

The Influence of Brand Image, Tariffs and Service Quality on Consumer Satisfaction in Gojek's Transportation Service Business in Jakarta (Study On PT Gojek Indonesia)

Asep Ali Thabah^a, Gusti Maulana^b, Muhammad Sheva Arangga Malik^b

^aFaculty of Transportation and Logistics System, Institut Transportasi dan Logistik Trisakti, Indonesia

^bFaculty of Management and Business, Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

Corresponding author: gustimaulana179@gmail.com

Abstract: This study aims to determine the influence of brand image, tariffs, and service quality on consumer satisfaction in Gojek's transportation service business in Jakarta. The research uses a quantitative approach with a survey method. The population in this study is all Gojek consumers in Jakarta. The sample was selected using *accidental sampling* of 211 respondents. Data was collected through an online questionnaire using *Google Form*, then analyzed by multiple linear regression and hypothesis test using SPSS. The results showed that brand image had a positive and significant effect on consumer satisfaction ($\beta = 0.159$; $t\text{-count } 2.975 > t\text{-table } 1.97$; $p = 0.003 < 0.05$). Tariffs also had a significant effect ($\beta = 0.178$; $t\text{-count } 2.760 > t\text{-table } 1.97$; $p = 0.006 < 0.05$), and service quality had the strongest influence ($\beta = 0.450$; $t\text{-count } 7.255 > t\text{-table } 1.97$; $p = 0.000 < 0.05$). These results show that the increase in all three variables significantly increases consumer satisfaction.

Keywords: *Consumer satisfaction, brand image, tariffs, service quality, Gojek.*

Introduction

The development of digital technology has changed the pattern of people's interactions, including in the transportation and on-demand services sectors. Gojek, as one of the largest technology companies in Indonesia, offers a wide range of services such as online transportation, food ordering, and digital payments that make it easy for millions of users. Based on data from the Global Research Institute (GFK), the number of Gojek application users reaches 21.6% of the total technology application users in Indonesia. This achievement puts Gojek in the top position in the on-demand service industry. Gojek's advantage compared to similar service providers, such as Grab and Uber, lies in the diversity of services offered, including Go-Send, Go-Ride, Go-Shop, Go-Food, Go-Auto, and Go-Clean. The completeness of this service is one of the main attractions that makes Gojek more competitive.

Competition in the on-demand service industry is getting tighter with the presence of platforms such as Grab and ShopeeFood that offer their respective advantages. According to (Sianipar, 2021) Consumer satisfaction is important to maintain business continuity and customer loyalty. In an effort to keep consumers loyal to Gojek services, the company must be able to provide the best service so that consumers feel satisfied. Customer satisfaction is a very important thing to consider because if a company has a customer who is satisfied with its services, then it can be a very valuable asset for the company (Wirananta et al., 2022).

A factor that is suspected to affect consumer satisfaction is brand image. According to (Sinaga et al., 2025) Brand image is an image that is formed in the minds of consumers when interacting with brands. In line with research (Didi Sujadi & Maman Darmansyah, 2023) Market dominance is a crucial factor, so companies need to have a dominant brand to remain competitive. Thus, a positive brand image can increase consumer satisfaction because a service or product is in accordance with their expectations.

Another factor that is suspected to affect consumer satisfaction is tariffs. Affordable prices are a source of satisfaction for cost-sensitive consumers. According to (Kotler & Keller, 2016) a price is the amount of money paid for a product or service. (Sutisna et al., 2023) states that consumers judge prices based on the balance between benefits and costs, if the price is not proportional to the benefits, satisfaction decreases, but if the value received is higher than the price, satisfaction increases. So, balanced and affordable tariffs are very important to increase consumer satisfaction.

Several previous studies have shown different results regarding the effect of price on customer satisfaction. The results of research conducted by (Solikha & Suprpta, 2020) state that price has a positive and significant effect on customer satisfaction. However, in the study (Retno et al, 2023) stating that the tariff has no effect on customer satisfaction. The effect of price on customer satisfaction still varies, so more research is needed for the right pricing strategy.

In addition to brand image and tariffs, service quality is suspected to be a factor that affects consumer satisfaction. According to (Siagan & Venny, 2021) Service quality is a factor that determines the success of the company in maintaining and competing in the market. According to (Gika et al., 2023) Improving service quality will increase customer satisfaction, so companies must ensure quality service.

