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Determining Consumer Loyalty: Analysis of Brand Image, Price, Service Quality, Consumer Satisfaction and On-Time Delivery in Goods Delivery Service Companies

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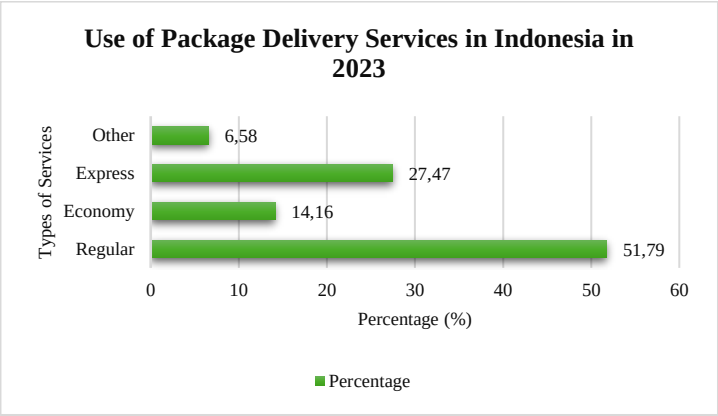
Abstract: This study aims to analyze the influence of brand image, price, service quality, customer satisfaction, and timely delivery on customer loyalty in freight forwarding companies. Using a *systematic literature review* approach, this study synthesizes findings from various relevant internationally indexed academic articles. The research method used is a systematic literature review with a descriptive-qualitative approach. Data were collected from reputable international indexed articles obtained through databases such as Scopus, Web of Science, Emerald, Springer, and Google Scholar. The selected literature was analyzed using reduction techniques, data presentation in matrix form, and comparative synthesis to find patterns, similarities, and differences between studies. The results of the study show that: 1) Brand image affects consumer loyalty; 2) Price affects consumer loyalty; 3) Service quality affects consumer loyalty; 4) Consumer satisfaction affects consumer loyalty; 5) On-time delivery affects consumer loyalty. The limitation of this study lies in its literature review-based nature, so that generalization of the results still requires support from empirical research with primary data. The contribution of this study is that it offers strategic guidance for freight forwarding companies in Indonesia in increasing customer loyalty by strengthening key service dimensions. The practical novelty of this research is that it offers an empirical literature-based strategic policy model that can be used as a reference for players in the delivery industry to build long-term loyalty through a holistic approach that combines operational, psychological, and managerial dimensions.

Keywords: Customer Loyalty, Brand Image, Price, Service Quality, Customer Satisfaction, On-Time Delivery

INTRODUCTION

The global logistics and freight delivery industry has experienced significant acceleration, transitioning from a sector dominated by manual processes to an integrated, data-driven ecosystem , in line with advances in digital technology that have transformed the operational landscape (Wang & Ahn, 2025). The primary catalyst for this transformation is the exponential growth of the *e-commerce* industry, particularly post-pandemic, which has redefined *the* global *supply chain* and created new demands. Modern consumers, now referred

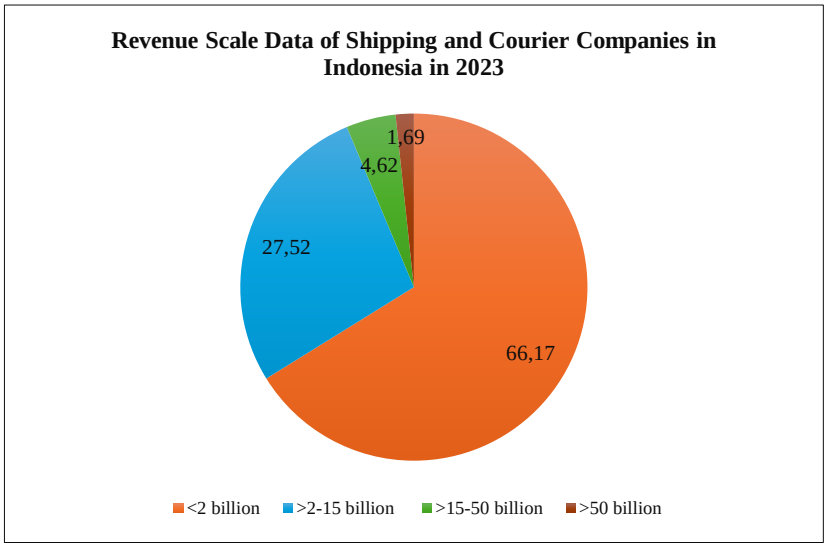
to as *prosumers*, are driving radical behavioral changes, demanding not only fast, secure, and efficient services but also personalized and sustainable logistics (Yuan & Yoo, 2024).



