PT Gojek Indonesia: Maintaining Corporate Sustainability with Innovation and Customer Perception

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Abstract

This research has a special problem in considering how much influence innovation management has on technological innovation, customer satisfaction on customer loyalty, as well as the impact of technological innovation and customer loyalty on corporate performance and corporate sustainability. The aim is that PT. Go-Jek Indonesia can consider things that can maintain corporate sustainability in a business context. This research uses quantitative research methods as its research method by distributing questionnaires to Go-Jek users who will later provide their views on PT. Gojek Indonesia. Researchers found that there is a close relationship between all variables and corporate sustainability directly and indirectly. This illustrates theoretically that maintaining innovation and customer perspective with good intentions will have an impact on the corporate's sustainability in the long term or the sustainability of PT. Gojek Indonesia. The research concludes that technological innovation, innovation management, customer satisfaction, customer loyalty, and organizational performance all significantly and positively impact PT. Gojek Indonesia's sustainability. The findings emphasize the need for PT. Gojek Indonesia to prioritize these variables to ensure the corporate's long-term sustainability and success.

Keyword: innovation management; technological innovation; customer satisfaction; customer loyalty; organizational performance; and corporate sustainability

1. Introduction

Spreading very quickly, those are words that can describe competition in the online transportation business in Indonesia. Starting from one of the applications made by Indonesians, namely Go-Jek, until after that there were rivals from abroad who began to enter Indonesia, namely Grab and many other rivals spread across Indonesia. This competition even made Go-Jek experience a decrease in transactions in January - September 2023 compared to the previous year, namely January - September 2022. In 2022, total transactions reached 44.1 trillion. This has decreased to 8.47% in 2023, of which transactions this year are only 40.4 trillion (databoks.katadata, 2023).

This increasingly fierce competition makes PT Gojek Indonesia need to pay attention to this matter more intensively. This is because there have been many online transportation application-based companies such as maxim which have tariffs under Go-Jek and even now there are applications such as inDriver where customers can bargain prices with drivers to get the desired price. These various innovations and developments are needed by Go-Jek in order

to attract customer interest and make transactions on the Go-Jek application. Therefore, this study looks for the relationship between innovation management, technological innovation, customer satisfaction, customer loyalty, organizational performance, and corporate sustainability at PT. Gojek Indonesia.

Technological Innovation is one of the most important things in the growth and sustainability of the company. PT Gojek Indonesia continues to adopt cutting-edge technologies, including mobile applications, artificial intelligence, and data analytics, to improve its service offerings. These innovations not only improve operational efficiency but also expand the range of services available to customers, thereby boosting the corporate's competitiveness and market presence.

As the key to success and the main pillar of fruitfulness PT Gojek Indonesia, Customer satisfaction really needs to be considered. It includes the extent to which the company's services meet or exceed customer expectations. Factors such as service quality, reliability, and convenience have a good enhancement effect on customer satisfaction. A high level of satisfaction, in turn, contributes to increased customer loyalty and repeat business.

Customer Loyalty is the result of customer satisfaction which reflects the extent to which PT Gojek Indonesia users choose their services compared to other alternatives. The company's efforts to build customer loyalty go beyond satisfaction; These include brand loyalty initiatives, loyalty programs, and incentives for sustainable use. Customer loyalty is an important factor of a corporate's long-term success and sustainability.

Innovation management is an important element in PT Gojek Indonesia's ability to adapt and thrive in a rapidly evolving market. This involves the introduction of new managerial practices and strategies to optimize operations, improve efficiency, and respond effectively to changing market dynamics. Effective management innovation allows companies to remain agile and competitive.

The performance of the Organization reflects the effectiveness and efficiency of PT Gojek Indonesia as a whole. It includes financial metrics, operational efficiency, market share, and other key performance indicators. The study investigates how technological innovation, customer satisfaction, customer loyalty, and management innovation collectively affect and shape a company's organizational performance.

Corporate Sustainability is PT Gojek Indonesia's core commitment. In addition to profitability, the company prioritizes environmental and social responsibility. This includes initiatives to reduce

carbon emissions, support fair employment practices, and contribute to community development. The study explores how these sustainability efforts align and impact a company's long-term performance and market position.

Therefore, this research is present in order to answer the problems being faced by PT Gojek Indonesia. Because the decrease in transactions in the application can make Gojek's performance sluggish due to the lack of revenue that can be collected. Therefore, there is a need for a well-regulated innovation in PT Gojek Indonesia so that customers become more satisfied with the latest features of this company. This can also maintain the sustainability of PT Gojek Indonesia in the longer term.