Based on the phenomenon in Jakarta, Gojek faces complaints of delays and inconvenience. Therefore, Gojek needs to improve service quality, strengthen brand image, and adjust tariffs to increase consumer satisfaction.

Problem Formulation

Based on the background information that has been submitted. Thus, the focus of the research is directed to aspects related to Gojek services.

1. Does brand image affect consumer satisfaction in GOJEK's transportation services business?
2. Does the tariff affect consumer satisfaction in GOJEK's transportation service business?
3. Does service quality affect consumer satisfaction in GOJEK's transportation service business?
4. Do brand image, tariffs, and service quality affect consumer satisfaction in GOJEK's transportation service business?

Research Objectives

In accordance with the background of the problem and the formulation of the problem that has been described earlier, this study has a purpose. The objectives to be achieved through this research are:

1. To find out the influence of brand image, tariffs, and service quality on consumer satisfaction in GOJEK's transportation service business?
2. To find out what factors have an influence on consumer satisfaction in GOJEK's transportation services business?

Research Benefits

Based on the results of this study, it is hoped that very useful information will be obtained.

1. Theoretical benefits
 - a. For readers, to increase their knowledge about service businesses and the problems they face, especially about service quality, and consumer satisfaction.
 - b. For other researchers, this research can be used to increase knowledge and be used as a basis for further research with different variables.
 - c. For the author, this research can be used as a means of developing knowledge and adding experience in the application of knowledge related to the service business, namely about brand image, price, and service quality and its effect on consumer satisfaction.
2. Practical benefits
For companies or business owners, this research can be used as a consideration in providing services and facilities that are in accordance with the needs and expectations of consumers so that they are willing to make a repurchase of the products offered.

Literature review

1. Brand Image
According to (Kotler & Kelle, 2016) Brand image is a collection of beliefs or beliefs over a particular brand. According to Setiadi (2003: 180) brand image is a representation of the overall perception of the brand and is formed from information and past experience of the brand. Consumers who have a positive image of a brand will be more likely to make purchases (Setiadi, 2003: 180). According to Peter and Olson (in Lutiary Eka Ratri, 2007: 47) brand image is defined as consumer perception and preference for brands, as reflected by the various brand associations that exist in the consumer's memory. According to Ouwersoot and Tudorica (2001), brand image is a collection of perceptions about an interconnected brand that exist in the human mind. From the above definition, it can be concluded that brand image is a collection of impressions that exist in the minds of consumers about a brand which is assembled from consumers' memories of the brand (Zia et al., 2021)
2. Fare
Tariffs are an important factor that affects customers, which is basically the same as the price, but specifically for service costs (Hasanah & Suryoko, 2016). Tjiptono (2008) mentioned several indicators that customers can use to evaluate a company's tariff (Nafisa Choirul & Tri, 2016).
 1. Affordability: The tariff should be within the range of the customer's purchasing power, aka not too expensive.
 2. Competitiveness: Rates must be able to compete with similar offers in the market.
 3. Quality Conformity: The rate paid must be proportional to the quality of service the customer receives.
3. Quality of Service

Service quality is very important for companies to compete and meet the needs of consumers who are now increasingly critical of products and services. Juran (1989), defining quality as the suitability of the product for use, free from defects. Feigenbaum (1991) "Quality is the overall characteristics of products and services which include marketing, engineering, manufacture, and maintenance, in which the products and services in their use will be in accordance with the needs and expectations of customers. According to Kotler in Laksana (2008), service is any action or activity that can be offered by one party to another party, which is basically intangible and results in ownership of nothing. Meanwhile, according to Lovelock, Petterson & Walker in Tjiptono (2005) put forward the narsnactive service as a main system: (1) service operation; and (2) service delivery. Further definitions of quality include: product quality, cost quality, delivery quality (Neyestani & La, n.d.)

