, describing their tendency to decide the statement indicators representing each variable. Among these six variables, WOM has a consistent value of 5 in its final means and mode value; SAG has a constant value of 6 in its final means and mode value; AMC has a consistent value of 4 in its final means and mode value.

Multicollinearity Test

The presence of multicollinearity test was conducted to identify whether a high correlation is a presence or not between independent variables. The relationship between the dependent and independent variables could distribute if a high correlation appeared. The rule of the multicollinearity test is a tolerance value above 0.1 and the VIF value below 10. For this study, there will be two models tested which have more than one independent variable. The first model has the dependent variable of Brand Popularity of Gojek, and the second model has the dependent variable of Acceptance of Gojek's Merger with Competitor. The result is divided into two models, as seen in Table 6.

Based on Table 6, model 1 has the tolerance values for all variables (WOM, PFG, ATG, SAG, and AMC) exceed the required minimum 0.1, and the VIF values are all much smaller than 10. Meanwhile, model 2 has the tolerance values for all variable (WOM, PFG, ATG, and SAG) also exceed the required minimum of 0.1, and the VIF values are all much smaller than 10. Hence, each model is considered free of multicollinearity, and the independent variables in both models are not correlated. They will not cause any instabilities in the following multiple regression analysis.

Table 6. Multicollinearity Test

Model	Tolerance	VIF	Model	Tolerance	VIF
1 (Constant)			*2 (Constant)*		
WOM	0.606	1.650	WOM	0.611	1.637
PFG	0.928	1.078	PFG	0.932	1.073
ATG	0.437	2.289	ATG	0.441	2.269
SAG	0.488	2.049	SAG	0.488	2.049
AMC	0.946	1.057			
Dependent Variable: BPG			*Dependent Variable: AMC*		

Multi regression Test

Multiple linear regression is a statistical method used in this research to analyze the influence of independent variables on the dependent variable. There are two models used in this research, each with a different dependent variable to be tested. The linear regression conducted through SPSS, and the model summary of each multiple regression was generated, including the multiple R (R), which is the coefficient of determination. The value for multiple R is the strength of the overall linear relationship between the independent variables, which the more excellent R is, the better. The R^2 value represents the proportion of variance in the dependent variable that the predictor variables can explain. The adjusted R^2 values are the R^2 value, which has been adjusted according to the model and used mainly in linear regressions with more than one independent variable.

Table 7. Multiple Regression Test

Model	R	R^2	Adjusted R^2	Error
1*	0.565	0.319	0.313	3.797
2**	0.233	0.054	0.047	5.841

**Predictors: (Constant, AMC, PFG, SAG, WOM, ATG*
**Dependent Variable: BPG*
***Predictors: (Constant, PFG, SAG, WOM, ATG*
***Dependent Variable: AMC*

According to Table 7, model 1 has an R-value of 0.565, which means that the linear relationship in this model is considered strong since it values more than 0.5. Also, the adjusted R^2 value is 0.313, which means that the predictor variables can explain 31.3 % of the dependent variable (BPG). Meanwhile, for Model 2, the R-value is 0.233, which means that the linear relationship in this model is considered weak since it is less than 0.5. Also, the adjusted R^2 value is 0.047, which means that the predictor variables can explain only 4.7% of AMC's dependent variable. The rest of 95.3% are influenced by other variables or factors not included in the model.

ANOVA (F-Test)

F-test is used to analyze the effect of independent variables on dependent variables collectively and the overall effectiveness in the regression model. The value of the f-statistic compared to the F-table or the significant value checked to determine whether the whole model is fit and can be explained with the independent variables. There are two ways to analyze the test hypothesis using the F-test of overall significance. First, analyzing the P-value. If the P-value is less than the significance level, then the null

hypothesis can be rejected, the alternative hypothesis can be accepted, and the model is significant. For this research, the significance value or the alpha is 0.05, so the P-Value should be lower than 0.05. The second way is analyzing the F-value by comparing it with the F-statistic in the F-table. If the F-value is more significant than the F-statistic, then the null hypothesis can be rejected, the alternative hypothesis can be accepted, and the model is significant.

Table 8. ANOVA Test Result

Model		Sum of Squares	df	Mean Square	F	Significant
1*	Regression	3384.276	5	676.855	46.947	0.000
	Residual	7208.783	500	14.418		
	Total	10593.059	505			
2**	Regression	978.526	4	244.632	7.171	0.000
	Residual	17090.098	501	34.112		
	Total	18068.625	505			

**Dependent Variable: BPG*
**Predictors: (Constant), AMC, PFG, SAG, WOM, ATG*
***Dependent Variable: AMC*
***Predictors: (Constant), PFG, SAG, WOM, ATG*

In this particular test, the F-test will also be compared to F-table, and the F-statistics probability will be compared to α of 0.05. According to Table 4.7., the F-test result in Model 1 shows that the Sig. Value is 0.000, which is less than α of 0.05, indicating that Model 1 is significant. Moreover, the F-test is 46.947, which is compared to the F-table of 2.232. It shows that the F-test is higher than F-table, and it can be concluded that H0 is rejected and the H1 is accepted.