2. Literature Review
2.1 Innovation Management

The utilization, development, and implementation of management in regulating technological developments designed to achieve organizational goals is the definition of innovation management. Although management innovation is claimed to be important for business continuity, research shows that efforts to study and develop systematic outlines of management innovation are still very limited due to the difficulty of assessing the effectiveness of innovation, because there is no direct discrete data that can be measured for evaluation. In addition, there is no concrete relationship between the application of management innovation and the achievement of business sustainability (Abdelrahman et al., 2021). Therefore, new products are the most important and most influential indicator in the innovation management of a company to increase trust in the company (Prasetyawan et al., 2020).

2.2 Technological Innovation

The definition and classification of innovation has been an ongoing effort in economics. The purely economic view is primarily directed at the interpretation of innovation based on market- and firm-oriented considerations (Weiyu et al., 2022). Economic phenomena are closely related to technological innovation so that they are always associated between the two. Even in ongoing efforts in economics, the definition and classification of innovation has been included. Based on market and firm orientation, pure economics views innovation as a matter of interpretation of considerations. (Chiffi et al., 2022). Therefore, the capacity of a company in developing technology and utilizing technology is an indicator of technological innovation carried out by a company. (Tang et al., 2023).

2.3 Customer Satisfaction

The match between customer expectations or perceptions on a product that produces feelings between happy or disappointed is the definition of customer satisfaction. In assessing business effectiveness in the eyes of the public, customer satisfaction becomes a very important indicator as a benchmark. Therefore, every company must make customer satisfaction their main goal (Abdullah et al., 2022). The happier or more appropriate the price and service provided, the higher customer satisfaction. With higher customer satisfaction, businesses will get customer loyalty, market share, and increased profits also because customer satisfaction has a positive correlation with these three things (Rosén et al., 2023).

2.4 Customer Loyalty

Customer loyalty is a condition that encourages customer behavior in making repeat purchases with a strong commitment that can support a company's efforts to re-brand in certain situations. This makes consumers have an interest in making repeat purchases at a particular brand and have a desire to recommend the product to the closest person. (Vevere et al., 2022). Because of this definition, customer loyalty has several indicators that can be assessed as a standard of success for a company in increasing their customer loyalty. This indicator ofcustomer loyalty is shown by the customer's intention to convey good things about the company (word of mouth), make the company when giving recommendations to others, prioritize the company, and the intention to strengthen relationships with a certain brand. (Subagiyo et al., 2022).

2.6 Corporate Sustainability

Organizational performance is a company's effort in achieving organizational goals by making competent work arrangements, managing work, and commitment to achieving goals in accordance with the company's capacity. Parameters that can be used in measuring the performance of an organization or company are by measuring the effectiveness and efficiency of a work process of a company or organization (ÖZÜTLER et al., 2022). Therefore, productivity and organizational commitment will be the main indicators in measuring organizational performance (Kamphuis et al., 2022).

2.5 Organizational Performance

Corporate sustainability is an effort to fulfill the three most important areas of business, namely economic, social, and environmental by making the highest performance efforts in its fulfillment efforts. The challenge in fulfilling this is because sometimes there is a lack of continuity between each field and assessing the balance between income, social activities, and environmental empowerment (Ibinabo et al., 2020). By making the natural and social environment of society an important indicator in developing a strategy of a business, this will give the business or company a competitive advantage in order to get a good image in society. (Roscoe et al., 2020). Therefore, economic strength, concern for the environment, and social support are the main indicators in measuring corporate sustainability (Aras et al., 2019).

3. Material and Method
3.1 Design Study

This research uses quantitative research methods as its research method. Quantitative research itself is a method of investigating a problem in a systematic way and using data collection (Siahaan et al, 2022). Quantitative research in collecting data using questionnaires to be a means of collecting data that will then be analyzed. Therefore, quantitative research, especially in questionnaires, requires many respondents and often used structural statements where the answer to the question has been determined by the researcher (Kaban et al, 2021).

Using a survey approach means that the study uses a sample taken from a larger part of the population. This is applied to obtain generalized and more widespread but not in-depth observations. This generalization can be more profound if the sample chosen is representative of what is true (Wardana et al, 2019). By using ex-post facto type research, this study is expected to indicate the correlation of from variables in this study (Islamiati et al, 2023). In this research we will further understand the relationship between management innovation, technological innovation, customer

satisfaction, and customer loyalty on Organizational Performance and Its Impact on Company Sustainability.

The correlation approach will assist researchers in identifying the relationship between the variables studied, such as Technological Innovation, Customer Satisfaction, Customer Loyalty, and Management Innovation with Organizational Performance. Using appropriate statistical analysis, correlation research can help measure the extent to which these variables relate to each other. For example, this research can uncover whether an increase in Technological Innovation has a positive relationship with an increase in Customer Satisfaction or Organizational Performance. With this correlation analysis, it is expected to describe the relationship between several variables more clearly.