4. Customer Satisfaction

According to Philip Kotler (1997), consumer satisfaction is a person's feeling of happiness or disappointment that comes from the comparison between his impression of the performance (result) of a product and his expectations. The definition of marketing according to Kotler and Armstrong (2008:6), "is the process by which a company creates value for customers and builds strong relationships with customers with the aim of capturing value from customers in return". Satisfaction levels can refer to the function of the difference between perceived performance and expectations. If the performance, especially the service, is below expectations, the customer will be dissatisfied. If it meets expectations, the customer is satisfied, and if it exceeds, the customer is very satisfied. Expectations are formed from experience, recommendations, and media information. Satisfied customers tend to be more loyal, less price-sensitive, and provide positive reviews (Surya Ariefin et al., 2025). The following table presents the framework of the research concept

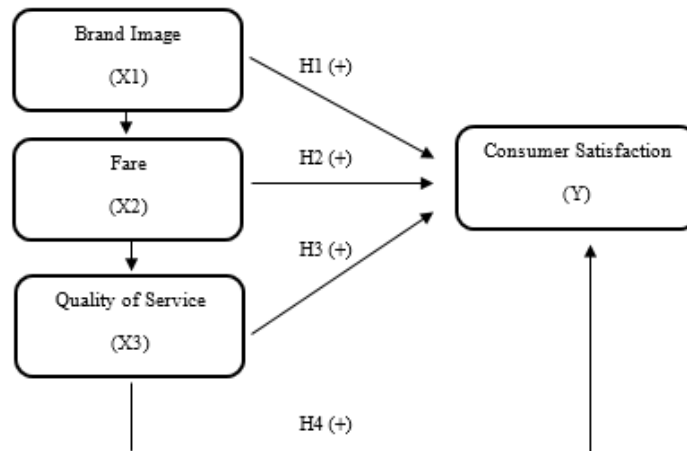


Figure 1. Frame of Mind

Based on the research objectives and the formulation of the problem that has been described, the hypotheses of this research can be formulated as follows:

- **H1:** Brand Image has a positive and significant effect on consumer satisfaction in GOJEK's transportation services business
- **H2:** Tariffs have a positive and significant effect on consumer satisfaction in GOJEK's transportation services business
- **H3:** Service Quality has a positive and significant effect on consumer satisfaction in GOJEK's transportation service business
- **H4:** Brand Image, Tariffs, and Service Quality have a positive and significant effect on consumer satisfaction in GOJEK's transportation services business

Some of the factors that are suspected to affect Gojek consumer satisfaction are brand image, tariffs, and service quality. Brand image increases positive perception, fares create commensurate value, and service quality such as speed and driver friendliness increase satisfaction.

This study also tested the simultaneous influence of the three variables (H4). The following table presents previous research related to these variables in transportation services or similar services.

Research method

This study uses a quantitative method with a survey approach to measure the influence of brand image, tariffs, and service quality on consumer satisfaction of Gojek services in Jakarta. Data was collected through an online questionnaire using Google Form and analyzed with SPSS software. The research population is Gojek users in Jakarta, with accidental sampling techniques chosen because of the ease of access and speed of data collection. A total of 211 respondents were successfully collected and used as a sample to provide an empirical picture of the influence of these variables on consumer satisfaction. The data used is cross-sectional, taken at a certain time to reflect the conditions and relationships between variables in a representative manner. Primary data that has been selected to be valid and complete is used in the analysis, with an instrument in the form of a questionnaire using a 4-point Likert scale to measure respondents' attitudes and perceptions.

This study used a 4-point Likert scale without a neutral option to reduce Central Tendency Bias, which is the tendency of respondents to choose a middle answer. Thus, the data obtained is clearer about respondents' attitudes and satisfaction. Multiple regression analysis is used to measure the simultaneous and partial influence of independent variables on dependent variables.

Multiple regression analysis is used to measure the simultaneous and partial influence of independent variables on dependent variables. Multiple regression equations can be written as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

- Y = Consumer Satisfaction (Dependent Variable)
- X₁ = Brand Image (Independent Variable 1)
- X₂ = Tariff (Independent Variable 2)
- X₃ = Quality of Service (Independent Variable 3)
- α = Constant

- $\beta_1, \beta_2, \beta_3$ = Regression Coefficient (shows the strength and direction of influence of each independent variable on the dependent variable)
- e = Error Term (another variable that is not researched but affects Y)

Results and Discussion

Distribution of Respondents by Gender		
Gender	Number of Respondents	Percentage
Man	116	55%
Woman	95	45%
Total	211	100%

Based on the gender distribution, from 211 respondents, 116 (55%) were male and 95 (45%) were female.

Age	Sum	Percentage
<17 Years	13	6,2%
17-25 Years	123	58,3%
26-35 Years	34	16,1%
36-45 Years	19	9%
>45 Years	22	10,4%
Total	211	100%

Based on the age distribution of respondents, respondents with the age of <17 years amounted to 13 (6.2%) people, 123 (58.3%) people aged 17–25 years, 34 (16.1%) people aged 26–35 years (16.1%) people, 19 (9%) people aged 36–45 years old, and 22 (10.4%) people >45 years old.