Source: (Rainer, 2025)

Figure 1. Use of Package Delivery Services in Indonesia in 2023

Figure 1 illustrates the level of package delivery service usage in Indonesia in 2023, showing that demand for shipping and courier services has increased significantly in line with the growth of e-commerce, increased online business activity, and changes in consumer lifestyles towards the digitization of services (Fitriani et al., 2021). This data confirms that people are now increasingly dependent on logistics services to meet their daily needs, both for personal and business transactions. This surge not only shows the great potential of the freight forwarding industry in Indonesia, but also marks increasing consumer expectations for the speed, security, and accuracy of the services they receive.



Source: (Central Statistics Agency, 2024)

Figure 2. Data on the Revenue Scale of Shipping and Courier Companies in Indonesia in 2023

Figure 2 shows data on the revenue scale of shipping and courier companies in Indonesia in 2023, which reveals income disparities between companies based on operational scale and service efficiency. Companies with extensive logistics networks, integrated information systems, and good distribution management capabilities tend to have higher revenues than companies with limited capacity. This finding reinforces the picture that competition in the national logistics industry is becoming increasingly fierce.

The two figures are logically related: increased use of delivery services (Figure 1) drives market expansion and revenue potential for freight forwarding companies (Figure 2),

but also presents new challenges for companies to maintain customer loyalty amid increasingly competitive competition. This shows that industry growth does not only depend on transaction volume, but also on the ability of companies to consistently maintain customer satisfaction, brand image, and service quality. Thus, the relationship between the data in Figure 1 and Figure 2 confirms that the success of the freight forwarding business is not solely determined by the scale of operations, but also by managerial strategies that focus on customer loyalty and experience as a source of sustainable competitive advantage.

Problem Formulation

Based on the background of the problem above, the following research questions were formulated to obtain hypotheses for the next part of the study: 1) Does brand image affect consumer loyalty?; 2) Does price affect consumer loyalty?; 3) Does service quality affect consumer loyalty?; 4) Does customer satisfaction affect consumer loyalty?; 5) Does timely delivery influence consumer loyalty?

METHOD

This study uses a qualitative design with a descriptive approach based on *a literature review*. This approach was chosen because it allows researchers to investigate, understand, and critically analyze the factors that influence consumer loyalty through a synthesis of previous studies. The *literature review* method not only focuses on presenting a summary of findings but also conducts a comparative evaluation to identify similarities, differences, and patterns of interrelationships between variables, (Boulton, M. J., & Houghton, 2021).

The research data was sourced from secondary data obtained through journal articles, digital books, research reports, and academic publications relevant to the variables of consumer loyalty, brand image, price, service quality, consumer satisfaction, and timely delivery. The literature was collected from reputable international databases such as Scopus, Web of Science, Taylor & Francis, Emerald, Sage, Springer, Elsevier, DOAJ, and EBSCO. Additionally, further searches were conducted through Google Scholar to ensure broader literature coverage. Literature selection was conducted systematically by considering topic suitability, publication quality, and relevance to the research focus, (Susanto et al., 2024).

Data analysis was conducted using a comparative analysis approach. In the first stage, the literature obtained was reduced to ensure that only articles that met the criteria were used. The next stage was data presentation, in which previous research findings were arranged in a matrix or summary table to facilitate the comparison process. The analysis then focused on identifying similarities, differences, and patterns of relationships between variables. The final stage was drawing conclusions through synthesizing the analysis results to obtain a comprehensive understanding of the influence of brand image, price, service quality, customer satisfaction, and timely delivery on customer loyalty, (M. Dewi, 2024).

The validity of the research is maintained through the selection of literature sources from reputable international academic databases, as well as the screening of articles based on their relevance to the context and substance of the research. The reliability of the research is strengthened by the use of various sources from diverse geographical contexts and industrial sectors, so that the analysis results are not only partial but can provide a more general picture. With this approach, the research results have academic credibility and can be accounted for in the development of literature in the field of marketing management.

