THE INFLUENCE OF ONLINE FOOD DELIVERY BRAND EXTENSIONS ON BRAND PREFERENCE IN E-COMMERCE APPLICATIONS

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Article Info	Abstract
	Go-Jek and Grab are examples of e-commerce applications. They offer similar features from brand extensions that help people meet their daily needs. This research will further explore the influence of online food delivery brand extensions on brand preference. The research method used in this study is applied research with both qualitative and quantitative data. Data were obtained through a questionnaire distributed to 154 respondents who had used the Go-Jek and Grab e-commerce applications. The research employed descriptive, explanatory, and statistical techniques for data processing. This research consists of independent variables (brand extension) and dependent variables (brand preference). Analysis used linear regression and classical assumption tests to obtain research conclusions. This research shows that brand extension online food delivery, with the dimensions of similarity, reputation, perceived risk, and innovativeness, has an influence on brand preference, accounting for 26.8% on the Go-Jek application and 42% on the Grab application.

1. INTRODUCTION

Online transportation applications that use the call concept have developed rapidly and become an integral part of daily life in Indonesia. Online transportation, the latest innovation in e-commerce, allows users to organize trips via mobile applications, and drivers respond via the application. Wallsten (2015) states that online transportation is a service where users can arrange trips using vehicles via a mobile application, and drivers can respond via the application. Tight competition exists in Indonesia between two leading companies, Grab and Go-Jek, both of which have succeeded in positioning themselves as providers of application-based services in society, especially in city centres. Based on the APJII survey in the second quarter of 2019, as shown in Figure 1, the results show that the most popular online transportation applications among the general public are Go-Jek and Grab (Bayu, 2020).

According to Burhan (2021), the analysis results from Google, Temasek, and Bain in the 2021 Economy SEA report show that transactions in the online transportation and food delivery sectors reached around US\$ 6.9 billion, an increase of 36% from the previous year's value of US\$ 5.1 billion. Projections from Google, Temasek, and Bain indicate that this transaction value is expected to reach US\$ 16.8 billion in 2025. Overall, the total transaction value, or Gross Transaction Value (GTV), of the group (Go-Jek and Tokopedia) in 2020 reached more than US\$ 22 billion, while Grab's transaction value in 2021 was US\$ 3.9 billion. During the pandemic, many people relied on online applications such as Go-Jek and Grab for daily needs, such as transportation, delivery of goods, and food shopping. Both companies adopted a brand extension strategy to attract a wider range of consumers, so consumers had to choose between the two to meet their daily needs.

Brand extension is a strategy in which a company launches a new product in a different or the same category under an existing brand. Aaker et al. (2013) define brand extension as the use of a brand name to enter a new product class. The goal is to reduce the risk of new product acceptance, increase brand recall, and influence consumer purchasing decisions. Go-Jek and Grab implement a horizontal brand extension strategy, making all their services part of the umbrella brand. This not only increases brand awareness but also makes it easier for consumers to bundle the various services offered by the company (Hasan, 2016).

Brand preference reflects consumers' desire to buy and enjoy one brand compared to other brands, which comes from a comparison or relative assessment of that brand. Strong brand preferences can encourage consumers to have high loyalty to a brand, enabling companies that are successful in creating brand preferences to compete and survive in the market (Halim et al., 2014).

Based on preliminary research regarding brand preferences between Go-Jek and Grab among 8 respondents, it was found that 4 respondents chose Go-Jek because the service category better meets their daily needs, is more practical, and has a greater variety of services in one application. Some Go-Jek respondents remain loyal even though some services have higher prices than Grab, because Go-Jek also provides an electronic money service, Go-Pay, which is very helpful in their daily lives. Meanwhile, 3 respondents chose Grab because the prices and promotions were considered more attractive, increasing their interest in using the Grab application for their daily activities. One respondent uses both applications depending on his particular needs.

