

Costumer Satisfaction On Price Relationship To Gojek Costumer Loyalty During Peak Hour In East Jakarta

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Abstract: The purpose of this study was to determine the role of customer satisfaction in the price relationship with Gojek consumer loyalty at peak hours in the East Jakarta area. This research uses quantitative methods. The population in this study were individuals (users) who performed Gojek services. The sampling technique using non-probability sampling is a method that aims to find opportunities for sample cell members in the population that can be used in sample members, the sample in this study was 100 respondents. The analysis technique uses the SEM-PLS (Structural Equation Modelling) method with Smart PLS 4.0 software. The results of this study indicate that there is a positive and significant relationship between the mediating role of Customer Satisfaction on the Price relationship on Gojek Customer Loyalty at peak hours in the East Jakarta area.

Keywords: *Price, Costumer Satisfaction, Costumer Loyalty, Transportation, Gojek.*

1. Introduction

In these highly advanced times every human being is experiencing significant developments in the transport fashion sector. Today in Indonesia in the field of transport is increasingly advanced and has undergone changes to become more modern, as well as with efforts in the area of online transport. The fierce competition in the field of online transport makes business operators must have economical prices and the best benefits and services, this factor can be described in attracting customers during peak hours and making loyal customers in choosing a mode of transport at peak hours. Transport is an important and necessary means for people during peak times to support activities that must be done every day. But to use public transport will take a lot of time because you have to go to existing public facilities such as stations, airports and terminals. With the advancement of transport technology, the Internet now has a profound influence on people's lives. People have become dependent on smartphones and the Internet due to the large number of smartphone users running on Android or iOS systems. For this reason, Gojek, an online business owner, launched an online application.

Online transportation is the movement of people or goods using vehicles, such as cars or motorbikes, which follow and utilise the advancement of internet-based science (technology) through smartphone applications to carry out various transaction activities, such as booking, monitoring the route, paying, and assessing the service itself. This application provides and offers service features to passengers. Thus, it can be concluded that online transportation services are service activities carried out to obtain goods according to the request or request of the orderer using an online-based carrier.

Social and cultural developments are becoming increasingly modern, making many public interests such as instant things, namely online transportation such as Gojek, Grab, Maxim, Blue Bird and others. With such intense competition, companies are required to maintain their market and must fulfil the wants and needs of their consumers during peak hours. A rapidly growing online e-commerce company in Jakarta is Gojek, a company founded by Nadiem Makarim and his friend Michaelandelo Moran in 2010.

Gojek Companies is the number one online transport company in Indonesia. The Gojek application has several types of services, the most famous of which is Go-Ride, which is designed to help people pick up with a two-wheel vehicle and is often used because it can shorten the time. Gojek is an online transport service provider that can maintain its market share in fierce online competition at peak hours. Gojek is slowly improving its service quality by adding services such as Go Ride, Go Food, Go Tix, Go Send, Go Box, Go Clean and many other services offered by Gojeks. An efficient and more effective booking method will greatly facilitate customers' daily activities especially during peak hours and will be ready to serve customers anywhere.

Price in service is very important in someone in choosing an online motorcycle taxi service, affordable price rates are the main expectation in customers choosing online motorcycle taxi services. There are cases where Gojek was affordable and now the price has jumped so high that some have switched to other services.(Muthia Afridita & Rose Rahmidani, 2022)

Customer satisfaction is important in any service, so Gojek will always improve customer satisfaction but there are complaints from customers who experience complaints against Gojek which result in reduced customer satisfaction due to less than optimal service from drivers.(Murdianto et al., 2019) Apart from the less than optimal driver service, there are customer complaints that are concerned about applications that cannot be accessed so that customers experience difficulties in using gojek services.(Athira Yasmin Haladi, 2018)

This research is supported by factors such as price and customer satisfaction generated by customer loyalty. These factors are consumers choice to select a service to use at peak hours. Several studies support and find that price and customer satisfaction have a positive and significant effect on customer loyalty.

Based on case examples that are of concern to users of online motorcycle taxi services, we are interested in discussing this matter to be discussed which makes the problem the background of our research. The purpose of this study is to discuss several phenomena that occur in the field caused by high prices, customer satisfaction and customer loyalty as a reason to return to using Gojek services.