The target population is the entirety of people who will either directly or indirectly get the impact of the study. By defining the population as clearly as possible, such as based on demographic and clinical factors, this can make research more influential on the target population. The study population itself is a limitation of a very large overall population and makes it easier for researchers because it is difficult to study the entire population. Even if the study population is still large, researchers can use research samples that are considered relevant. (Yu et al, 2020). In this study we use population that focused on Go-Jek users in Jakarta, Bogor, Depok, Tangerang, and Bekasi (JABODETABEK). This is based on the very high traffic of Go-Jek application users in the area around the Capital Region of Jakarta.

Because Go-Jek users in JaBoDeTaBek are still large, the researchers chose several samples to support the data in this study. The sample itself is a small part of the study population selected by researchers with a certain selection so that many populations can be represented by this smaller sample. Using samples can make research more efficient. (Futane et al, 2021). In this study we used 100 samples to test the validity of existing hypotheses.

3.2 Data Analysis

Researchers used Smart PLS version 3.0 in processing data that had been obtained through questionnaires distributed to Go-Jek application users in the JaBoDeTaBek area. This study also used 6 variables that influence each other on other variables. Data collection using questionnaires using indicators that can affect each variable consisting of innovation management, technological innovation, customer satisfaction, customer loyalty, organizational performance and corporate sustainability at PT Gojek Indonesia. The research uses the calculation features of Smart PLS Version 3.0, namely in the form of PLS-SEM algorithm and bootstrapping. The following is a hypothesis from this study.

H1: Innovation Management on Technological Innovation

H2: Technological Innovation on Organizational Performance

H3: Technological Innovation on Corporate Sustainability

H4: Customer Satisfaction on Customer Loyalty

H5: Customer Loyalty on Organizational Performance

H6: Customer Loyalty on Company Sustainability

H7: Organizational Performance on Corporate Sustainability

H8: Innovation Management on Organizational Performance with Technological Innovation as an Intervening Variable

H9: Innovation Management on Corporate Sustainability with Technological Innovation as an Intervening Variable

H10 : Technological Innovation on Corporate Sustainability with Organizational Performance as an Intervening Variable

H11 : Innovation Management on Corporate Sustainability with Technological Innovation and Organizational Performance as Intervening Variables

H12 : Customer satisfaction on organizational performance with customer loyalty as an intervening variable

H13 : Customer satisfaction on company sustainability with customer loyalty as an intervening variable

H14 : Customer loyalty on company sustainability with organizational performance as an intervening variable

H15 : Customer Satisfaction on Company Sustainability with Customer Loyalty and Organizational Performance as Intervening Variables

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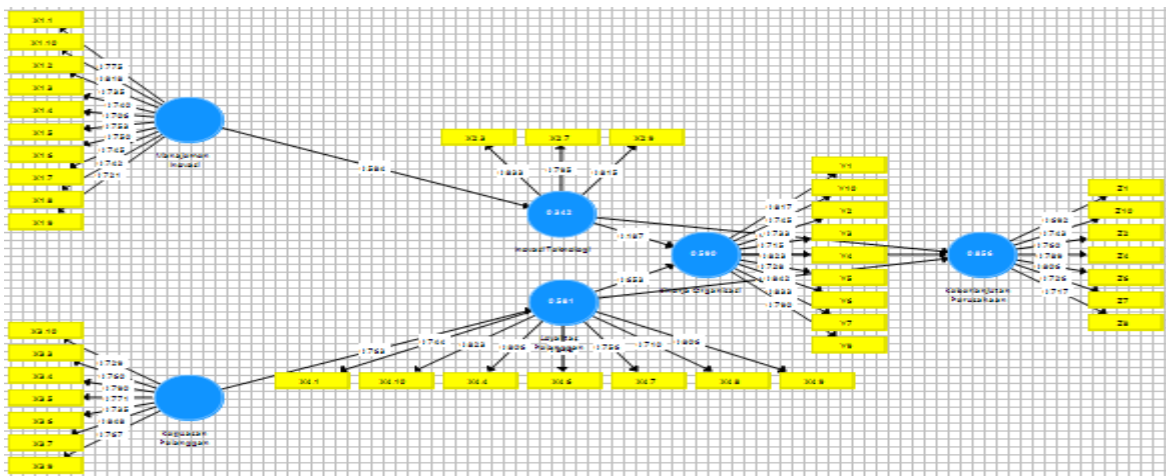

Figure 1. Research Model.

4. Result

The part that can be used in research to get results from reliability tests on a variable is to use composite reliability. The reliability of this composite must have a value greater than 0.7 so that it has reliability in accordance with the research (Hakim et al., 2021).