Research by Prados-Peña & Barrio-García, (2020) explains that companies with high brand equity often adopt brand extension strategies to enter new products into the market. The results of this research indicate that brand preference has a positive impact on loyalty in relation to brand extensions, mediated by attitudes towards brand extensions and brand image, and moderated by the suitability of brand extensions. In addition, based on research by Sunday et al. (2021), it was revealed that brand extension strategies have a significant impact on customer preferences. This research confirms that companies that successfully adopt and implement branding strategies with a focus on perceived quality, perceived suitability, and customer closeness will make consumers respond positively to the products extended by the organization or company. Thus, brand expansion in the services provided by Go-Jek and Grab companies is also one of the strategies of startup companies in competing in the consumer market. According to Kocak & Ruzgar (2017), brand preference is influenced by the congruence between brand image and brand personality, which increases the impact of brand experience on brand preference. Apart from experience, consumer preferences are also influenced by the relationship between consumer perceptions of brand personality and their own individual personality. Based on previous research, companies with high brand equity have adopted brand extension strategies to enter new markets, as brand extensions tend to be more easily recognized by the market. Brand extension also has a significant effect on consumer preferences. Brand preferences are influenced by brand image and brand personality.

This study will discuss the research question of how brand extension affects brand preferences. It was conducted on Grab and Go-Jek as e-commerce applications that have a positive influence on consumer brand preferences in Indonesia. This study aims to identify the influence of brand extension on brand preference in

e-commerce applications, especially Grab and Go-Jek. The research objects were chosen because both have almost the same business and market share.

2.   LITERATURE REVIEW

According to Aaker and Keller, implementing brand extension involves three strategic stages. First, recognize the associations related to the brand. Second, identify products that are related to the brand association. Finally, choose the most potential product from the list to test the concept and develop it into a new product (Dalesma, 2018). In that research, brand extensions have advantages and disadvantages. Their main advantage is that they facilitate acceptance of new products and provide positive feedback to the parent brand and company. Some advantages include increasing the chances of a new product's success, where consumers can make conclusions based on their knowledge of the parent brand. The positive feedback effect is also another advantage of brand extension. However, the drawbacks involve the risk of reducing a brand's strong identification with a particular product, and a missed opportunity to create a new brand with a unique image and equity. Brand extensions with a positive image have an effect on the brand's parent company. Meanwhile, brand commitment has a positive impact on the relationship between brand extension and parent brand equity, which can be used as a future brand development (Herath & Riyas, 2022). According to Hellier (in Bawazier, 2019), brand preference reflects consumer tendencies towards products from a company compared to its competitors, formed through product comparisons. It defines brand preferences as a behavioural tendency that reflects consumer attitudes towards a brand. This research also emphasized the importance of brand preference as an indicator of customer loyalty and brand strength. Brand preference is measured by looking at the extent to which consumers see a brand as more favourable compared to the reference brand. Kotler and Armstrong (2019) state in their book that the value of expansion will depend on the attractiveness of each planned expansion market area, its growth and level of competition, as well as the strength of the expansion. The strength of the extension will be determined by the relevance of the brand, quality, and the extent to which they can be utilized in the long term. Based on Pena and Garcia (2020), state that companies with high brand equity often use brand extension strategies to place their new products in the market, the study also concluded that brand preference has a positive effect on brand extension loyalty. In addition, based on research by Ezekiel, Joshua, et al. (2021), the strategy of brand extension has a significant effect on customer preference, and ensures that a company that adopts and implements a branding strategy with a focus on perceived quality, perception of suitability, and customer familiarity will have a good impact on the products expanded from the organization or company. Brand extensions identified with complementary and substitutable dimensions have a strong influence on consumer behaviour towards brand extensions (Ahmed et al., 2020).