2. Literature review

Price

Price is the amount of money that functions as a means of purchasing goods or services that are controlled by sales or marketing management, if the price tariff is set too high, it will make customers believe that the goods or services are of higher quality than others, seem superior and the goods or services are luxurious (Nurfauzi et al., 2023). Price is one of the factors that has to be effectively managed since it has a big impact on several parts of the business's operations, including sales activities and components of the profit the firm hopes to make. One

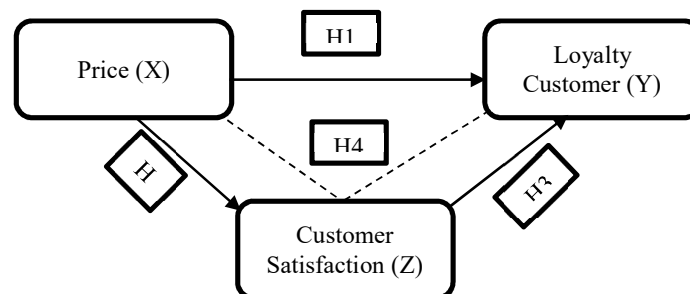
of the elements that has to be carefully managed is pricing, since it has a significant impact on both the company's desired profit margin and certain parts of its sales operations. The price of a good or service is often its exchange rate. For a good or service, it is the price that the customer pays. (Sri Jarmanis & Febri Susanti, 2019). Price is a matter for consumers to make decisions in making transactions or not. So it can be concluded that the tariff is an amount of money that has been determined in exchange for the goods or services being traded and something that is held by the company to satisfy consumer desires. (Prabowo et al., 2019).

Customer Satisfaction

Customer satisfaction is the level of a person's feelings towards comparing customer expectations with what the customer feels when using the product or service, if the customer feels the product or service exceeds the expectations that the customer sets, the customer feels satisfied and vice versa if the customer feels the product or service is less than the expectations that the customer sets, the customer feels dissatisfied. (Dedek Kurniawan Gultom et al., 2020). Customer satisfaction is a way for a company to recognize, meet and satisfy its customers with the goods/services that customers use, which has made it a common concept in planning a business discourse (Arman Syah, 2021). Customer satisfaction is the level of a company's buying and selling transactions that have less reserves used to present results that are equal to or exceed customer thinking. (Samosir et al., 2023)

Loyalty Customer

Customer loyalty is a way to carry out business activities that can be seen in frequent purchases and customer trust in these goods or services, how often they recommend to their relatives to make purchases as well, where daring to recommend is not an easy thing (Kristanto, 2022). Customer loyalty is a firm commitment of the consumer to the product that they use or buy from the company, both services and goods efficiently both now and in the future. Customer loyalty is a crucial thing in a company process that seeks to maintain the loyalty of a customer that needs to be safeguarded so as not to lose a customer's loyalty. A customer who is loyal to a product will have a good impact on a company due to the fact that there is a close relationship between a customer and a particular product. (Ratih Andalusi, 2021.) Loyal customers are an advantage to reduce costs because they are already familiar with the service/product, so they do not need further information. Therefore, service providers think of strategies on how to increase customer loyalty. (Pratama et al., n.d.)



- H1: There is a connection between price and customer loyalty.
 H2: There is a connection relationship between price and customer satisfaction
 H3: There is a connection between customer satisfaction and customer loyalty
 H4: There is a connection between price and customer loyalty through customer satisfaction.

3. Research method

The research was assisted by using hypothesis testing. Hypothetic testing was used in this study because the researchers aimed to find out the influence between price on customer loyalty through Goride customer service satisfaction. Price as an independent variable, Goride Customer Loyalty as a Dependent variable and Gorid Customer Satisfaction as an intervening variable. The analytical unit used is an individual (user) who performs Goride services because the study aims to identify respondents who are involved with the role of customer satisfaction mediation on the relationship of price to Gojek consumer loyalty to Goride service. This study is a Cross Sectional study because the dissemination of the questionnaire is done by taking a large number of samples in a single period of time and randomly, the Dissemination uses the google form as both a survey tool and a likert scale 1-5 to get answers addressed to Gojek users in GoRide services in East Jakarta. The sampling technique uses non-probability sampling, which is a method that aims to find opportunities for sample member cells in a population that can be utilized as sample members. In this study using Hair's formula, the minimum sample size is 5 to 10 observations for each parameter. The number of indicators is $14 \times 7 = 98$. Based on the number of samples taken in this study following the reference from Hair's formula, the sample used in SEM analysis is 100-200 respondents. So the sample in this study was 100 respondents. The data was processed using the SEM-PLS method with Smart PLS 4.0 software. in this study, requires calculations that process the impact of mediating customer satisfaction on the price relationship on customer loyalty based on gojek customers in goride services.(Joseph F. Hair Jr. et al., 2021)