In addition to using composite reliability, alpha cronbach is also one of the calculations that can show the reliability value of a variable is good. By having a Cronbach alpha above 0.7 so that it has reliability in accordance with the research (Hakim et al., 2021). By fulfilling the two tests above, the reliability of the research variables can be said to be good.

After conducting a reliability test, we can retest the validity of a variable. Average Variance Extracted (AVE) can assess or indicate the validity of a variable. By having an AVE value above 0.5, a variable can be said to pass the validity test (Saputra et al., 2020).

Tabel 1. Construct Reliability and Validity.

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	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)

Technological Innovation	0.747	0.748	0.855	0.664
Corporate Sustainability	0.869	0.873	0.899	0.56
Customer Satisfaction	0.887	0.89	0.912	0.596
Organizational Performance	0.92	0.924	0.934	0.612
Customer Loyalty	0.892	0.897	0.916	0.609
Innovation Management	0.913	0.919	0.927	0.561

In this discriminant validity test, the value of AVE must be greater than 0.5 so that a variable can be said to meet the requirements of the validity criteria according to the statement from Fornell-Lacker. Then the value of the square root of AVE must also have a value greater than its correlation to other variables (Firman et al., 2021).

Table 2. Discriminant Validity

	Technological Innovation	Corporate Sustainabi lity	Customer Satisfaction	Organizational Performance	Customer Loyalty	Innovation Managemen t
Technological Innovation	0.815					
Corporate Sustainability	0.605	0.748				
Customer Satisfaction	0.573	0.815	0.772			
Organizational Performance	0.531	0.866	0.778	0.782		

Table 2 shows the discriminant validity value of all variables in the study. The condition of a variable has a validity value, namely the AVE value must be above 0.5 and have a square root of the AVE of a particular variable that is greater than the correlation. From the data shows that the entire data has an AVE value above 0.5 which has met one of the variable validity requirements. However, in the company's innovation and sustainability management data, there

is a lack in the validity of these variables because the square root value of the two variables has a smaller value compared to the correlation.

R-Square is a definition of a ratio that compares the sum of regression squares with the total sum of squares in research (Alfred et al., 2022). Therefore, the r-square shows how much influence each variable has.

Table 3. R Square

	R Square	**R Square Adjusted**	**Criteria**
Technological Innovation	0.342	0.335	Moderate
Corporate Sustainability	0.856	0.851	Substantial
Organizational Performance	0.59	0.581	Moderate
Customer Loyalty	0.581	0.577	Moderate

Based on table 4.10 which shows data related to r-square values in a study. The first variable, technological innovation, is valued at 0.342 that illustrates that this variable is influenced by 34.2% (moderate) by innovation management variables and the remaining 65.8% by other variables. Furthermore, for corporate sustainability is valued at 0.856 that illustrates that this variable is influenced by 85.6% (substantial) by organizational performance variables and the rest 14.4% there are variables other than those mentioned that affect it. Then the organizational performance variable is valued at 0.59 that illustrates that this variable is influenced by 59% (moderate) by the variables of technological innovation and customer loyalty and the rest 41% there are variables other than those mentioned that affect it. Finally, the customer loyalty variable is valued at 0.581 that illustrates that this variable is influenced by 58.1% (moderate) by the customer satisfaction variable and the rest 41.9 there are variables other than those mentioned that affect it.

The next calculation in this study is to calculate the path coefficient as material for analyzing the direct influence of variables. The hypothesis will have a direct effect or the results can be accepted if at the time of calculating the path coefficient the relationship between variables has a T Statistics value of > 1.96 or P Values < 0.05 (Hair et al., 2021).

Table 4. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
Innovation Management -> Technological Innovation	0.584	0.592	0.103	5.691	0	Accepted
Technological Innovation -> Organizational Performance	0.187	0.196	0.081	2.309	0.021	Accepted
Technological Innovation -> Corporate Sustainability	0.125	0.123	0.052	2.39	0.017	Accepted
Customer Satisfaction -> Customer Loyalty	0.763	0.765	0.074	10.351	0	Accepted
Customer Loyalty -> Organizational Performance	0.653	0.65	0.109	6.005	0	Accepted
Customer Loyalty -> Corporate Sustainability	0.431	0.422	0.085	5.082	0	Accepted
Organizational Performance -> Corporate Sustainability	0.475	0.482	0.085	5.567	0	Accepted

The results in the calculation of the first path coefficient show the results in the first hypothesis, namely the influence of innovation management on technological innovation. Based on table 4 it can be identified that the relationship between the two is significantly influential and in a positive direction. This is based on the p-value of $0<0.05$ and the t statistic is $5.691>1.96$. Then the original sample shows a positive result stating that both variables are heading in a positive direction together, which was 0.584. Therefore, the first hypothesis is acceptable.

