

## THE EFFECTS OF TARIFF PRICE AND THE QUALITY OF SERVICE TO CUSTOMER SATISFACTION FOR PT. GOJEK IN SOUTH TANGERANG IN 2022

Vanny Parastica Indah Sari<sup>1</sup>, Barbalina Ameilya<sup>2</sup>, Reni Dian Octaviani<sup>3</sup>, Riza Lestari<sup>4</sup>

<sup>1,2,3,4</sup> Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

✉ corresponding author: [kaihatuameilya@gmail.com](mailto:kaihatuameilya@gmail.com)

**Abstract:** This study aims to analyze the impact of price and service quality on customer satisfaction of GO-JEK app users in south Tangerang region. The type of research used is quantitative descriptive method. The population of this study includes respondents who have used GO-JEK application from different ages, genders and occupations. The number of respondents was 50-100 people. This study used explanatory research method. In conducting the study, the data collection techniques used was through questionnaires for all samples and the results were then processed using the SPSS program. From the results of the coefficient of determination test, it can be seen that the coefficient of determination (R Square) obtained is 0.852. This means that 85.2% of the variation in customer satisfaction variables can be explained by price and service quality variables, while the remaining 14.8% is affected by other variables not mentioned in this study. So, it can be concluded that this research shows that tariff prices and service quality simultaneously affect Customer Satisfaction.

**Keywords:** *price, quality of service, customer satisfaction, customer loyalty, origin and destination.*

### Introduction

The rapid development of communication technology brings social changes in society. With the development of communication technology, many businesses have started to emerge, one of which is the emergence of a network of ojek transportation service providers, including GO-JEK. Gojek was founded by Nadiem Makarim as the main CEO of GO-JEK. With its slogan, "*An Ojek For Every Need*", GO-JEK is a transportation company from Indonesia that meets the various needs of its consumers ranging from passenger delivery transportation with *location-based* technology which will find *drivers* whose position is closest to the client, to food delivery services and delivery of goods ranging from small to large scales (Salim & Ihalaui, 2017).

The number of private cars is increasing year by year, but it is not coordinated with the road expansion, and the congestion is difficult to control.

The existence of ojek accommodation, which is used to only carry passengers at certain points, is able to transform the transportation system to be more professionally with the help of applications, features and services provided. As a company that welcomes accommodation innovation through digitalization, GO-JEK is inseparable from marketing activities that should be carried out by the company, especially since the target consumer of the company ranges from young to old. In addition to the service of taking passengers to the intended place or *Go-Ride*, Go-Jek also provides services in the form of *Go-Food* to serve food delivery, *Go-Send* to serve small-scale delivery of goods, *Go-Mart* as a service to shop for consumer needs, *Go-Tickets* to serve booking cinema tickets and other tickets, and *Go-Clean* to serve services for cleaning the house.

Although this company is still classified as a start-up, in this age of almost a decade GO-JEK is able to soar into a giant company with tens of thousands of GO-JEK partners contributing. Of course, it was achieved with a good marketing strategy carried out by GO-JEK to produce an increase in consumer numbers. The influence of price and service quality is a factor in customer preferences using GO-JEK. This is evidenced by the increasing number of transportation users facilitated by the application inseparable from the preferences of people who use GO-JEK services. Its users are not only young people but all members of society in terms of ages and occupation.

Currently, the online motorcycle taxi business is a trend in a number of city areas in Indonesia, for example in the South Tangerang City area. The current heavy traffic flow and the lack of public transportation available make the online motorcycle taxi business a last resort in the community. Ojek, which is generally only found at ojek bases, can now be ordered through an online application, GO-JEK offers many services that customers can enjoy, ranging from delivering goods, buying food, or even cleaning services. Therefore, transportation service entrepreneurs are competing to attract their consumers by improving services, ease of ordering, fleet comfort, punctuality and so on.

## Method

This research uses the Quantitative Descriptive Method with explanatory research. It seeks to explain and highlight the relationship between the variables contained in the study, as well as to explain the influence of free variables on bound variables, and also to test the hypothesis proposed. The population in this study was the consumers who used the services of PT. GO-JEK in the south Tangerang area. To determine the number of samples representing the population, researchers used calculations with the Slovin formula that used as many as 30-100 people as samples. The sampling technique used in this study is non-probability sampling, namely by purposive sampling with a condition: respondents have used services from PT. Go-Jek in the last 1 year, respondents know the amount of tariffs, and are over 18 years old.