Therefore, it can be concluded that brand extension has an impact on the image of the parent company and affects the formation of consumer behaviour. Then, the research hypothesis can be drawn: H0 is that brand extension has no positive effect on consumer brand preference, and H1 is that brand extension has a positive effect on consumer brand preference. This hypothesis is aimed at the research objects, Grab and Go-Jek, in accordance with the research background.

3.   RESEARCH METHODS

The research is classified as applied research that uses descriptive explanatory methods. This research was chosen because with applied research, the author can solve practical problems by collecting data, processing data, and explaining the relationships that occur between variables. The research data was obtained using experimental data techniques, as suggested by Sekaran and Bougie (2016), namely conducting observations, distributing questionnaires, and interviews with research respondents. Interviews were conducted with eight respondents to obtain information from active respondents related to the problem topic. Meanwhile, observations were conducted directly or online by reading news and filling out questionnaires for all research samples. The research sample consisted of Grab and Go-Jek consumers selected using the

judgment sampling method. The number of respondents was 100 people. The research variables consist of a dependent variable, namely brand preference, and an independent variable, namely brand extension. The measurement of each variable is explained in the following table.

Table 1. Operational Variables

Variable	Dimension	Indicator	Skala
Brand Extension {Hem et al., (2003) dan Danibrata (2008)}	Similarity	1. Feature matches on *e-commerce* app brands 2. Suitability of feature benefits on *e-commerce* application products 3. The similarity of benefits in *e-commerce* application products	Interval
	Reputation	1. Consumer confidence in *e-commerce* app product brands 2. The level of consumer satisfaction with *the brand of e-commerce* application products 3. Consumer confidence that *e-commerce* app product brands have a positive outlook	
	Perceived Risk	1. Consumer confidence in choosing between *e-commerce* app products 2. Confidence use among *e-commerce* application products	
	Innovativeness	1. Consumer knowledge of the existence of *e-commerce* application brand products in other *e-commerce* application product categories 2. Consumer desire to make changes in the purchase of *e-commerce* application products	
Brand Preference	Consumers prefer a brand because the brand is more fun (Rahardjo, 2016)	1. Prefer this *e-commerce* application product brand over the *e-commerce* application product brand of its type 2. More want to buy this brand of *e-commerce* app products from this category 3. Prefer this *e-commerce* app product brand if all are the same 4. Overall prefer this *e-commerce* app product brand	Interval

The study variables were measured on a Linkert Scale of one to five, where one means "strongly disagree" and five means "strongly agree". This semantic difference scale can be used to see how a person's view of a concept or object is the same or different regarding social phenomena. The data collected through the questionnaire data collection technique was then tested for validity and reliability. Validity testing used the Pearson correlation technique, assisted by SPSS statistical software. The identification of data validity used a significance reference of p = 0.05, and data were considered valid if r count ≥ r table. While for reliability testing, Cronbach's coefficient alpha was used, with a coefficient <0.6 considered bad, a range of 0.7 considered acceptable, and > 0.8 considered good. So, the closer to the value of 1, the higher the level of reliability. The technical analysis of data, after testing the validity and reliability of the data, involved testing using simple linear regression with the analysis equation Y = a + bX + e. Y is the predicted value, a is the constant value, b is the regression coefficient, X is the independent variable, which in this case is the brand extension, and e is the standard error. The next test was the classical assumption test, which aimed to provide certainty to the resulting regression equation. The classical assumption test consists of a normality test and a heteroscedasticity test. Based on this test, the truth of the hypothesis could be concluded through the T-Test and F-Test.

4.   RESULT AND DISCUSSION

The research data consists of 100 respondents, with ages ranging from 7 years old. The age range of Go-Jek and Grab respondents is mostly between 20-24 years old. All respondents have known and used the products from the e-commerce application. Based on these data, the results of the validity and reliability tests are as follows.