Table 1 Indicator

Variable	Indicator	Source
Price	- Affordable price - Accepted matching - Cheaper than competitors	(Gogi Kurniawan:33, 2020).
Customer Satisfaction	- It fulfilled the expectations of the consumer. - Attitude or desire to use the product - Recommend to others	(Phillip Khotler & Kevin Lane Keller, 2019)
Loyalty Customer	- Priority - Usage Introduction - Reference - Attachment	(Ratih Andalusi, 2021)

Source: From the researcher

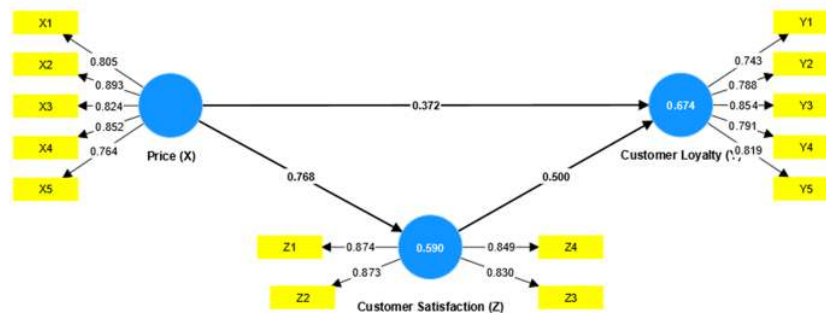
4. Results and discussion

Validity and Reability Test

Convergent Validity

A convergence value is defined based on the factor loading value associated with the latent variable on each indicator. A correlation between the construct score produced by PLS and the item score or compound score is required for a converge value. Reflective measurements will be high with a condition that the correlations are above 0.70 with the structure to be measured or other assessments can be Measured using the average variance extracted (AVE) of any construction in a model with a rating > 0.50 then considered valid.(Joseph F Hair et al., 2017)

Fig. 1 PLS Algorithm



Source: Smart PLS 4.0 data processing (2023)

Table 2 Validity Test

Variabel	Indicator	Outer Loading	Result
Price (X)	X1	0.805	Valid
	X2	0.893	Valid
	X3	0.824	Valid
	X4	0.852	Valid
	X5	0.764	Valid
Customer Saticfaction (Z)	Z1	0.743	Valid
	Z2	0.788	Valid
	Z3	0.854	Valid
	Z4	0.791	Valid
Loyalty Customer (Y)	Y1	0.819	Valid
	Y2	0.874	Valid
	Y3	0.873	Valid
	Y4	0.830	Valid
	Y5	0.849	Valid

Source: Smart PLS 4.0 data processing (2023)

Table 3 Average Variance Extracted

Variabel	AVE
Price (X)	0.687
Customer Satisfaction (Z)	0.734
Loyalty Customer (Y)	0.640

Source: Smart PLS 4.0 data processing (2023)

Based on Tables 2 and 3, it can be seen that the outer loading value is said to be valid because it is more than 0.70 and the AVE of the price variable is 0.687 or more than 0.50, the customer satisfaction variable is 0.734 or more than 0.50, customer loyalty is 0.640. This shows that each variable already has good convergent validity.

Discriminant Validity

The value of a cross loading factor, which compares the load value of one construction to that of the other construction in order to determine whether the construction has enough discriminatory influence, is known as discriminant validity.

Table 4 Cross Loading

Cross Loading	Price (X)	Customer Satisfaction (Z)	Loyalty Customer (Y)
X1	0.805	0.502	0.570
X2	0.893	0.713	0.665
X3	0.824	0.616	0.609
X4	0.852	0.693	0.647
X5	0.764	0.632	0.632
Z1	0.737	0.874	0.681
Z2	0.698	0.873	0.626
Z3	0.571	0.830	0.665
Z4	0.619	0.849	0.721
Y1	0.567	0.625	0.743
Y2	0.564	0.526	0.788
Y3	0.582	0.649	0.854
Y4	0.630	0.616	0.791
Y5	0.669	0.707	0.819

Source: Smart PLS 4.0 data processing (2023)

Every indicator has a maximum cross loading value that corresponds to its latent variable based on the data.

Reliability Test

Table 5 Realibility Test

Variabel		Cronbach's alpha	Composite realibility (rho_a)	Composite realibility (rho_c)	Result
Price (X)		0.885	0.890	0.916	Reliable
Customer Satisfaction (Z)		0.879	0.882	0.917	Reliable
Loyalty Customer (Y)		0.859	0.862	0.889	Reliable

Source: Smart PLS 4.0 data processing (2023)

Based on the result of validation and reliability tests, all indicators used in this study were declared reliable, with results of the loading factor > 0.70 , Cronbach alpha results > 0.70 , and AVE > 0.50 . Thus, these outcomes show that each variable has met the requirements of each value. In general, all variables have a high level of reliability.