Work	Sum	Percentage
Student/Student	88	41.7%
Employee/Employee	48	22,7%
Entrepreneurial	32	15,2%
IRT	19	9%
Other	24	11,4%
Total	211	100%

Based on the distribution of jobs, 88 (41.7%) students, 48 (22.7%) employees, 32 (15.2%) entrepreneurs, 19 (9%) housewives, and 24 (11.4%) people.

Frequency of Use	Sum	Percentage
<1 time per week	68	32,2%
1-2 times per week	57	27%
3-5 times per week	52	24,6%
> 5 times per week	34	16,1%
Total	211	100%

Based on the distribution of frequency of use, less than 1 time per week 68 (32.2%) people, 1–2 times per week 57 (27%) people, 3–5 times per week 52 (24.6%) people, and more than 5 times per week 34 (16.1%) people.

Data Analysis Techniques

Validity Test Results

Variable	Statement	rCount	r Table	Information
Brand Image (X1)	X1.1	0,571	0,138	Valid
	X1.2	0,606	0,138	Valid
	X1.3	0,550	0,138	Valid
	X1.4	0,588	0,138	Valid
	X1.5	0,519	0,138	Valid
	X1.6	0,558	0,138	Valid
	X1.7	0,583	0,138	Valid
	X1.8	0,607	0,138	Valid
	X1.9	0,591	0,138	Valid
	X1.10	0,568	0,138	Valid
Fare (X2)	X2.1	0,578	0,138	Valid
	X2.2	0,613	0,138	Valid
	X2.3	0,627	0,138	Valid
	X2.4	0,517	0,138	Valid
	X2.5	0,478	0,138	Valid
	X2.6	0,601	0,138	Valid
	X2.7	0,757	0,138	Valid
	X2.8	0,280	0,138	Valid
	X3.1	0,625	0,138	Valid
	X3.2	0,485	0,138	Valid
Quality of Service (X3)	X3.3	0,509	0,138	Valid
	X3.4	0,533	0,138	Valid
	X3.5	0,535	0,138	Valid
	X3.6	0,591	0,138	Valid
	X3.7	0,491	0,138	Valid
	X3.8	0,521	0,138	Valid
	X3.9	0,589	0,138	Valid
	X3.10	0,587	0,138	Valid
Customer Satisfaction (Y)	Y.1	0,630	0,138	Valid
	Y.2	0,543	0,138	Valid
	Y.3	0,600	0,138	Valid
	Y.4	0,578	0,138	Valid
	Y.5	0,618	0,138	Valid
	Y.6	0,570	0,138	Valid
	Y.7	0,634	0,138	Valid
	Y.8	0,633	0,138	Valid

The results of the validity test were 211 respondents, the value of the table r (df=209) was 0.138. All items in the variables Brand Image (X1), Tariff (X2), Service Quality (X3), and Customer Satisfaction (Y) have a calculated r of > 0.138, so that all instruments are declared valid for further analysis.

Reliability Test Results

Variable	Cronbach'Alpha	Information
Brand Image (X1)	0,774	Reliable
Price (X2)	0,691	Reliable
Quality of Service (X3)	0,739	Reliable
Consumer Satisfaction (Y)	0,747	Reliable

Based on the results of the reliability test, Cronbach's Alpha scores for Brand Image (0.774), Tariff (0.691), Service Quality (0.739), and Consumer Satisfaction (0.747) were all above 0.60, so that all four variables were declared reliable and the instruments were consistent for further analysis.

Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
N		Unstandardized Residual 211
Normal Parameters ^{a,b}	Mean	0.000000
	Std. Deviation	3.12196517
Most Extreme Differences	Absolute	0.058
	Positive	0.058
	Negative	-0.033
Test Statistic		0.058
Asymp. Sig. (2-tailed)		.082c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

The results of the Kolmogorov-Smirnov normality test showed an Asymp value. Sig. 0.082 > 0.05, so that the residual data is normally distributed and feasible for regression analysis.

Multicollinearity Test Results

Variable	VIVID	Tolerance	Information
Brand Image (X1)	2.148	0.466	No Multicollinearity Occurs
Price (X2)	2.100	0.476	No Multicollinearity Occurs
Quality of Service (X3)	2.581	0.388	No Multicollinearity Occurs

The results of the multicollinearity test showed VIF values of <10 and Tolerance >0.10 for all variables, so that multicollinearity did not occur and independent variables were suitable for predicting consumer satisfaction.