The second hypothesis is the influence of technological innovation on organizational performance. Based on table 4 it can be identified that the relationship between the two is significantly influential and in a positive direction. This is based on the p-value of 0.021<0.05 and the t statistic is 2.309>1.96. Then the original sample shows a positive result stating that both variables are heading in a positive direction together, which was 0.187. Therefore, the second hypothesis is acceptable.

The third hypothesis is the effect of technological innovation on company sustainability. Based on table 4 it can be identified that the relationship between the two is significantly influential and in a positive direction. This is based on the p-value of 0.017<0.05 and the t statistic is 2.39>1.96. Then the original sample shows a positive result stating that both variables are heading in a positive direction together, which was 0.125. Therefore, the third hypothesis is acceptable.

The fourth hypothesis is the effect of customer satisfaction on customer loyalty. Based on table 4 it can be identified that the relationship between the two is significantly influential and in a positive direction. This is based on the p-value of 0<0.05 and the t statistic is 10.351>1.96. Then the original sample shows a positive result stating that both variables are heading in a positive direction together, which was 0.763. Therefore, the fourth hypothesis is acceptable.

The fifth hypothesis is the influence of customer loyalty on organizational performance. Based on table 4 it can be identified that the relationship between the two is significantly influential and in a positive direction. This is based on the p-value of 0<0.05 and the t statistic is 6.005>1.96. Then the original sample shows a positive result stating that both variables are heading in a positive direction together, which was 0.653. Therefore, the fifth hypothesis is acceptable.

The sixth hypothesis is the influence of customer loyalty on company sustainability. Based on table 4 it can be identified that the relationship between the two is significantly influential and in a positive direction. This is based on the p-value of 0<0.05 and the t statistic is 5.082>1.96. Then the original sample shows a positive result stating that both variables are heading in a positive direction together, which was 0.431. Therefore, the sixth hypothesis is acceptable.

The seventh hypothesis is the effect of organizational performance on company sustainability. Based on table 4 it can be identified that the relationship between the two is significantly influential and in a positive direction. This is based on the p-value of 0<0.05 and the t statistic is 5.567>1.96. Then the original sample shows a positive result stating that both variables are heading in a positive direction together, which was 0.475. Therefore, the seventh hypothesis is acceptable.

The next calculation in this study is to calculate the path coefficient as material for indirect influence analysis of several variables. The hypothesis will have an indirect effect directly or the results can be accepted if at the time of calculating the path coefficient the relationship between variables has a T Statistics value of > 1.960 or P Values < 0.05 (Hair et al., 2021).

Tabel 5. Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
Innovation Management -> Technological Innovation -> Organizational Performance	0.109	0.121	0.061	1.787	0.075	Rejected
Innovation Management -> Technological Innovation -Corporate Sustainability >	0.073	0.074	0.037	1.975	0.049	Accepted
Technological Innovation -> Organizational Performance -Corporate Sustainability >	0.089	0.095	0.044	2.033	0.043	Accepted
Innovation Management -> Technological Innovation -> Organizational Performance -Corporate Sustainability >	0.052	0.058	0.032	1.624	0.105	Rejected

Customer Satisfaction -> Customer Loyalty -> Organizational Performance	0.498	0.5	0.108	4.63	0	Accepted
Customer Satisfaction -> Customer Loyalty -> Corporate Sustainability	0.329	0.323	0.072	4.545	0	Accepted
Customer Loyalty -> Organizational Performance -Corporate Sustainability >	0.31	0.313	0.078	3.974	0	Accepted
Customer Satisfaction -> Customer Loyalty -> Organizational Performance -> Corporate Sustainability	0.237	0.241	0.069	3.41	0.001	Accepted

The results in the calculation of the first significant indirect effect show the results of the eighth hypothesis, namely the influence of innovation management on organizational performance with technological innovation as an intervening variable. Based on table 5 it can be identified that the relationship between the two has no significant effect and in a positive direction. This is based on the p-value of 0.075>0.05 and the t statistic is 1.787<1.96. Then the original sample shows a positive result stating that both variables are heading in a positive direction together, which was 0.109. Therefore, The eighth hypothesis in this study is unacceptable.

The ninth hypothesis is the influence of innovation management on company sustainability with technological innovation as an intervening variable. Based on table 5 it can be identified that the relationship between the two is significantly influential and in a positive direction. This is based on the p-value of 0.049<0.05 and the t statistic is 1.975>1.96. Then the original sample shows a positive result stating that both variables are heading in a positive direction together, which was 0.073. Therefore, the ninth hypothesis in this study is acceptable.

The tenth hypothesis is the influence of technological innovation on company sustainability with organizational performance as an intervening variable. Based on table 5 it can be identified that the relationship between the two is significantly influential and in a positive direction. This is based on the p-value of 0.043<0.05 and the t statistic is 2.033>1.96. Then the original sample shows a positive result stating that both variables are heading in a positive direction together, which was 0.089. Therefore, the tenth hypothesis in this study is acceptable.