Similarly, for Model 2, an alpha of 0.05 was used. The F-test result shows that the Sig. Value is 0.000, which is less than α of 0.05, explaining that Model 2 is significant. Meanwhile, the F-test is 7.171 and compared to the F-table of 2.38, and it shows that the F-test is bigger than F-table. Thus, it can be concluded that H0 is rejected and the H1 is accepted. In conclusion, each model provides a better fit than a model that contains no independent variables.

Beta Coefficients (t-Test)

The t-test checks the significance of the individual regression coefficients in the model; hence each variable is tested. The result is a single result of t-statistics for each variable. A significant variable in the regression model makes the model more effective, and vice versa, a variable that is not significant might make the model less effective. Two things need to be considered: the t-value and the significance value (P-value/Sig.). If the P-Value (Sig.) is lower than the significance level or alpha of 0.05, then the alternative hypothesis is accepted, and the null hypothesis is rejected. It means that the hypothesis of that independent variable influences the dependent variable. Vice versa, if the Sig. Value is higher than the alpha of 0.05. The alternative hypothesis is rejected, and the null hypothesis is accepted, which means that the hypothesis of that independent variable does not significantly influence the dependent variable. The second thing to be considered is the t-value, which should be compared to the statistics from the t-table. Suppose the t-value is higher than the t-statistics. In that case, the alternative hypothesis is accepted, and the null hypothesis is rejected, so the hypothesis of that independent variable influences the dependent variable.

t-Test Result of Word of Mouth about Gojek

According to Table 9, the P-value for variable WOM is 0.103, which is much higher than the significance value or alpha of 0.05. Moreover, the value of the t-test is 1.634, considered a lower number than the t-table value that 1.965. Based on these results, P-value > α and t-value < t-table, hence H0 is accepted, and the H1 is rejected, which means that the variable WOM does not significant to the regression model where BPG is the dependent variable.

In Table 9, the P-value for variable WOM is 0.051, which is higher than the significance value or alpha of 0.05 but lower than 0.1. Moreover, the value of the t-test is 1.959, considered a lower number than the t-table value that 1.965 but higher than 1.648. Based on these results, P-value < α and t-value > t-table, hence H0 rejected, and the H1 is accepted with confident level 90%, which means that the variable WOM does significant to the regression model where AMC is the dependent variable. Furthermore, the unstandardized beta coefficient shows that the relationship between dependent and independent variables is positive. This relationship identifies that with every increase by 1 WOM score, the AMC score will increase by 0.125.

Table 9. The Beta Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.10.	1.206		5.059	0.000
	WOM	0.068	0.041	0.077	1.634	0.103
	PFG	-0.024	0.046	-0.020	-0.527	0.598
	ATG	0.129	0.056	0.129	2.312	0.021
	SAG	0.800	0.117	0.361	6.837	0.000
	AMC	0.134	0.029	0.175	4.616	0.000
Dependent Variable: BPG						
2	(Constant)	7.182	1.828		3.930	0.000
	WOM	0.125	0.064	0.109	1.959	0.051
	PFG	0.106	0.071	0.067	1.493	0.136
	ATG	0.181	0.085	0.139	2.123	0.034
	SAG	-0.031	0.180	-0.011	-0.173	0.863
Dependent Variable: AMC						

t-Test Result of Perceived Fairness of Gojek Price

According to Table 9, the P-value for variable WOM is 0.598, which is much higher than the significance value or alpha of 0.05. Moreover, the value of the t-test is -0.527, considered a lower number than the t-table value that 1.965. Based on these results, P-value > α and t-value < t-table, hence H0 is accepted. The H1 is rejected, which means that the variable PFG is not significant to the regression model BPG is the dependent variable.

According to Table 9, the P-value for variable PFG is 0.136, which is much higher than the significance value or alpha of 0.05. Moreover, the value of the t-test is 1.493, considered a lower number than the t-table value that 1.965. Based on these results, P-value > α and t-value < t-table, hence H0 is accepted. The H1 is rejected, which means that the variable PFG is not significant to the regression model AMC is the dependent variable.

t-Test Result of Attachment to Gojek

According to Table 9, the P-value for variable ATG is 0.021, which is lower than the significance value or alpha of 0.05. Moreover, the value of the t-test is 2.312, considered as a higher number than the t-table value that 1.965. Based on these results, P-value < α and t-value > t-table, hence H0 rejected, and the H1 is accepted, which means that the variable ATG does significant to the regression model where BPG is the dependent variable. Furthermore, the unstandardized beta coefficient shows that the relationship between dependent and independent variables is positive. This relationship identifies that with every increase by 1 ATG score, the BPG score will increase by 0.129.