Heteroscedasticity Test Results

		Coefficient				
		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.233	0.744		8.382	0.000
	Brand Image (X1)	-0.049	0.033	-0.144	-1.507	0.133
	Rate (X2)	-0.073	0.039	-0.176	-1.863	0.064
	Quality of Service (X3)	-0.027	0.038	-0.075	-0.716	0.475
a. Dependent Variable: ABS_RES						

The results of the Glejser test showed a significance value of >0.05 for all variables, so that heteroscedasticity did not occur and the assumption of homoscedasticity was met.

Multiple Regression Analysis Results

Type	Coefficient		Beta	t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error			
1 (Constant)	1.415	1.225		1.155	0.249
Brand Image (X1)	0.159	0.054	0.188	2.975	0.003
Rate (X2)	0.178	0.065	0.173	2.760	0.006
Quality of Service (X3)	0.450	0.062	0.503	7.255	0.000

a. Dependent Variable: consumer satisfaction (Y)

The regression equation obtained is $Y = 1.415 + 0.159X_1 + 0.178X_2 + 0.450X_3$. This means that if the variables of Brand Image, Tariff, and Service Quality are zero, then consumer satisfaction remains at 1.415. Each 1 point increase in Brand Image increases customer satisfaction by 0.159, a 1 point increase in Tariff increases satisfaction by 0.178, and a 1 point increase in Service Quality increases satisfaction by 0.450. All of these variables have a positive influence on consumer satisfaction.

Test Results t

Variable	tCount	Sig.	Criterion
Brand Image (X1)	2.975	0.003	H1 Accepted
Price (X2)	2.760	0.006	H2 Accepted
Quality of Service (X3)	7.255	0.000	H3 Accepted

Based on the t-test with a significance level of 5% and $df=207$, the three independent variables, namely Brand Image, Tariff, and Service Quality, have a positive and significant effect on Consumer Satisfaction. Brand Image has a t count of 2.975 ($p=0.003$), t-rate count of 2.760 ($p=0.006$), and Service Quality of t count 7.255 ($p=0.000$), all of which are greater than t table 1.97 with a significance value below 0.05. This means that the better the Brand Image, the appropriate rates, and the quality of service, the more consumer satisfaction will increase, so that H1, H2, and H3 are accepted.

Model Feasibility Test Results (f)

NEW ERA					
Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3262.840	3	1087.613	109.994	.000b
Residual	2046.800	207	9.888		
Total	5309.640	210			

a. Dependent Variable: consumer satisfaction

b. Predictors: (Constant), service quality, tariffs, brand image

The results of the F test showed an F value of 109.994 with a significance of 0.000, greater than the F of the table 2.65 ($df_2=207$, $\alpha=0.05$). This shows that Brand Image, Tariffs, and Service Quality simultaneously have a significant effect on Consumer Satisfaction.

Coefficient of Determination

Model Summary ^b				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784a	0.615	0.609	3.14451

a. Predictors: (Constant), quality of service, tariffs, brand image

b. Dependent Variable: consumer satisfaction

Based on the *Adjusted R Square* of 0.609, it shows that Brand Image, Tariffs, and Service Quality are able to explain 60.9% of the variation in Consumer Satisfaction, while 39.1% are influenced by other factors outside the model.

The Influence of Brand Image (X1) on Consumer Satisfaction (Y) in Gojek's Transportation Services Business in Jakarta

The results of the study show that the brand image variable has a positive effect on consumer satisfaction with Gojek services in Jakarta. The t-test yielded a t-count of 2.975 with a significance of 0.003 (<0.05), so H1 was accepted. Based on the results of the analysis data, it also shows that the highest answers to disagree and disagree were obtained by the X1.9 question item (Gojek has advantages and a positive image that is more favorable for consumers) by 34% and the average for the answer to agree and strongly agree was obtained by the X1.5 display item (Gojek has characteristics that are more attached to the consumer's mind) by 72%. This proves that Gojek has characteristics that are more inherent in the minds of consumers that make consumers trust Gojek, so that finally there is a sense of consumer satisfaction when using Gojek.