The eleventh hypothesis is the influence of innovation management on company sustainability with technological innovation and organizational performance as intervening variables. Based on table 5 it can be identified that the relationship between the two has no significant effect and in a positive direction. This is based on the p-value of 0.105>0.05 and the t statistic is 1.624<1.96. Then the original sample shows a positive result stating that both variables are heading in a positive direction together, which was 0.052. Therefore, the eleventh hypothesis in this study is unacceptable or rejected.

The twelfth hypothesis is the effect of customer satisfaction on organizational performance with customer loyalty as an intervening variable. Based on table 5 it can be identified that the relationship between the two is significantly influential and in a positive direction. This is based on the p-value of 0<0.05 and the t statistic is 4.63>1.96. Then the original sample shows a positive result stating that both variables are heading in a positive direction together, which was 0.498. Therefore, the twelfth hypothesis in this study is acceptable.

The thirteenth hypothesis is the effect of customer satisfaction on company sustainability with customer loyalty as an intervening variable. Based on table 5 it can be identified that the relationship between the two is significantly influential and in a positive direction. This is based on the p-value of 0<0.05 and the t statistic is 4.545>1.96. Then the original sample shows a positive result stating that both variables are heading in a positive direction together, which was 0.329. Therefore, the thirteenth hypothesis in this study is acceptable.

The fourteenth hypothesis is the effect of customer loyalty on company sustainability with organizational performance as an intervening variable. Based on table 5 it can be identified that the relationship between the two is significantly influential and in a positive direction. This is based on the p-value of 0<0.05 and the t statistic is 3.974>1.96. Then the original sample shows a positive result stating that both variables are heading in a positive direction together, which was 0.31. Therefore, the fourteenth hypothesis in this study is acceptable.

The fifteenth hypothesis is the effect of customer satisfaction on company sustainability with customer loyalty and organizational performance as intervening variables. Based on table 5 it can be identified that the relationship between the two is significantly influential and in a positive direction. This is based on the p-value of 0.001<0.05 and the t statistic is 3.41>1.96.

Then the original sample shows a positive result stating that both variables are heading in a positive direction together, which was 0.237. Therefore, the fifteenth hypothesis in this study is acceptable.

5. Discussion

This study shows that there are 15 hypotheses that will be tested for the relationship between two or more variables. In this section, the discussion will focus on the 15 hypotheses and state whether the relationship is significant or not based on the results of calculations.

H1: Innovation Management on Technological Innovation

The results of this study after going through various tests in research show that there is a significant influence towards a positive direction between innovation management variables and technological innovation at PT GoJek Indonesia. In line with the results in the path coefficient that the original sample has a value of 0.584 which shows a positive value in line with the positive influence relationship between the two variables. Then the significant effect can be seen from the t statistics value of 5.691>1.96 and p value 0<0.05 so that based on the results listed shows a significant positive influence between innovation management and technological innovation. If PT GoJek Indonesia's innovation management is getting better, then the technological innovation from PT GoJek Indonesia will also get significantly better.

H2: Technological Innovation on Organizational Performance

The results of this study after going through various tests in research show that there is a significant influence towards a positive direction between the variables of technological innovation and organizational performance at PT GoJek Indonesia. In line with the results in the path coefficient that the original sample has a value of 0.187 which shows a positive value in line with the positive influence relationship between the two variables. Then the significant effect can be seen from the t statistics value of 2.309>1.96 and p value 0.021<0.05 so that based on the results listed shows a significant positive influence between technological innovation and organizational performance. If PT GoJek Indonesia's technological innovation is getting better, then the organizational performance of PT GoJek Indonesia will also get significantly better.

H3: Technological Innovation on Corporate Sustainability

The results of this study after going through various tests in research show that there is a significant influence towards a positive direction between the variables of technological innovation and company sustainability at PT GoJek Indonesia. In line with the results in the path coefficient that the original sample has a value of 0.125 which shows a positive value in

line with the positive influence relationship between the two variables. Then a significant effect can be seen from the t statistics value of 2.39>1.96 and p value of 0.017<0.05 so that based on the results listed shows a significant positive influence between technological innovation and company sustainability. If PT GoJek Indonesia's technological innovation is getting better, then the corporate sustainability of PT GoJek Indonesia will also be significantly better.

