

ABSTRACT

Business development in the service sector continues to experience significant progress and improvement. Business in the service sector is an activity that provides direct services and experiences to consumers. One of the service businesses that is currently growing rapidly in Indonesia is the transportation and logistics business. The high level of consumer demand for transportation and logistics services has made service companies in Indonesia compete to provide satisfaction to consumers and create innovations in the services provided. In addition to improving service quality, product expansion strategies can also be an innovation in increasing consumer interest in trying new services offered. The product extension must be adjusted to the parent product (extended product fit) to avoid the “dilution effects”.

Data was collected by distributing questionnaires that filled out by respondents who had used Grab services and were domiciled in Central Java. A total of 227 data of respondents analyzed using the SEM (Structural Equation Modeling) method through AMOS (Analysis Moment of Structural) program.

Based on the analysis that has been carried out, this study successfully proves that brand satisfaction and extended product fit have a positive and significant influence on brand loyalty mediated by brand attachment. The managerial implications that can be applied using this research are that companies can improve the quality of every service provided and listen to the suggestions given by consumers.

Keywords: *Brand Satisfaction, Extended Product Fit, Brand Attachment, Brand Loyalty.*