This research is strengthened by the findings of the (Dewanti et al., 2023) which states that the image of the maker, user, and product contributes to increased customer satisfaction. In accordance with the theory of (Kotler & Keller, 2016) Brand image is formed from consumer experiences and interactions, influencing attitudes and behaviors. Brand image is formed from consumer experiences, information, and interactions, which influences their attitudes and behaviors. The more positive Gojek's brand image, the higher the consumer perception that Gojek is trusted and according to needs, thereby increasing consumer satisfaction in Jakarta

The Effect of Tariffs (X2) on Consumer Satisfaction (Y) on Businesses Gojek Transportation Services in Jakarta

The results of the study show that the fare variable has a positive effect on consumer satisfaction with Gojek services in Jakarta. The t-test yielded a t-count of 2.760 with a significance of 0.006 (<0.05), so H2 was accepted. This means that the more in accordance with the set tariff, the higher the level of consumer satisfaction. Based on the results of the analysis data, it also shows that the highest disagreement and disagreement answers were obtained by question item X2.7 (The fare I paid to Gojek is proportional to the benefits I get from the service) of 37% and the average for the answer of agree and strongly agree was obtained by the demonstration item X2.1 (I feel that the price of Gojek

service is in accordance with my economic ability) of 73%. This proves that Gojek's service tariffs are in accordance with the economic capabilities of consumers, so that it gives rise to a sense of satisfaction with Gojek.

This research is strengthened by (Epiriandi et al., 2024) Tariff affordability forms a positive perception and is an important factor in consumer decision-making. This is in line with (Hasibuan et al., 2024) which mentions tariffs as the main element in evaluating consumer satisfaction, which is relative to perceived value. Therefore, companies need to set competitive and balanced tariffs according to consumer perception and market conditions in order to maintain customer satisfaction and loyalty, such as in Gojek services in Jakarta where tariffs are the main consideration of consumers.

The Effect of Service Quality (X3) on Consumer Satisfaction (Y) in Gojek's Transportation Service Business in Jakarta

The results of the study show that the service quality variable has a positive effect on consumer satisfaction in Gojek services in Jakarta. The t-test yielded a value of 7.255 with a significance of 0.000 (<0.05), so H3 was accepted. Based on the results of the analysis data, it also shows that the highest disagreement and disagreement answers were obtained by the X3.2 question item (I consider that physical attributes such as the appearance of the driver's partner's uniform, vehicle cleanliness, and completeness of safety attributes (helmet, mask, etc.) reflect the quality of Gojek's professional service.) of 35% and the average for the answer of agree and strongly agree was obtained by the X3.4 demonstration item (Gojek driver partners are able to run its task consistently and reliably in every service booking) by 75%. This proves that Gojek is able to carry out its duties consistently and reliably in every service order, so that it gives rise to a sense of satisfaction for Gojek.

This research is strengthened by findings from (Sangian et al., 2025) Stating consumer satisfaction reflects the extent to which a product or service meets customer expectations for business success. This is in line with (Putra & Pratiwi, 2025) Service quality has a significant effect on customer satisfaction. For this reason, companies are advised to increase empathy, friendliness, responsiveness, and maintain service reliability in order to create a positive experience and increase consumer satisfaction.

The Influence of Brand Image (X1), Tariff (X2) and Service Quality (X3) on Consumer Satisfaction (Y) in Gojek's Transportation Service Business in Jakarta

The results of the study show that the variables Brand Image (X1), Tariff (X2), and Service Quality (X3) simultaneously have a positive and significant effect on Consumer Satisfaction (Y) in Gojek's transportation service business in Jakarta. This is evidenced by the F value of 109.994 and the significance of $0.000 < 0.05$, so that H4 is accepted. Based on the results of the analysis data, it also shows that the highest disagreement and disagreement answers were obtained by the question item X4.3 (I feel satisfied because GoRide driver partners use equipment such as helmets and jackets in clean and suitable conditions) of 34% and the average for the answer of agree and strongly agree was obtained by the X4.2 demonstration item (The features in the Gojek application make it easier for me to order services, thus increasing my satisfaction as a user) by 75%. This proves that the features in the Gojek application make it easier for me to order services, thereby increasing my satisfaction as a user, so it proves that the features in the Gojek application that are very easy to access can give rise to feelings of satisfaction with consumers.