Validity and Reliability Test Results

Table 2. Go-Jek Validity Test Results

Variable	Item	R - value	R - Table	Information
Brand Extension Go-Jek (X)	1	0,754		VALID
	2	0,737		VALID
	3	0,726		VALID
	4	0,699		VALID
	5	0,719		VALID
	6	0,765		VALID
	7	0,765		VALID
	8	0,541		VALID
	9	0,487	0,195	VALID
	10	0,549		VALID
	11	0,616		VALID
Brand Preference Go-Jek (Y)	12	0,740		VALID
	13	0,749		VALID
	14	0,694		VALID
	15	0,783		VALID
	16	0,707		VALID

Source: data processing results

Table 3. Grab Validity Test Results

Variable	Item	R - value	R - Table	Information
Brand Extension Grab (X)	1	0,699		VALID
	2	0,659		VALID
	3	0,644		VALID
	4	0,295		VALID
	5	0,407		VALID
	6	0,692		VALID
	7	0,671		VALID
	8	0,664	0,195	VALID
	9	0,572		VALID
	10	0,730		VALID
	11	0,668		VALID
Brand Preference Grab (Y)	12	0,782		VALID
	13	0,797		VALID
	14	0,760		VALID
	15	0,775		VALID
	16	0,746		VALID

Source: data processing results

Each of the X and Y indicators from Go-Jek and Grab has a positive correlation value, and the calculated R-value is greater than the R-table value of 0.195; so, it can be concluded that all indicators are valid.

Table 4. Reliability Test Results

Object	Cronbach's Alpha	Critical Point	Information
Go-Jek	0,926	0,60	*RELIABLE*
Grab	0,914	0,60	*RELIABLE*

Source: data processing results

All variables in the Go-Jek and Grab objects have Cronbach's alpha values above the critical point, namely 0.60, and thus can be declared reliable.

Consumer Perceptions of Online Food Delivery Brand Extensions on Go-Jek and Grab

Table 5. Consumer Perceptions on Brand Extensions

Dimension	Indicator	Average		Interpretation	
		Go-Jek	**Grab**	**Go-Jek**	**Grab**
Similarity	1. Feature matches on *e-commerce* app brands	4,40	4,08	Very Good	Good
	2. Suitability of feature benefits on *e-commerce* application products	4,32	4,02	Very Good	Good
	3. The similarity of benefits in *e-commerce* application products	4,26	4,02	Very Good	Good
	Similarity	**4,32**	**4,28**	**Very Good**	
Reputation	1. Consumer confidence in *e-commerce* app product brands	4,30	3,92	Very Good	Good
	2. The level of consumer satisfaction with *the brand of e-commerce* application products	4,42	4,09	Very Good	Good
	3. Consumer confidence that *e-commerce* app product brands have a positive outlook	4,32	4,07	Very Good	Good
	Reputation	**4,32**	**4,02**	**Very Good**	
Perceived Risk	1. Consumer confidence in choosing between *e-commerce* app products	4,31	4,08	Very Good	Good
	2. Confidence use among *e-commerce* application products	4,05	3,82	Very Good	Good
	Perceived Risk	**4,18**	**3,95**	**Very Good**	
Innovativeness	1. Consumer knowledge of the existence *of e-commerce* application brand products in other *e-commerce* application product categories	3,92	3,81	Very Good	Good
	2. Consumer desire to make changes in the purchase of *e-commerce* application products	4,07	3,97	Very Good	Good
	Innovativeness	**4,01**	**3,89**	**Very Good**	
	Brand Extension	**4,21**	**4,03**	**Very Good**	

In the similarity dimension, both applications are very good in the aspect of similarity, as well as similarities, benefits, and advantages of each application to make it easier for users to find the desired features, such as ordering transportation pick-up and drop-off services, delivery of goods, ordering food or drinks, and there are many other features available in the Go-Jek and Grab e-commerce applications. The home pages of both applications also have similarities with the various services offered. These two applications also make it easier for users to make payments because of the e-wallet features, such as Gopay on Go-Jek and OVO on Grab. Additionally, they also collaborate with Tokopedia, so that if buyers need goods that are not available in the application, they can place an order via Tokopedia, with a delivery system via Go-Jek or Grab. The diverse range of features contained in the application is able to meet consumer needs, whether for traveling, buying food, or sending goods.