H4: Customer Satisfaction on Customer Loyalty

The results of this study after going through various tests in research show that there is a significant influence towards a positive direction between customer satisfaction variables and customer loyalty at PT GoJek Indonesia. In line with the results in the path coefficient that the original sample has a value of 0.763 which shows a positive value in line with the positive influence relationship between the two variables. Then the significant effect can be seen from the t statistics value of 10.351>1.96 and p value 0<0.05 so that based on the results listed shows a significant positive influence between customer satisfaction and customer loyalty. If PT GoJek Indonesia's customer satisfaction is getting better, then PT GoJek Indonesia's customer loyalty will also get significantly better.

H5: Customer Loyalty on Organizational Performance

The results of this study after going through various tests in research show that there is a significant influence towards a positive direction between customer loyalty variables and organizational performance at PT GoJek Indonesia. In line with the results in the path coefficient that the original sample has a value of 0.653 which shows a positive value in line with the positive influence relationship between the two variables. Then the significant effect can be seen from the t statistics value of 6.005>1.96 and p value 0<0.05 so that based on the results listed shows a significant positive influence between customer loyalty and organizational performance. If PT GoJek Indonesia's customer loyalty is getting better, then the organizational performance of PT GoJek Indonesia will also be significantly better.

H6: Customer Loyalty on Company Sustainability

The results of this study after going through various tests in research show that there is a significant influence towards a positive direction between customer loyalty variables and company sustainability at PT GoJek Indonesia. In line with the results in the path coefficient that the original sample has a value of 0.431 which shows a positive value in line with the positive influence relationship between the two variables. Then the significant effect can be seen from the t statistics value of 5.082>1.96 and p value 0<0.05 so that based on the results listed shows a significant positive influence between customer loyalty and company

sustainability. If PT GoJek Indonesia's customer loyalty is getting better, then the corporate sustainability of PT GoJek Indonesia will also be significantly better.

H7: Organizational Performance on Corporate Sustainability

The results of this study after going through various tests in research show that there is a significant influence towards a positive direction between organizational performance and corporate sustainability on PT GoJek Indonesia. In line with the results in the path coefficient that the original sample has a value of 0.475 which shows a positive value in line with the positive influence relationship between the two variables. Then the significant effect can be seen from the t statistics value of 5.567>1.96 and p value 0<0.05 so that based on the results listed shows a significant positive influence between organizational performance and company sustainability. If the organizational performance of PT GoJek Indonesia is getting better, then the corporate sustainability of PT GoJek Indonesia will also be significantly better.

H8: Innovation Management on Organizational Performance with Technological Innovation as an Intervening Variable The results of this study after going through various tests in research show that there is an insignificant influence towards a positive direction between innovation management variables and organizational performance with technological innovation as an intervening variable in PT GoJek Indonesia. In line with the results in the path coefficient that the original sample has a value of 0.109 which shows a positive value in line with the positive influence relationship between the two variables. Then it does not have a significant effect can be seen from the value of t statistics of 1.787<1.96 and p value of 0.075>0.05 so that based on the results listed shows a positive insignificant influence between innovation management and organizational performance with technological innovation as an intervening variable. If PT GoJek Indonesia's innovation management is getting better, then the performance of organizations with technological innovation as an intervening variable from PT GoJek Indonesia will also be better but not significant.

H9: Innovation Management on Corporate Sustainability with Technological Innovation as an Intervening Variable

The results of this study after going through various tests in research show that there is a significant influence towards a positive direction between innovation management variables and company sustainability with technological innovation as an intervening variable in PT GoJek Indonesia. In line with the results in the path coefficient that the original sample has a value of 0.073 which shows a positive value in line with the positive influence relationship between the two variables. Then the significant effect can be seen from the t statistics value of 1.975>1.96 and p value 0.049<0.05 so that based on the results listed shows a significant

positive influence between innovation management and company sustainability with technological innovation as an intervening variable. If PT GoJek Indonesia's innovation management is getting better, then the sustainability of the company with technological innovation as an intervening variable from PT GoJek Indonesia will also be significantly better.

H10: Technological Innovation on Corporate Sustainability with Organizational Performance as an Intervening Variable

The results of this study after going through various tests in research show that there is a significant influence towards a positive direction between the variables of technological innovation and company sustainability with organizational performance as an intervening variable in PT GoJek Indonesia. In line with the results in the path coefficient that the original sample has a value of 0.089 which shows a positive value in line with the positive influence relationship between the two variables. Then the significant effect can be seen from the value of t statistics of 2.033>1.96 and p value 0.043<0.05 so that based on the results listed shows a significant positive influence between the variables of technological innovation and company sustainability with organizational performance as an intervening variable. If PT GoJek Indonesia's technological innovation is getting better, then the sustainability of the company with organizational performance as an intervening variable of PT GoJek Indonesia will also be significantly better.