The results of the study show that brand image, tariffs, and service quality have a significant effect on Gojek consumer satisfaction in Jakarta. Brand image (X1) Shows Gojek's brand image not only as an identity, but also important in building trust and a sense of security for consumers of online transportation services. Rate (X2) is a key factor that affects consumer satisfaction, where satisfaction arises if the rate is proportional to benefits such as convenience, security, and speed of service. Meanwhile, service quality (X3) service aspects such as driver friendliness and professionalism, punctuality of pick-up, and speed of complaint response have a dominant effect on consumer satisfaction.

Conclusion

Based on research, brand image, tariffs, and service quality have a positive and significant effect on Gojek consumer satisfaction in Jakarta. Brand image increases trust, affordable and transparent rates support satisfaction and loyalty, while service quality including friendliness, punctuality, professionalism, and quick response are the dominant factors. These three variables together explain 60.9% of consumer satisfaction, the rest are influenced by other factors outside of the study.

Implication

Based on research, Gojek consumer satisfaction is influenced by brand image, tariffs, and service quality. Brand image builds consumer trust that Gojek is a safe, modern, and on-demand online transportation service, thereby increasing satisfaction directly. Variable rates have important factors as consumers judge satisfaction from fairness and cost transparency. Affordable prices and comparable to travel benefits make Gojek services considered to provide value for money. Tariff consistency also strengthens Gojek's position in the midst of competition and prevents consumers from switching to other services. Service quality is the dominant factor in Gojek's customer satisfaction, including the punctuality of pick-ups, the reliability of the application, and the friendliness and professionalism of the drivers. Other aspects such as the speed of complaint response, vehicle cleanliness, and consistency of service also reinforce the positive experience. The service that exceeds expectations increases customer satisfaction and loyalty, forming an ongoing emotional bond with Gojek. These three factors significantly increase consumer trust, satisfaction, and loyalty, strengthening Gojek's position as the online transportation service of choice for the public.

Research Limitations:

This study lasted for five months with a sample of 211 respondents, so the scope is limited and does not represent all Gojek users in Indonesia who have different characteristics. The data only comes from a questionnaire without the support of Gojek's internal data due to limited access. The analysis focuses on consumer perception without involving the company's point of view. The short research time also limits the exploration of consumer satisfaction in the long term. Because of these limitations, this study has not been able to describe the influence of brand image, tariffs, and service quality on consumer satisfaction in areas with different socioeconomic characteristics. The next study is recommended to be carried out in multicities, such as Surabaya, Bandung, or Medan, to compare the results between regions and get a more comprehensive picture. With a wider scope, results are expected to be more representative and can support the company's strategic decision-making.

References

- 613-Article text-2395-1-10-20231109. (n.d.).
- Alfarobby, A. N., & Irawan, H. (2024). *Analysis of Consumer Satisfaction Sentiment of Online Transportation Users in Google Playstore Reviews Using Indobert and Topic Modeling (Case Study: Gojek and Grab)* (Vol. 11, Issue 1).
- Aulia, E., Humaira Ninvika, D., Sari, Y. J., Apsari, I., Nurfitriani, A., Studi, P., Port, M., Maritim, L., & Teknik, F. (n.d.). Analysis of the Influence of GoRide Service Tariffs on Gojek Application on Customer Loyalty. *Scientific Journal of Educational Vehicles*, May, 2023(10), 204–218.
<https://doi.org/10.5281/zenodo.7983603>
- Dewanti, Carolina P., Anggraini, N. P. N., & Jodi, I. W. G. A. S. (2023). The Influence of Brand Image, Service Quality, and Product Quality on Customer Satisfaction (Study on H&M Beachwalk Bali in Badung Regency). *EMAS Journal*, 4(11), 2732–2743.
- Diah Indarwati, K., & Februariyanti, H. (n.d.). *Sentiment analysis on the quality of service of the Go-Jek application using the Naive Bayes Classifier method*.
- Didi Sujadi, & Maman Darmansyah. (2023). The Effect of Service Quality and Brand Image on Consumer Satisfaction. *Research and E-Journal of Computer Informatics Management*, 7(3), 1239–1249.
- Diva Azura, T., & Tantra, T. (2024). *Analysis of E-WOM, Brand Image, Trust, and Online Purchase Intention Towards Gojek Application* (Vol. 11, Issue 1).
- Epiriandi, K., Titop, H., & Indalestari, W. O. D. (2024). The Effect of Service Quality and Rates on Customer Satisfaction of Boss Barbershop Kendari. *South African Journal of Economics and Business*, 5(2), 348–355.
<https://doi.org/10.54297/sjeb.v5i2.702>
- FAJAR MAHMUD MUSTOFA_COVER. (n.d.).
- Feti Fatimah, Yova Ferdiansa, R., & Gunawan, Y. (2022). The Influence of Brand Image, Price and Service Quality on Consumer Satisfaction in JNE Tegal Besar Branch Delivery Services. *Journal of Social and Exact Sciences Research*, 1(2), 73–84.
<https://doi.org/10.47134/trilogi.v1i2.14>
- Degree, M. (n.d.). *Analysis of Islamic Law on the Additional Online Taxi Fares at Pt. Grab Indonesia Submitted to Meet One of the Conditions*.
- Gika, E. N. N., Rani Dhever Hani, Zahra, D. A. A., Kholishah, A. N., & Maesaroh, S. S. (2023). The Effect of Service Quality and Price on Customer Satisfaction of Online Motorcycle Taxi Transportation Services (Study on Gojek Consumers in Tasikmalaya). *Journal of Commercial Education (JPTN)*, 11(1), 18–28.
- Hasibuan, M., Nasution, A. I. L., & Aslami, N. (2024). The Effect of Tariffs, Trust and E-Service Quality on the Satisfaction of Marpoken Delivery Service Users in Gunung Tua Village. *Equivalent: Journal Of Economics, Accounting and Management*, 2(2), 307–323.
- Aaron Raudhatul Na'im, & Wiyadi. (2024). Analysis of the Influence of Service Quality, Price, Brand Image and Word of Mouth on Online Transportation Customer Satisfaction (Gojek). *Business Lantern Journal*, 13(3), 1789–1805.
<https://doi.org/10.34127/jrlab.v13i3.1223>
- Kharismawati, R. (2025). The Effect of Service Quality and Rates on Cimory On The Valley Traveller Satisfaction. *EBISNIS (Scientific Journal of Economics and*