In the reputation dimension, it was found that the Go-Jek e-commerce application has a higher level of reputation compared to the Grab e-commerce application, which can be seen from the average results of the

calculations derived from the respondents' statements. However, the results of the analysis prove that both Go-Jek and Grab e-commerce applications have a good level of confidence in their companies that can make their users use these two applications. Users also give very good ratings or assessments to both e-commerce applications, Go-Jek and Grab. This also indirectly gives a positive stigma to future users who want to download and use these applications. Furthermore, these two applications are able to foster a positive level of trust in their users towards the brand for products from Go-Jek and Grab.

In the perceived risk dimension, the Go-Jek and Grab e-commerce applications have a good level of confidence in their users to choose products from the Go-Jek and Grab e-commerce companies. Both companies are able to convince their users to continue using their applications in their daily lives. In the dimension of innovativeness, the Go-Jek e-commerce application has a higher level of innovation compared to the Grab e-commerce application. In general, both applications are good at providing new innovations related to general knowledge aspects of the companies' applications, especially in product development or product existence. Therefore, both Go-Jek and Grab have been able to provide renewable innovations regarding product development or the existence of the respective e-commerce companies.

Consumer Perceptions of Consumer Brand Preferences on the Go-Jek and Grab

Table 6. Consumer Perceptions on Brand Preferences

Dimension	Indicator	Average		Interpretation	
		Go-Jek	**Grab**	**Go-Jek**	**Grab**
Brand Preferences	1. Prefer this *e-commerce* application product brand over the *e-commerce* application product brand of its type	3,87	3,64	Good	Good
	2. More want to buy this brand of *e-commerce* app products from this category	3,93	3,67	Good	Good
	3. Prefer this *e-commerce* app product brand if all are the same	3,81	3,55	Good	Good
	4. Overall prefer this *e-commerce* app product brand	4,04	3,79	Good	Good
Brand Preferences		**3,91**	**3,65**	**Good**	

Source: data processing results

The analysis results show that the Go-Jek e-commerce application has a higher level of brand selection or consideration compared to the Grab e-commerce application. Nevertheless, both applications have good appeal in terms of the category features they offer, influencing users and potential users to choose these e-commerce applications in their various daily activities. Through observing websites and internet pages, a comparison of Go-Jek and Grab e-commerce application users reveals striking differences. Wulandari (2022) from Liputan Bekasi noted that at the end of 2020, Go-Jek was downloaded 190 million times with 22 million monthly active users, while Grab was downloaded only 160 million times with 18 million monthly active users. In evaluating consumer satisfaction, Go-Jek showed superior performance, with a safety level of 56% compared to Grab's 44%, comfort of 53% compared to 47%, brand friendliness of 53% compared to 47%, and reliability in driving and finding the right location reaching 55% compared to Grab's 45%. Overall, Go-Jek stands out in safety, convenience, friendliness, and reliability, resulting in higher consumer satisfaction compared to Grab.

According to a survey by the Institute for Development of Economics and Finance (INDEF), Go-Jek is currently the most popular online transportation service among Indonesian consumers. As many as 82% of respondents stated that they used online transportation services from Go-Jek, even when they also had other service applications such as Maxim or InDriver. This data shows that, even though consumers have other options, both Go-Jek and Grab remain the main choices. Consumers appreciate Go-Jek as a brand that provides the highest level of security. INDEF also found that more than half of respondents (56%) said they would still use online transportation services, even without promotions.