RESULTS AND DISCUSSIONS

Results

The following are the research findings, considering the context and problem formulation:

Consumer Loyalty

Consumer loyalty is a form of deep psychological commitment from customers to continue using or repurchasing products and services from a particular brand, even though there are various other alternatives on the market. Consumer loyalty arises from consistent interactions between expectations, satisfaction, and the value that companies provide to customers. Loyal consumers not only remain loyal, but are also willing to recommend products to others (*word of mouth),* show tolerance for price increases, and become informal ambassadors for the company (Adrian & Keni, 2023).

The indicators or dimensions included in the consumer loyalty variable are: 1) Repeat Purchases: The willingness of consumers to continue using the same service or purchasing the same product repeatedly because they are satisfied with their previous experience; 2) Desire to Stay: The commitment of consumers not to switch to competitors even if there are attractive offers from other parties; 3) Recommendation to Others: Loyalty is reflected in consumers' willingness to give positive testimonials and encourage others to use the same product or service; 4) Emotional Attachment: Psychological connection and sense of belonging to the brand or company, which makes consumers feel proud to be regular users (Hride et al., 2022).

Consumer loyalty variables are relevant to previous studies conducted by: (Agarwal & Gowda, 2021), (Mahsyar & Surapati, 2020), (Premana, 2022).

Brand Image

Brand image is the perception and belief formed in the minds of consumers about a brand based on experiences, impressions, and information received directly or indirectly. Brand image serves as a strategic differentiation among competitors, because consumers often make purchasing decisions not only based on product functionality, but also on their perception of the brand's reputation and credibility. A positive brand image can foster consumer trust, preference, and loyalty, while a negative image can reduce purchasing interest and the desire to recommend (Kurnia, 2022).

The indicators or dimensions included in the brand image variable are: 1) Brand Association: The mental connection between a brand and certain values, symbols, or qualities remembered by consumers; 2) Brand Reputation: Public perception of the reliability and credibility of a brand based on experience and public information; 3) Brand Personality: Human characteristics associated with a brand, such as friendly, modern, professional, or innovative; 4) Trust in the Brand: The level of consumer confidence that the brand can fulfill its promises and provide consistent quality over time (Hastila et al., 2025).

Brand image variables are relevant to previous studies conducted by: (Budiono, 2020), (Navanti & Sumantyo, 2024), (Ekaprana et al., 2020).

Price

Price is the monetary value that consumers must pay to obtain a product or service, and it is also a key indicator of perceived value. Price also plays a strategic role in shaping a brand's position in the market, determining competitiveness, and serving as an implicit means of communicating service quality. In the context of freight forwarding services, price influences customers' decisions in choosing a service provider, especially if the service is routine or mass-market in nature (Saputra & Mahaputra, 2022).

The indicators or dimensions contained in the price variable include: 1) Price Affordability: The extent to which consumers are able to pay the set price without feeling burdened; 2) Price Fairness: The perception that the price is commensurate with the benefits or quality of service received; 3) Price Competitiveness: Comparison of prices with competitors that influence purchasing decisions; 4) Price-Quality Compatibility: The view that the price paid reflects the quality promised by the service provider (Widayati et al., 2020).

The price variable is relevant to previous studies conducted by: (Mahaputra & Saputra, 2022), (Adrian & Keni, 2023), (Krisna et al., 2025).

Service Quality

Service quality is a measure of the extent to which the services provided meet or exceed customer expectations. High service quality reflects an organization's ability to provide fast, accurate, courteous, and promised services. In the context of freight forwarding services, service quality includes the company's ability to maintain package security, delivery accuracy, ease of tracking, and courier professionalism (Jumawan et al., 2023).

The indicators or dimensions contained in the service quality variable include: 1) Reliability: The company's ability to provide services as promised, on time, and without errors; 2) Responsiveness: The willingness and speed of employees in helping customers and handling complaints; 3) Assurance: Employees' knowledge, politeness, and confidence in providing a sense of security to customers; 4) Empathy: Personal attention and understanding of the specific needs of each customer in the service process (Sudiantini et al., 2023).

Service quality variables are relevant to previous studies conducted by: (Khaira et al., 2022), (Munawar & Mahaputra, 2022), (Setiawan et al., 2020).