## Discussion and Result

### 1. Validity Test

Based on the Price Variable Validity Test, the table shows that all calculated R values on the overall X1 question item are greater than the R value of the table. So, it can be said that the entire question items about the price variable are declared valid. The results of the validity test are presented in the following table:

**Table 1. Price Variable Validity Test**

| No  | <i><b>CORRECTED ITEM-<br/>Total Correlation</b></i> | <i><b>rtabel</b></i> | <b>DESCRIPTION</b> |
|-----|-----------------------------------------------------|----------------------|--------------------|
| 1.  | .863                                                | 0.2545               | VALID              |
| 2.  | .817                                                | 0.2545               | VALID              |
| 3.  | .912                                                | 0.2545               | VALID              |
| 4.  | .788                                                | 0.2545               | VALID              |
| 5.  | .913                                                | 0.2545               | VALID              |
| 6.  | .872                                                | 0.2545               | VALID              |
| 7.  | .877                                                | 0.2545               | VALID              |
| 8.  | .880                                                | 0.2545               | VALID              |
| 9.  | .843                                                | 0.2545               | VALID              |
| 10. | .815                                                | 0.2545               | VALID              |

*Source: processed by researchers, 2022*

## a) Service Quality Variable Validity Test

Based on the table the Validity Test of The Quality of Service Variable, it can be see that all calculated R values are greater than the R values of the table. So, it can be said that all question items about the service quality variables are declared valid.

**Table 2. Service Quality Variable Validity Test**

| No  | <i><b>CORRECTED ITEM-<br/>Total Correlation</b></i> | <i><b>rtabel</b></i> | <b>DESCRIPTION</b> |
|-----|-----------------------------------------------------|----------------------|--------------------|
| 1.  | .906                                                | 0.2545               | VALID              |
| 2.  | .852                                                | 0.2545               | VALID              |
| 3.  | .886                                                | 0.2545               | VALID              |
| 4.  | .840                                                | 0.2545               | VALID              |
| 5.  | .887                                                | 0.2545               | VALID              |
| 6.  | .849                                                | 0.2545               | VALID              |
| 7.  | .796                                                | 0.2545               | VALID              |
| 8.  | .865                                                | 0.2545               | VALID              |
| 9.  | .865                                                | 0.2545               | VALID              |
| 10. | .903                                                | 0.2545               | VALID              |

*Source: processed by researches, 2022*

## b) Customer Satisfaction Variable Validity Test

Based on the Customer Satisfaction Validity Test table, it is known that all calculated R values are greater than the R values of the table. So, it can be said that all question items about the customer satisfaction variable are declared valid.

**Table 3. Customer Satisfaction Validity Test**

| No  | <i><b>CORRECTED ITEM-<br/>Total Correlation</b></i> | <i><b>rtabel</b></i> | <b>DESCRIPTION</b> |
|-----|-----------------------------------------------------|----------------------|--------------------|
| 1.  | .870                                                | 0.2545               | VALID              |
| 2.  | .863                                                | 0.2545               | VALID              |
| 3.  | .913                                                | 0.2545               | VALID              |
| 4.  | .829                                                | 0.2545               | VALID              |
| 5.  | .863                                                | 0.2545               | VALID              |
| 6.  | .848                                                | 0.2545               | VALID              |
| 7.  | .904                                                | 0.2545               | VALID              |
| 8.  | .761                                                | 0.2545               | VALID              |
| 9.  | .758                                                | 0.2545               | VALID              |
| 10. | .830                                                | 0.2545               | VALID              |

*Source: processed by researches, 2022*

## 2. Reliability Test

Based on the reliability testing using Cronbach's Alpha method, the measured coefficients will vary from 0 to 1. The results of the reliability test are presented in the following table:

### a) Price Variable Reliability Test

Based on the Price Variable Reliability Test table, it is known that the value of *Cronbach's Alpha* on the price variable (X1) is 0.960 and greater than 0.60. So, the variable price instrument on the questionnaire used in this study was declared reliable as a measuring instrument.

**Table 4. Reliability Statistics (X1)**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .960             | 10         |

*Source: processed by researches, 2022*

### b) Reliability Test of Service Quality Variables

Based on the Service Quality Variable Reliability Test table, it is known that the value of *Cronbach's Alpha* on the service quality variable (X2) is 0.962 and greater than 0.60. So, the price variable instrument in the questionnaire used in this study was declared reliable as a measuring tool.

**Table 5. Reliability Statistics (X2)**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .962             | 10         |

*Source: processed by researches, 2022*

### c) Customer Satisfaction Variable Reliability Test

Based on the Table of Reliability Test of Customer Satisfaction Variables, it is known that the value of *Cronbach's Alpha* on the customer satisfaction variable (Y) is 0.954 and greater than 0.60. So, the variable price instrument on the questionnaire used in this study is declared reliable as a measuring tool.

**Table 6. Reliability Statistics (Y)**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .954             | 10         |

*Source: processed by researches, 2022*

### 3. Hypothesis Test

#### a) Multiple Linear Regression Test

The regression equation can be described as follows:

1) A constant value of 2,413, can be interpreted if the Price variable (X1) and the Service Quality variable (X2) are considered constant or have not changed, then Customer Satisfaction (Y) is 2,413.