Classic Assumption Test Results

One–Sample Kolmogorov–Smirnov Test			
			Unstandardiz ed Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.19117176
Most Extreme Differences	Absolute		.120
	Positive		.047
	Negative		–.120
Test Statistic			.120
Asymp. Sig. (2–tailed)			.001[c]
Exact Sig. (2–tailed)			.104
Point Probability			.000

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

One–Sample Kolmogorov–Smirnov Test			
			Unstandardiz ed Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.41691849
Most Extreme Differences	Absolute		.101
	Positive		.046
	Negative		–.101
Test Statistic			.101
Asymp. Sig. (2–tailed)			.013[c]
Exact Sig. (2–tailed)			.240
Point Probability			.000

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Figure 2. Normality Test for Go-Jek (left) and Grab (right)
Source: data processing results

Testing using the Kolmogorov-Smirnov Test yields an exact value. The significance (Sig.) for each object is greater than 0.05, which means that both objects have normally distributed data.
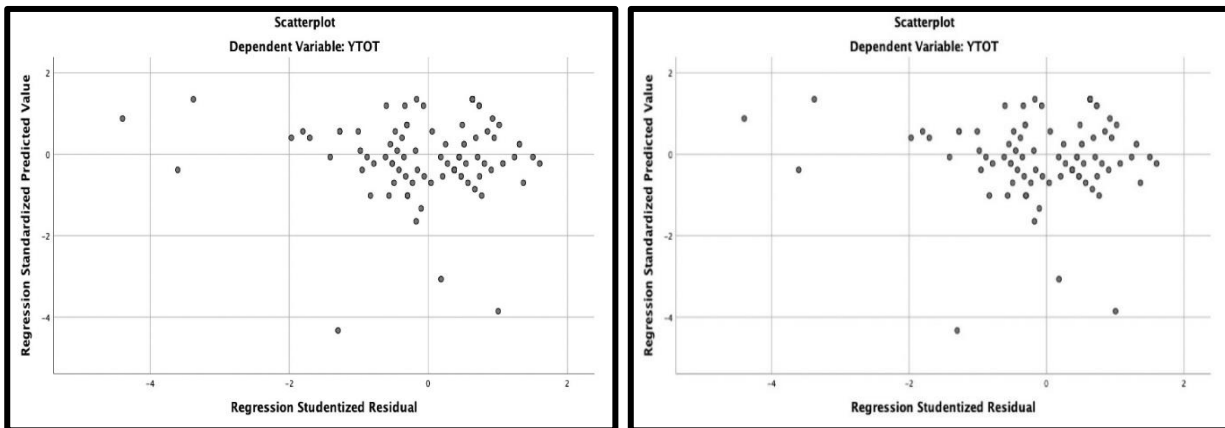
Figure 3. Heteroscedasticity Test for Go-Jek (left) and Grab (right)
Source: data processing results

The results of the Heteroscedasticity Test by looking at the scatterplot graph show that there is no regular pattern of dots, so it can be said that there is no heteroscedasticity in the model.

Simultaneous Influence Hypothesis Test (F-Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	536.818	1	536.818	37.306	.000[b]
	Residual	1410.172	98	14.390		
	Total	1946.990	99			

a. Dependent Variable: YTOT
b. Predictors: (Constant), XTOT

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	785.783	1	785.783	72.653	.000[b]
	Residual	1059.927	98	10.816		
	Total	1845.710	99			

a. Dependent Variable: YTOT
b. Predictors: (Constant), XTOT

Figure 4. F-Test for Go-Jek (left) and Grab (right)

Source: data processing results

The results of the simultaneous influence test (F) on the Go-Jek and Grab e-commerce applications obtained a significant value of $0.000 \leq 0.05$. This suggests that there is a significant influence of the independent variable on the dependent variable, so the hypothesis is accepted. This result can be interpreted to mean that the independent variable (brand extension), with the dimensions of similarity, reputation, perceived risk, and innovativeness, simultaneously has a positive and significant influence on the brand preference of the Grab e-commerce application.