Customer Satisfaction

Customer satisfaction is the emotional response of customers that arises after comparing their expectations before purchasing with the actual performance they experience after using a product or service. Satisfaction is subjective because it depends on individual perceptions, past experiences, and personal values of customers. In the context of delivery services, satisfaction is influenced by delivery speed, address accuracy, the condition of goods upon receipt, the friendliness of staff, and a transparent tracking system (Saputra & Sumantyo, 2023).

The indicators or dimensions included in the consumer satisfaction variable are: 1) Conformity with Expectations: The level of compatibility between service performance and customer expectations before purchasing; 2) Overall Satisfaction: Customers' general assessment of their experience using the service; 3) Repurchase Intention: The tendency of customers to return to use the service because they are satisfied; 4) Satisfaction with Complaint Handling: How well the company responds to and resolves customer issues quickly and fairly (Hamdan et al., 2023).

Consumer satisfaction variables are relevant to previous studies conducted by: (Saputra & Sumantyo, 2023), (Hernikasari et al., 2022), (Adawia et al., 2020).

On-Time Delivery

On-time delivery is a company's ability to fulfill its distribution time commitments as agreed between the service provider and the customer. In the logistics and shipping industry, on-time delivery does not only mean that goods arrive on schedule, but also includes the accuracy of tracking information, package handling, and efficient distribution system coordination (Eviani & Hidayat, 2021).

The indicators or dimensions contained in the on-time delivery variable include: 1) Delivery Timeliness: The degree of conformity between the promised delivery time and the actual time the goods are received; 2) Accuracy of Destination and Goods: The accuracy of the address, type, and quantity of goods delivered according to the customer's order; 3) Delivery System Reliability: The consistency of the company in delivering goods without damage or loss; 4) Delivery Information Transparency: The ease with which customers can monitor the delivery status through a real-time *tracking system* (Dewantoro et al., 2020).

The variable of on-time delivery is relevant to previous studies conducted by: (Anggraeni et al., 2024), (Maslikhan et al., 2022).

Previous Research

Based on the above findings and previous studies, the research discussion is formulated as follows:

Table 1. Relevant Previous Research Findings

No	Author (Year)	Research Results	Similarities With This Article	Differences With This Article	Hypothesis
1	(Wulandari et al., 2021)	Service Quality and Brand Image variables affect Customer Loyalty through Customer Satisfaction with JNE Services in Yogyakarta	The similarities with this study are in the independent variables of Service Quality and Brand Image and the dependent variable of Customer Loyalty	The difference with this study is that the object of study is JNE services in Yogyakarta	H1
2	(Erdiansyah et al., 2020)	The variables of Price, Company Image, Service Quality, Satisfaction, and Trust influence Consumer Loyalty to Tiki Dinoyo Delivery Services	The similarity with this study is that the independent variables are Price, Service Quality, and Satisfaction, while the dependent variable is Consumer Loyalty	The difference with this study is that the object of study is Tiki Dinoyo Delivery Services	H2
3	(R. Y. Dewi & Yosepha, 2020)	The variables of Service Quality and Trust affect Customer Loyalty in J&T Express Delivery Services	The similarity with this study is that the independent variable is Service Quality and the dependent variable is Customer Loyalty.	The difference with this study is that the object of the study is J&T Express Delivery Services	H3
4	(Aleron & Nurhadi, 2022)	The variables of Service Quality and Customer Satisfaction affect Customer Loyalty among users of J&T Express shipping services, moderated by Guarantee.	The similarity with this study is in the independent variables of Service Quality and Customer Satisfaction and the dependent variable of Customer Loyalty	The difference with this study is that the object is J&T Express shipping services and the moderating variable is warranty.	H4
5	(Zahra et al., 2022)	The variables of Price, Delivery Timeliness, and Service Quality affect Customer Loyalty in Shopee Express Delivery Services in Serang City.	The similarity with this study is that the independent variables are Price, Delivery Time Accuracy, and Service Quality, while the dependent variable is Customer Loyalty.	The difference with this study is that the object of study is the Shopee Express Goods Delivery Service in Serang City	H5

Discussion

Based on the research questions, objectives, and previous research results above, the discussion in this study is as follows:

1. The Effect of Brand Image on Customer Loyalty in Goods Delivery Service Companies

Based on a review of the literature and relevant previous studies, it is stated that brand image affects consumer loyalty in freight forwarding companies.