H11: Innovation Management on Corporate Sustainability with Technological Innovation and Organizational Performance as Intervening Variables

The results of this study after going through various tests in research show that there is an insignificant influence towards a positive direction between the variables of innovation management and company sustainability with technological innovation and organizational performance as intervening variables in PT GoJek Indonesia. In line with the results in the path coefficient that the original sample has a value of 0.052 which shows a positive value in line with the positive influence relationship between the two variables. Then it does not have a significant effect can be seen from the t statistics value of 1.624<1.96 and p value 0.105>0.05 so that based on the results listed shows a positive insignificant influence between innovation management variables and company sustainability with technological innovation and organizational performance as intervening variables. If PT GoJek Indonesia's innovation management is getting better, then the company's sustainability with technological innovation and organizational performance as intervening variables of PT GoJek Indonesia will also be better but not significant.

H12: Customer satisfaction on organizational performance with customer loyalty as an intervening variable

The results of this study after going through various tests in research show that there is a significant influence towards a positive direction between customer satisfaction variables and organizational performance with customer loyalty as an intervening variable in PT GoJek Indonesia. In line with the results in the path coefficient that the original sample has a value of 0.498 which shows a positive value in line with the positive influence relationship between the two variables. Then the significant effect can be seen from the t statistics value of 4.63>1.96 and p value 0<0.05 so that based on the results listed shows a significant positive influence between customer satisfaction variables and organizational performance with customer loyalty as an intervening variable. If PT GoJek Indonesia's customer satisfaction is getting better, then the performance of organizations with customer loyalty as an intervening variable from PT GoJek Indonesia will also get significantly better.

H13: Customer satisfaction on company sustainability with customer loyalty as an intervening variable

The results of this study after going through various tests in research show that there is a significant influence towards a positive direction between customer satisfaction variables and company sustainability with customer loyalty as an intervening variable in PT GoJek Indonesia. In line with the results in the path coefficient that the original sample has a value of 0.329 which shows a positive value in line with the positive influence relationship between the two variables. Then a significant effect can be seen from the t statistics value of 4.545>1.96 and p value 0<0.05 so that based on the results listed shows a significant positive influence between customer satisfaction variables and company sustainability with customer loyalty as an intervening variable. If PT GoJek Indonesia's customer satisfaction is getting better, then the sustainability of the company with customer loyalty as an intervening variable from PT GoJek Indonesia will also be significantly better.

H14: Customer loyalty on company sustainability with organizational performance as an intervening variable

The results of this study after going through various tests in research show that there is a significant influence towards a positive direction between customer loyalty variables and company sustainability with organizational performance as an intervening variable in PT GoJek Indonesia. In line with the results in the path coefficient that the original sample has a value of 0.31 which shows a positive value in line with the positive influence relationship between the two variables. Then the significant effect can be seen from the t statistics value of 3.974>1.96 and p value 0<0.05 so that based on the results listed shows a significant positive

influence between customer loyalty variables and company sustainability with organizational performance as an intervening variable. If PT GoJek Indonesia's customer loyalty is getting better, then the sustainability of the company with organizational performance as an intervening variable of PT GoJek Indonesia will also be significantly better.

H15: Customer Satisfaction on Company Sustainability with Customer Loyalty and Organizational Performance as Intervening Variables

The results of this study after going through various tests in research show that there is a significant influence towards a positive direction between the variables of customer satisfaction and company sustainability with customer loyalty and organizational performance as intervening variables in PT GoJek Indonesia. In line with the results in the path coefficient that the original sample has a value of 0.237 which shows a positive value in line with the positive influence relationship between the two variables. Then the significant effect can be seen from the t statistics value of 3.41>1.96 and p value 0.001<0.05 so that based on the results listed shows a significant positive influence between the variables of customer satisfaction and company sustainability with customer loyalty and organizational performance as intervening variables. If PT GoJek Indonesia's customer satisfaction is getting better, then the sustainability of the company with customer loyalty and organizational performance as intervening variables of PT GoJek Indonesia will also be significantly better..

6. Conclusion, Implication, and Recommendation

This study has shown significant results on several research variables on PT Gojek Indonesia. Theoretical contributions have been given by this study to be taken into consideration by PT Gojek Indonesia in developing its business, especially in the fields of innovation management, technological innovation, customer satisfaction, customer loyalty, organizational performance, and company sustainability. This study has also shown that all variables individually and simultaneously have a significant positive impact on the sustainability of PT Gojek Indonesia.

This can be considered by PT Gojek Indonesia in the face of competition in the online transportation application industry that is increasingly mushrooming, especially in Indonesia. By making the latest innovations that prioritize customer satisfaction and supported by good organizational performance, PT Gojek Indonesia can survive and outperform competitors in this online transportation application industry. With the survival of PT Gojek Indonesia, the nation's child-owned business will not be inferior to other country-made businesses in similar industries such as Grab, Maxim, and even inDriver..

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