Coefficient of Determination Test (R^2)
Go-Jek

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.525[a]	.276	.268	3.793	.276	37.306	1	98	.000

a. Predictors: (Constant), XTOT
b. Dependent Variable: YTOT

Grab

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.652[a]	.426	.420	3.289	.426	72.653	1	98	.000

a. Predictors: (Constant), XTOT
b. Dependent Variable: YTOT

Figure 5. R2 Test for Go-Jek (up) and Grab (above)
Source: data processing results

In the Go-Jek e-commerce application, a coefficient of determination (R square) value of 0.268 was obtained. This can be interpreted as the contribution of the independent variable to the dependent variable is 26.8 percent, indicating that brand preference or the choice of a Go-Jek e-commerce application brand is influenced by brand extension, while 73.2 percent is influenced by the factors examined in this research. In the Grab e-commerce application, the R square coefficient of determination test obtained a value of 0.420. This can be interpreted as the contribution of the independent variable to the dependent variable is 42 percent, indicating that brand preference or the choice of a Grab e-commerce application brand is influenced by brand extension, while 58 percent is influenced by the factors examined in this research.

The results of the study indicate that there is a significant influence of brand extension on brand preference. Although brand extension does not fully describe brand preferences, this study is in line with the results of research by Pena and Garcia (2020) and Ahmed et al. (2020). This can be explained by research from Kalu and Anyanwu (2014), where brand extension allows a brand to have a brand image similar to its parent brand. This effect has a strong influence on the company's overall marketing performance. This study also shows that companies continue to instill the right perception of the core brand in the extended brand. The brand extension strategy is commonly used for market expansion due to its inherent advantages. Research conducted by Hardjono and Ying (2017) found significant factors in brand extension that can influence customer preferences. Specifically, brand fit and brand quality track record are two brand extension factors that have a

strong influence on customer perception. Brand fit refers to how similar an extension brand is to the parent brand. This is not only limited to the same product category but also applies to other product classes. Customers assess this in terms of product quality and brand identity. Brand fit may exist in the minds of customers due to the associations they make about the brand, while the strength of a brand largely depends on customer associations when customers encounter the brand name and attachment to the parent brand. Brand quality refers to customer awareness of the superior quality of product benefits compared to other products. Product quality differs from perceived quality. Customer perceived quality cannot be determined objectively because it is a perception, it depends on past experience of practical use or possible reviews from others. A sustainable brand is a brand that is able to meet customer expectations, as customers will leave a product with a certain brand if the product does not meet their expectations. This makes the perception of quality important when using a brand extension strategy. Meanwhile, based on the dimensions of this study, which include similarity, reputation, perceived risk, and innovativeness, it has been shown that the expectations desired by users have an important role in creating choices or preferences for Go-Jek and Grab e-commerce application products. The similarity dimension has almost the same meaning as brand fit. Reputation, perceived risk, and innovation can describe the quality promised by the product.

5. CONCLUSION

Both applications have good average scores, with Go-Jek scoring 4.32 and Grab scoring 4.28. Go-Jek's reputation has a total average of 4.34, while Grab has a total average of 4.02. The risk perception of Go-Jek has a total average of 4.18, while Grab has a total average of 3.95. Innovation on Go-Jek has a total average of 4.01, while Grab has a total average of 3.98. It can be concluded that both applications have very good scores from respondents. In a simple linear regression analysis, it can be concluded that the four dimensions of brand extension, similarity, reputation, perceived risk, and innovativeness have a positive effect. The four dimensions play an important role in creating a choice or preference. Meanwhile, simultaneously, the four dimensions of the brand extension variable have an influence on brand preference on Go-Jek and Grab. Further research can use other dimensions to identify brand extensions, such as the research conducted by Hardjono and Ying (2017), which uses the dimensions of brand fit, quality, familiarity, and customer attitude. The more factors that are found to influence brand preferences, the more references can be provided for companies to determine their brand extension strategies.

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