To achieve, improve, and maintain consumer loyalty through brand image, freight forwarding companies in Indonesia must do the following: 1) Brand association: Companies must consistently instill strong, unique, and positive associations in the minds of consumers. For example, they should be associated with speed and punctuality of delivery, package security (free from damage/loss), wide coverage (even to remote areas), and accurate *tracking*; 2) Brand reputation: Build and maintain a reputation as a reliable (trustworthy), ethical company that consistently provides superior service quality; 3) Brand personality: Establishing and displaying a consistent and appealing set of human-like traits or characteristics; 4) Trust in the brand: Creating a strong belief among consumers that the brand will always fulfill its promises and act in their best interests. This is achieved through consistency in service, honesty in pricing and time estimates, and transparency in operations.

If freight forwarding companies in Indonesia can provide or pay attention to these four things, it will have a positive effect on consumer loyalty, which includes: 1) Repeat purchases:

A strong brand image (especially supported by positive brand associations such as speed and good reputation) will increase the likelihood of consumers choosing the same brand every time they need shipping services; 2) Willingness to stay: When consumers have trust and attachment to a brand, they will have a strong desire to continue using that shipping service even if attractive offers from competitors arise; 3) Recommendations to others: They will voluntarily speak positively about the company and recommend it to friends, family, or business associates (positive *word-of-mouth*), which is a very effective form of promotion; 4) Emotional attachment: Consistency in brand personality and trust will trigger a deep emotional bond. Consumers are not only loyal in behavior (repurchasing) but also affectively (feeling happy, comfortable, or proud to use the brand).

The results of this study are in line with previous studies conducted by (Wulandari et al., 2021), (Larasati & Suryoko, 2020), which state that there is an influence between brand image and consumer loyalty in freight forwarding companies.

2. The Influence of Price on Consumer Loyalty in Freight Forwarding Companies

Based on a review of the literature and relevant previous research, it is stated that price affects consumer loyalty in freight forwarding companies.

To achieve, increase, and maintain consumer loyalty through price, freight forwarding companies in Indonesia must do the following: 1) Price affordability: Companies must ensure that their basic service rates are affordable for their main target market segment, especially for high-volume regular shipments. 2) Price fairness: Provide a transparent and easily accessible shipping cost calculator, without hidden fees. Clearly explain why there are differences in rates (e.g., differences between metropolitan and remote areas); 3) Price competitiveness: Companies must continuously monitor competitors' rates and ensure that the prices offered are competitive in the market, especially for similar services; 4) Price-quality alignment: If a company charges a premium price, it must guarantee a higher delivery speed (e.g., guaranteed *same-day* or *next-day* service) and better package security (professional packaging and accurate *real-time* tracking).

If shipping companies in Indonesia can provide or pay attention to these four things, it will have a positive effect on customer loyalty, which includes: 1) Repeat purchases: When consumers feel that prices are always reasonable and do not force them to look for other options, they tend to take the shortest route, which is to choose the same brand repeatedly. Consistent affordability creates purchasing habits; 2) Desire to stay: Fair pricing and price-quality alignment are critical factors in retaining customers amid competitors' promotional campaigns. If consumers feel that the company has been fair in its pricing and that the value they receive is commensurate with the money they spend, they have a stronger incentive to stay (*switching cost);* 3) Recommendations to others: Loyal consumers not only repurchase, but also become brand advocates (recommendations). Price fairness also reduces the risk of negative *word-of-mouth* due to complaints about hidden costs; 4) Emotional attachment: Companies that demonstrate price fairness (for example, by providing transparent and *fair* special rates*)* build feelings of trust and appreciation in consumers. Consumers feel that the company *is not trying to take advantage* of them, which in turn strengthens emotional bonds and more stable loyalty.

The results of this study are in line with previous research conducted by (Erdiansyah et al., 2020), which states that there is an influence between price and consumer loyalty in freight forwarding companies.

3. The Influence of Service Quality on Customer Loyalty in Freight Forwarding Companies

Based on a literature review and relevant previous studies, it is stated that service quality affects consumer loyalty in freight forwarding companies.