R Square

The structural model's strength is determined by the R-square. The impact of the exogenous latent variable on the endogenous late variable that influences 42ubstantive processes is explained by R². R-squared values are 0.25 (weak), 0.50 (moderate), and 0.75 (strong). The outcomes are better the higher the R² value.(Imam Ghazali, 2016)

Table 6 R Square

Variabel	R-Square	Result
Customer Satisfaction (Z)	0.590	Moderate
Loyalty Customer (Y)	0.674	Moderate

Source: Smart PLS 4.0 data processing (2023)

There's a price influence on customer satisfaction giving a value of 0.590 or 59%. Besides, with the influence of the price on customer loyalty, you get a score of 0.674 or 67.4%.

Hypothesis Test

To obtain a result of an influential hypothesis accepted or rejected by looking at the result of processing data that has been processed with the following provision, the significant values between variables, the statistical T values and the P values can be seen as the results of the method of booststraping the hypotheses stated are significant or acceptable if have qualified such statistics as T must be greater than 1.96 or the values of P less than 0.05.

Table 7 T Results Statistics

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Price (X) -> Loyalty Customer (Y)	0.372	0.375	0.146	2.546	0.011

Price (X) -> Customer Satisfaction (Z)	0.768	0.771	0.045	17.053	0.000
Customer Satisfaction (Z) -> Loyalty Customer (Y)	0.500	0.498	0.127	3.951	0.000

Source: Smart PLS 4.0 data processing (2023)

In Table 7, that the hypothesis is rejected or acceptable his explanation as follows:

The variable used and the reference T-Statistical value greater than 1.96 have a relationship, according to the computations in Table 7. Furthermore, since all tracks have a P-value of less than 0.05, which indicates a positive and significant relationship, all tracks are accepted. It can be concluded that there is a positive correlation between price and customer loyalty based on the acceptability of variables H1, H2, and H3.

The variables H1, H2 and H3 are accepted, and it can be said that the price has a positive relationship to customer loyalty. The price has positive and significant relation to customer satisfaction.

The effect of Price on Loyalty Customer

The test results show Price (X) with a T-Statistic of 2.546 t-table. The hypothesis that Price affects Consumer Loyalty is supported by these results. The results of the analysis of the effect of Price on Consumer Loyalty show that its speed has a positive and significant effect on Consumer Loyalty. The hypothesis test results show that price can affect customer loyalty. With a significance level of 0.000 or less than 0.05, the hypothesis is accepted. According to this statistical test, customer loyalty is influenced by price (Ananda, 2017). Furthermore, the results of this study indicate that price perception has a direct, positive, and significant effect on customer loyalty. The higher the price perception, the more loyal the customer, and the increase in loyalty caused by an increase in price perception is also proportional to the relative increase in the number of customers. (Dewi, 2020).

The Effect of Price on Customer Satisfaction

The test results show Price (X) with a T-Statistic of 17.053 t-table. The hypothesis that Price affects Customer Satisfaction is supported by these results. The results of the analysis of the effect of Price on Customer Satisfaction show that Price has a direct positive impact on customer satisfaction. The results show that price has a partial influence on customer satisfaction. This is indicated by the significance value which means that the price variable has a positive and significant effect on Gojek customer satisfaction in Jabodetabek if the significance value of the t test is less than 0.05 (Christono, 2022). One of the biggest components of revenue-generating marketing is price. Satisfaction after purchase and the desire to reuse will be influenced by price. Because in the sale of services can only be felt. Therefore, consumers depend on price terms. Customer satisfaction to reuse may be influenced by the fairness of the price in the use of the services provided (Susanti et al., 2020). Price affects consumer satisfaction. If the price is proportional to the quality, it will affect customer satisfaction. (Saepulloh & Rauf, 2023)

The Effect of Customer Satisfaction on Loyalty Customer

The test results show Customer Satisfaction (Z) with a T-Statistic of 3.951 t-table. The hypothesis that Customer Satisfaction affects Consumer Loyalty is supported by these results. The results of the analysis of the effect of Customer Satisfaction on Consumer Loyalty show that Customer Satisfaction has a direct positive impact on Consumer Loyalty. This shows that Customer Satisfaction is an important factor in efforts to increase Consumer Loyalty because when customers are satisfied, they will become more loyal. Therefore, the higher customer satisfaction is expected to have a positive impact on increasing customer loyalty. (Anggraini & Budiarti, 2020). If the passenger's wishes are fulfilled, the customer will feel satisfied and if his expectations are exceeded the passenger will feel happy. This condition affects passengers to return to feel the satisfaction they feel, so that passenger loyalty is formed. thus, passenger repurchases become a benchmark that there is an influence between customer satisfaction and customer loyalty. (Et. al., 2021).