2) The value of the coefficient  $b_1 = 0.557$ . This shows that every 1% increase in the Price variable (X1) assuming other variables are fixed, it will increase the Customer Satisfaction variable (Y) by 0.557. So, this shows that if the perception of Price is getting better, Customer Satisfaction is then increasing.

3) The value of the coefficient  $b_2 = 0.391$ . This figure means that every 1% increase in the Service Quality variable (X1), then Customer Satisfaction will increase by 0.391. This shows that if the perception of Service Quality is getting better, Customer Satisfaction will increase.

**Table 7. Multiple Linear Regression Test**

| Model |                      | Unstandardized Coefficients |            | Standardized Coefficients |       |       |
|-------|----------------------|-----------------------------|------------|---------------------------|-------|-------|
|       |                      | B                           | Std. Error | Beta                      | t     | Sig.  |
| 1     | (Constant)           | 2.413                       | 2.266      |                           | 1.065 | 0.291 |
|       | Price (X1)           | 0.557                       | 0.12       | 0.56                      | 4.641 | 0     |
|       | Service Quality (X2) | 0.391                       | 0.123      | 0.384                     | 3.182 | 0.002 |

a. Dependent Variable: Customer Satisfaction (Y)

*Source: processed by researches, 2022*

#### b) Partial Test (t Test)

Based on the partial test table, the results of the regression coefficient test are partially described as follows:

1) Effect of Price (X1) on Customer Satisfaction (Y)

It is known that the significant value for the price variable (X1) to customer satisfaction (Y) is  $0.000 < 0.005$ .

The  $t$  value<sub>the table</sub> =  $t(\alpha/2; n-k-1) = t(0.05/2; 60-2-1) = (0.025; 67) = 2.00247$  of the calculated  $t$  results of  $4.641 > t$  of table 2.00247, so it can be implied that the price (X1) has a positive and significant influence on customer satisfaction (Y). with a significant degree of 5% or 0.05.

## 2) Effect of Service Quality(X2) on Customer Satisfaction (Y)

It is known that the significant value for the service quality variable (X2) to customer satisfaction (Y) is  $0.002 < 0.005$ , from the calculation results of  $3.182 > t$  table 2.00247, so it can be implied that the quality of service (X2) has a positive and significant influence on customer satisfaction (Y). with a significant degree of 5% or 0.05.

**Table 8. Partial Test**

| Model |                     | Unstandardized Coefficients |            | Standardized Coefficients |       |       |
|-------|---------------------|-----------------------------|------------|---------------------------|-------|-------|
|       |                     | B                           | Std. Error | Beta                      | t     | Sig.  |
| 1     | (Constant)          | 2.413                       | 2.266      |                           | 1.065 | 0.291 |
|       | Price (X1)          | 0.557                       | 0.12       | 0.56                      | 4.641 | 0.000 |
|       | Service Quality(X2) | 0.391                       | 0.123      | 0.384                     | 3.182 | 0.002 |

a. Dependent Variable: Customer Satisfaction (Y)

*Source: processed by researches, 2022*

## c) Determination Coefficient (R2)

In the Table of Determination Coefficient Test, it can be seen that the coefficient of determination (R Square) obtained is 0.852. This means that 85.2% of variations in customer satisfaction variables can be explained by price and service quality variables, while the remaining 14.8% is influenced by other variables that were not proposed in this study.

**Table 9. Coefficient of Determination**

| Model                                                        |   | R     | R Square | Adjusted R Square | Std. Error of the Estimate |  |
|--------------------------------------------------------------|---|-------|----------|-------------------|----------------------------|--|
| dimension0                                                   | 1 | .923a | 0.852    | 0.847             | 2.936                      |  |
| a. Predictors: (Constant), Service Quality (X2) , Price (X1) |   |       |          |                   |                            |  |

*Source: processed by researches, 2022***Conclusion**

The variable price indicator (X1), which includes the affordability of the price of the product (service), the suitability of the price to the quality of the product (service), the competitiveness of the price of the product (service), and the conformity with the benefits of the product (service) with a total of 10 valid and reliable questions, has a very strong significant influence on customer satisfaction. Variable indicators of Service Quality (X2), which include Reliability (reliability), Responsiveness (responsiveness), Assurance (assurance), Tangibles (physical form), and Empathy with a total of 10 valid and reliable questions have a very strong significant influence on customer satisfaction. Variable indicators of customer satisfaction which includes satisfaction with services, reuse, recommend, expectations are met with 10 valid and reliable questions which are known to be strongly influenced by the Price and Quality of Service (Kasdi, Ibrahim, Amer, & Masrom, 2021) provided by service providers in this case land transportation by PT. Go-Jek. Thus, if the perception of Price and Service Quality is getting better, Customer Satisfaction will increase. This shows that the variables of customer satisfaction can be explained by the variables of price and quality of service. In addition, it is known that the pricing and quality of service currently used by Gojek strongly affects the satisfaction of its customers.

## References

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