To achieve, improve, and maintain customer loyalty through service quality, freight forwarding companies in Indonesia must do the following: 1) Reliability: Companies must be able to provide accurate and consistent services as promised. In the context of freight forwarding, reliability is the most fundamental dimension, where customers buy into the promise that their packages will arrive; 2) Responsiveness: Provide a company system that can assist customers and provide fast service. This is very important when problems or questions arise; 3) Assurance: Providing *real-time* and accurate *tracking* features, as well as clear insurance coverage for loss or damage; 4) Empathy: Personal and individual attention given by the company to customers. Making it easy for customers to contact the company and interact with representatives who care and are willing to listen.

If shipping companies in Indonesia can provide or pay attention to these four things, it will have a positive effect on consumer loyalty, which includes: 1) Repeat purchases: When consumers consistently experience timely and safe deliveries, they develop habits and preferences for that brand. Reliability reduces perceived risk, making consumers automatically choose the same service provider again without needing to compare again; 2) Willingness to stay: Consumers who have had positive experiences in problem solving (high responsiveness) and are confident that the company is competent and responsible (guarantee) have high psychological *switching costs*. They prefer to stay even if there are slightly lower price offers from competitors, because they value peace of mind and proven service quality; 3) Recommendation to others: Satisfied consumers are not only loyal, but become *brand advocates*. They will actively recommend the delivery service because they are confident in its quality and want others to have the same positive experience; 4) Emotional attachment: This emotional attachment results in the strongest and most stable loyalty, where consumers consider the brand a trusted partner in running their business or personal needs.

The results of this study are in line with previous research conducted by (R. Y. Dewi & Yosepha, 2020), which states that there is an influence between service quality and customer loyalty in shipping companies.

4. The Influence of Customer Satisfaction on Customer Loyalty in Freight Forwarding Companies

Based on a literature review and relevant previous studies, it is stated that customer satisfaction influences customer loyalty in freight forwarding companies.

To achieve, improve, and maintain customer loyalty through customer satisfaction, freight forwarding companies in Indonesia must do the following: 1) Alignment with expectations: Companies must ensure that the service performance received by consumers is at least equal to, or even exceeds, the initial promises and expectations formed through advertising, tariff information, and *customer service* communications; 2) Overall satisfaction: Freight forwarding companies can measure and improve consumers' cumulative positive feelings toward their overall experience interacting with the brand; 3) Repurchase intention: Companies must consider consumers' strong intention to reuse the service as the highest indicator of satisfaction; 4) Satisfaction with complaint handling: Companies can turn bad situations (complaints) into opportunities to create loyalty. Satisfaction with the *service recovery* process is often stronger than satisfaction with smooth service.

If shipping companies in Indonesia can provide or pay attention to these four things, it will have a positive effect on consumer loyalty, which includes: 1) Repeat purchases: Satisfied consumers do not need to spend time evaluating other options; they will *automatically* choose a brand that has been tested. High satisfaction directly creates a habit of repurchasing, changing loyalty from the cognitive (*thinking)* stage to the behavioral (*acting)* stage; 2) Willingness to stay: When expectations are always met or exceeded, and even when mistakes occur, the company manages to recover satisfactorily, consumers feel they have a relationship that is too valuable to leave, even if there are slightly lower price offers from competitors; 3)

Recommendation to others: *Highly* satisfied consumers (especially those impressed by good *service recovery*) will not only remain loyal but also become brand evangelists. They will share their positive stories, effectively bringing in new customers through highly credible word-of-mouth; 4) Emotional attachment: When this trust is combined with the feeling that the company cares (especially when handling complaints, i.e., Satisfaction with Complaint Handling), it fosters a sense of security and appreciation. This emotional bond makes consumers feel "connected" to the brand, not just as a service provider, but as a reliable partner, resulting in loyalty that is resilient to market changes.

The results of this study are in line with previous research conducted by (Aleron & Nurhadi, 2022), which states that there is an influence between customer satisfaction and customer loyalty in freight forwarding companies.

5. The Influence of On-Time Delivery on Customer Loyalty in Freight Forwarding Companies

Based on a literature review and relevant previous studies, it is stated that on-time delivery affects customer loyalty in freight forwarding companies.