According to Table 9, the P-value for variable ATG is 0.034, which is lower than the significance value or alpha of 0.05. Moreover, the value of the t-test is 2.123, considered as a higher number than the t-table value that 1.965. Based on these results, P-value < α and t-value > t-table, hence H0 rejected, and the H1 is accepted, which means that the variable ATG does significant to the regression model where AMC is the dependent variable. Furthermore, the unstandardized beta coefficient shows that the relationship between

dependent and independent variables is positive. This relationship identifies that with every increase by 1 ATG score, the AMC score will increase by 0.181.

t-Test Result of Satisfaction with Gojek

According to Table 9, the P-value for variable SAG is 0.000, which is much lower than the significance value or alpha of 0.05. Moreover, the value of the t-test is 6.837, considered as a higher number than the t-table value that 1.965. Based on these results, P-value < α and t-value > t-table, hence H0 rejected, and the H1 is accepted, which means that the variable SAG is significant to the regression model where BPG is the dependent variable. Furthermore, the unstandardized beta coefficient shows that the relationship between dependent and independent variables is positive. This relationship identifies that with every increase by 1 SAG score, the BPG score will increase by 0.800.

According to Table 9, the P-value for variable SAG is 0.863, which is much higher than the significance value or alpha of 0.05. Moreover, the value of the t-test is -0.173, considered as a lower number than the t-table value that 1.965. Based on these results, P-value > α and t-value < t-table, hence H0 is accepted, and the H1 is rejected, which means that the variable SAG does not significant to the regression model where AMC is the dependent variable.

t-Test Result of Acceptance of Gojek's Merger with Competitor

Table 9 shows that the P-value for variable AMC is 0.000, which is much lower than the significance value or alpha of 0.05. The value of the t-test is 4.616, considered as a higher number than the t-table value that 1.965. Based on these results, P-value < α and t-value > t-table, hence H0 rejected, and the H1 is accepted, which means that the variable AMC is significant to the regression model where BPG is the dependent variable. Furthermore, the unstandardized beta coefficient shows that the relationship between dependent and independent variables is positive. This relationship identifies that with every increase by 1 AMC score, the BPG score will increase by 0.134.

Regression Model

According to Table 4.8 and the analysis of the result, the following is the statistical regression model for Model 1:

BPG = 6.103 + 0.068 (WOM) - 0.024 (PFG) + 0.129 (ATG)* + 0.800 (SAG)* + 0.134 (AMC)*
** = significance at alpha 5% (95 confidence level)*

According to the regression equation of Model 1, the constant value is 6.103, with four independent variables, have positive signs and one independent variable has negative symptoms. The four independent variables are WOM, ATG, SAG, and AMC, which positively affect the BPG. There are three variables (ATG; SAG; AMC) that significantly influence the dependent variables (BPG). As a result, when these three independent variables increase, it will positively affect the dependent variable (BPG). Besides, variable SAG is the most influencing variable towards variable BPG since it has the most significant coefficient, which is 0.800. Otherwise, variable WOM is the least influencing variable towards variable BPG since it has the lowest coefficient value, which is 0.068 in this study.

Likewise, according to Table 4.8 and the analysis of the result, the following is the statistical regression model for Model 2:

AMC = 7.182 + 0.125 (WOM)** + 0.106 (PFG) + 0.181 (ATG)* - 0.031 (SAG)
** = significance at alpha 5% (95 confidence level); ** = significance at alpha 10% (90 confidence level).*

According to the regression equation of Model 2, the constant value is 7.182, with three independent variables, have positive signs and one independent variable has negative symptoms. The three independent

variables are WOM, PFG, and ATG that positively affect the AMC. Two variables (WOM&ATG) significantly influence the dependent variables (AMC) with a different confidence level. As a result, when these two independent variables increase, it will positively affect the dependent variable (AMC). Besides, variable ATG is the most influencing variable towards variable AMC since it has the most significant coefficient, which is 0.181. Based on the equation of the regression model above, the framework model, after a result of the study, is:

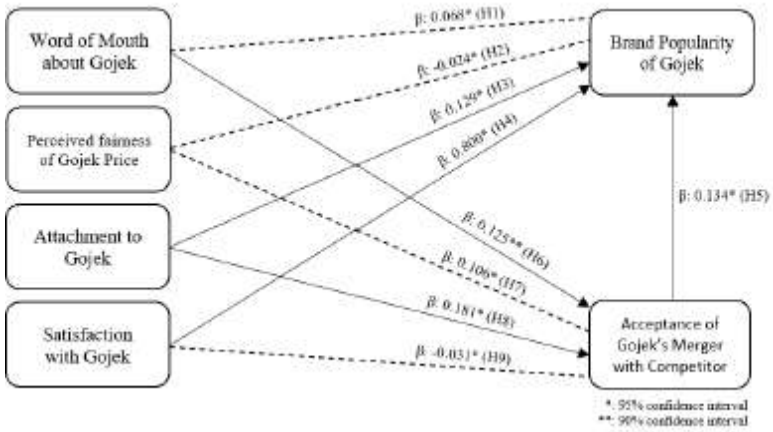

Figure 2. Conceptual Framework

V. CONCLUSION

Based on the result and analysis data from chapter four, the conclusions related to this study have nine objectives. There are two dependent variables (brand popularity of Gojek and acceptance of Gojek's merger with a competitor) described through two regression models. For model 1, attachment to Gojek, satisfaction with Gojek, and acceptance of Gojek's merger with a competitor are significantly influence the brand popularity of Gojek in a positive relationship. Also, variable satisfaction with Gojek is the most influencing variable as the strongest contributor to the model. Meanwhile, for model 2, word of mouth about Gojek and attachment to Gojek are significantly influence the acceptance of Gojek's merger with a competitor in a positive relationship with attachment to Gojek as the strongest contributor to the model.

Theoretical Implications

Model 1 shows the contributors to the brand popularity of Gojek, which are word of mouth about Gojek, perceived fairness of Gojek price, satisfaction with Gojek, and acceptance of Gojek's merger with a competitor. The result in which word of mouth about Gojek does not significantly contribute to brand popularity of Gojek is actually in line with the finding of a prior study about Negative Acceptance of sexual harassment as a mediating variable to Uber's Brand Reputation by Griffith et al. (2018). Likewise, the results showed that attachment to Gojek positively influenced brand reputation. The result confirms the study by Pangaribuan and Wijaya (2020). People with stronger emotional relationships with the brand will recall and choose the brand more than the other brands. Meanwhile, model 2 shows the contributors to acceptance of Gojek's merger with a competitor, which is word of mouth about Gojek, perceived fairness of Gojek price, and satisfaction with Gojek. The result in which attachment to Gojek does significantly contribute to the acceptance of Gojek's merger with a competitor is in line with the finding of a prior study about the rivals' reactions to mergers and acquisitions done by Uhlenbruck et al. (2016).

Managerial Implications

The writer would like to suggest that Gojek recognize Gojek's merger with the competitor that became a trending conversation in the community and was responded to by the Minister of Communication and Information Technology (Burhan & Setyowati, 2020). Gojek is encouraged to respond to the issue related that shown on the result the word-of-mouth about Gojek and Attachment to Gojek is significant influence the acceptance of Gojek's merger with a competitor. This issue might be beneficial to the competitor as this study results in the acceptance of Gojek's merger with a competitor, significantly influencing the brand popularity of Gojek. Besides, the company can also maintain its performance to keep the significance of attachment to Gojek and satisfaction with Gojek. It already aligns with Gojek's mission is to serve and satisfy its customer. It can be concluded that:

1. Gojek is encouraged to respond to the issue related to the merger with the competitor (e.g., Clarification, press conference, and invest more in PR)
2. Gojek should retain the relationship with customers to create emotional attachment (e.g., an improvement on customer service)
3. Gojek should improve and maintain performance to satisfy the customers (e.g., drivers training, mobile app enhancement)

Limitations

Some limitations of this study are:

1. The unexpected condition and time limitations. Since coronavirus suddenly entered Indonesia and caused an unexpected situation, it makes an unconducive condition to this study. The study also can be further improved with a longer time frame.
2. This study consists of four independent variables and one mediating variable that does not fully represent the elements or contributors to Brand Popularity. Hence, the result of the study is also limited by only those variables.
3. This study has two models: one of the models is imperfect because the linear relationship in model 2 is considered weak.
4. There is a possibility of bias when respondents fill in the survey; as the survey is distributed online, the researcher has limited control over the data quality of the survey.

Future Research

First, the writer would like to recommend future researchers to consider data from specific cities in Indonesia, since Indonesia is a big country and have many cities that might have the different condition for its cities. Next, the writer would also like to recommend that future researchers use another variable used in this study. This would give the future researcher a more extensive insight into how it affects Brand Popularity. Hence, future studies may want to investigate another company and issue that is more impactful to society.

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