Mediation Effects Test

At this point, we'll talk about PLS-SEM analysis with mediation effects, or the way intervening variables relate to dependent and independent variables. The intervening variable may have a direct impact on the dependent variable as well as a secondary one. (Jufrizen & Tiara Safani Sitorus, 2021)

Table 8 Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Price (X) -> Customer Satisfaction (Z) -> Loyalty Customer (Y)	0.384	0.383	0.100	3.841	0.000

Source: Smart PLS 4.0 data processing (2023)

It can be seen from table 8 that the results show that the price relationship to customer loyalty mediated by customer satisfaction is positive or significant with a T-Statistics value of 3.841 exceeding the statistical reference T value of 1.96 and a p value of 0.000 below 0.05 This shows that the customer ratio acts as a partial control, and it can be said that H4 is positive.

5. Conclusion

This research involves several issues related to price to customer loyalty through gojek customer satisfaction at peak hours. Therefore, this study was conducted to analyse prices related to customer loyalty through gojek customer satisfaction at peak hour. After analysing the data, researchers can draw the following conclusions: price (X) affects customer satisfaction (Z) with a value of 0.768, price (x) affects customer loyalty (Y) with a value of 0.372, customer satisfaction (Z) with a value of 0.500, and price (X) affects customer loyalty (Y) through customer satisfaction (Z) with a T-Statistic value of 3.841 greater than 1.96 and there is a P value of 0.000 smaller than 0.050. Based on R Square, it has a coefficient of determination of price (X), on customer satisfaction (Z); amounting to 0.590 or 59%, and price (X) on loyalty (Y), amounting to 0.674 or 67.4%. In this study, researchers concluded that price through

customer satisfaction can affect customer loyalty on gojek at peak hours. Although gojek has done the best possible service when the price and customer satisfaction provided are not appropriate, the customer does not rule out the possibility of choosing other services.

6. Implications

Based on the results of research conducted by researchers, it can be seen that gojek can fulfill the services that have been provided. Gojek can provide consumer needs through shuttle services properly and consumers are satisfied through the prices provided by gojek so that with this consumers intend to use gojek services again. However, there is still a negative response in some indicators for each variable. First, In the Price variable (X) there is a negative response to the price given by gojek during peak hours. With this response, it is hoped that gojek can adjust the price of shuttle services to meet customer satisfaction in the midst of competition between similar transportation companies and it is hoped that gojek can set prices that are in accordance with the benefits and quality, in order to meet customer satisfaction. in accordance with benefits and quality, in order to increase customer satisfaction, because it has been proven that price has an influence on customer satisfaction customer satisfaction and customer loyalty. Second, In the customer satisfaction variable (Z), there is a negative response to customer satisfaction when using gojek shuttle services. gojek has good services to support the satisfaction of its customers to give a satisfying impression in its services, but there are still gojek customers who feel less satisfaction. gojek should conduct further training for gojek drivers who have problems with customers related to poor satisfaction so that customers will get drivers who can provide good satisfaction. Third, In the customer loyalty variable (Y), there is a negative response to the interest in using gojek shuttle services again. Gojek has good service, but gojek is not enough to maintain customer interest in using its services. Gojek should increase the number of drivers so that consumers do not wait long for their orders, so that customers always use Gojek services.

7. Research limitations

This research has some limitations that can be used as a measure, motivator and for future researchers to get better research results and advance science in their field. First, in collecting data using questionnaires, it is not easy to get the right information because the information obtained by respondents sometimes does not match what they actually need. Secondly, this study uses only one independent variable (price), one dependent variabel (customer satisfaction) and one intervention variable. (Customer Loyalty). Third, the researchers surveyed only 100 respondents from GOJEK users during the busy hours in the East Jakarta region. In addition, the researchers conducted the study between August 2023 and September 2023.

Tables and Figures

Tables are presented in the following:

Table 9

Measurement of variables.

Variable	Operational definition	Source
Price	Price is a variable that is processed to influence the	(Sri Jarmanis & Febri Susanti, 2019)

	activities of a company to the objectives of the company and also as a exchange rate of a product or service.	
Customer Satisfaction	The measurement of customer satisfaction with products or services has become a standard idea in business discourse planning.	(Arman Syah, 2021)
Loyalty Customer	Customer loyalty is the consumer's feeling to prioritize choosing a product or service under any circumstances so that the company needs to maintain confidence in the customer in order to keep the customer loyal to the product or services.	(Ratih Andalusi, 2021)

Figures are presented as follows:



Fig. 3

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