To achieve, improve, and maintain customer loyalty through on-time delivery, freight forwarding companies in Indonesia must do the following: 1) Delivery punctuality: Companies must invest in *real-time data-based* logistics route optimization, *agile* fleet capacity management, and operational standardization across all *hubs* and *drop-off points* to minimize *bottlenecks* (congestion or accumulation of goods); 2) Accuracy of destination and goods: Implement advanced *barcode* or RFID systems to reduce sorting errors, train personnel in proper *handling* of *goods*, and ensure strict verification of recipient addresses during the *input* process and before *last-mile delivery;* 3) Delivery system reliability: Ensuring IT infrastructure (*tracking system, database)* has high *uptime*, having a clear contingency plan to overcome unavoidable delays, and ensuring couriers have adequate equipment (well-maintained vehicles, functioning *scanners*) to carry out their duties smoothly; 4) Transparency of delivery information: Implement *user-friendly real-time* tracking, send automatic notifications for every status change (especially delays), and provide realistic *Estimated Time of Arrival* (ETA) and, if possible, narrow *time slots*.

If shipping companies in Indonesia can provide or pay attention to these four things, it will have a positive effect on consumer loyalty, including: 1) Repeat purchases: When companies successfully eliminate concerns about delays, consumers consider the brand as *their default* choice. This creates a purchasing habit that is resistant to the temptation of competitors offering slightly lower prices; 2) Willingness to stay: Consumers who feel that their packages are always safe and arrive at the correct destination will have high psychological *switching* costs. They are unwilling to take the risk of trying a new delivery service, which may be cheaper but untested for reliability, thereby increasing retention; 3) Recommendations to others: Consumers who feel they are always *up-to-date* and informed will share this positive experience. In the context *of e-commerce*, fast and transparent delivery is often a key differentiator worth recommending to business associates or friends; 4) Emotional attachment: When companies proactively communicate status (including minor delays), it demonstrates responsibility and honesty. The feeling that the company *cares* and *keeps its promises* builds emotional trust, transforming the brand from a mere service provider into a trusted logistics partner. This type of loyalty is the strongest and most enduring.

The results of this study are in line with previous research conducted by (Zahra et al., 2022), which states that there is an influence between on-time delivery and consumer loyalty in freight forwarding companies.

Conceptual Framework

The conceptual framework is determined based on the research problem, research objectives, and previous studies relevant to the literature review in this study:

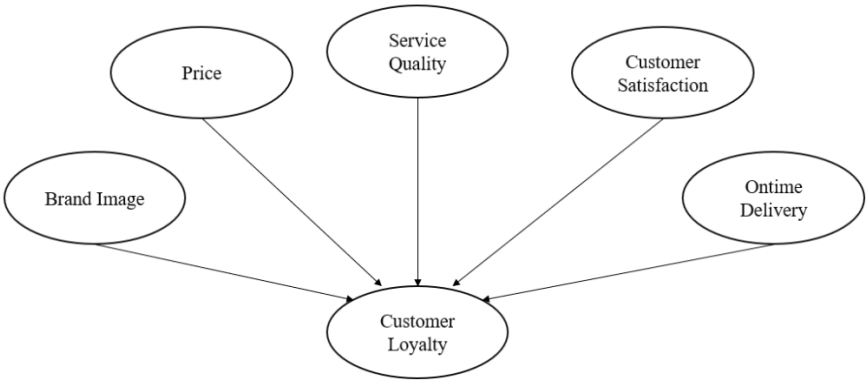


Figure 3. Conceptual Framework

Based on Figure 3 above, brand image, price, service quality, customer satisfaction, and timely delivery influence customer loyalty to freight forwarding companies. However, in addition to the variables of brand image, price, service quality, customer satisfaction, and timely delivery, which influence customer loyalty, there are other variables that influence it, including:

1) Company Reputation: (Gangi et al., 2020), (Khan et al., 2022), (Christiani & Fatmayati, 2022).
2) Consumer Experience: (Fazri et al., 2022), (Damayanti et al., 2020), (Hidayatuloh & Aziati, 2021).
3) Service Coverage: (Valentine et al., 2020), (Permana, 2023), (Hendrawan et al., 2024).

CONCLUSION

Based on the research question, results, and discussion above, the conclusion of this study is:

1) Brand image influences consumer loyalty in freight forwarding companies;
2) Price affects consumer loyalty to freight forwarding companies;
3) Service quality affects consumer loyalty to freight forwarding companies;
4) Customer satisfaction influences customer loyalty to freight forwarding companies;
5) On-time delivery affects customer loyalty to freight forwarding companies.

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