- Business*), 18(1), 329–336.
<https://doi.org/https://journal.stekom.ac.id/index.php/Bisnis>
- Kotler, P., & Kelle, K. L. (2016). *Marketing Management 5th Edition New Jersey*. Pearson Pretice Hall.
- Kurniawati, V., & Putra, A. S. (2023). The Effect of Service Quality, Price, and Trust on Customer Satisfaction at Ridho Laundry Karawang. *YUME: Journal of Management*, 6(2), 326–333.
- Labib Musyaffa, F., Hermawan, A., Dzikri, M., & Ridlo, A. (2025). YUME : Journal of Management Analysis of the Influence of Brand Image and Grab Campus Ambassador on Consumer Interest in Using Grab Online Transportation Services. In *YUME : Journal of Management* (Vol. 8, Issue 1).
- Mahaputra, M. R. (2023). *Analysis of the Quality of Service of Online Transportation Service Providers in South Tangerang City (Case Study: PT. Gojek indonesia)*. 1(1). <https://doi.org/10.38035/jstl.v1i1>
- Mohammad Farhan Appliansyach, Qian Nugraha Sugiyo, Dimas Bayu Maulana, & Siti Sahara. (2023). Analysis of User Satisfaction of Online Motorcycle Taxi (Gojek) Public Transportation Through Service Instruments. *Journal of Economics, Business and Management*, 2(2), 140–147.
<https://doi.org/10.58192/ebismen.v2i2.817>
- Nasution, S. W. (2024). The Influence of Service Quality and Price on Customer Satisfaction in the Sri Wanti Nasution Restaurant Industry. *Journal of Trends Economics and Accounting Research*, 5(2), 215–222.
<https://doi.org/10.47065/jtear.v5i2.1714>
- Neyestani, B., & La, D. (n.d.). *De La Salle University from the selected works of Behnam Neyestani 2017 Principles and Contributions of Total Quality Management (TQM) Gurus on Business Quality Improvement*.
<https://doi.org/10.5281/zenodo.345428>
- THE INFLUENCE OF PRICE AND SERVICE QUALITY ON BRAND IMAGE AND ITS IMPACT ON THE* (n.d.).
- Pratama, V. I., & Kurniawan, R. (2024). The Influence of Brand Image, Product Quality, Price Perception, and Service Quality on Indihome Customer Satisfaction in Semarang City. *Journal of Management*, 7(1), 430–441.
- Prayudha, Y., & Tarigan, A. (n.d.). *ANALYSIS OF THE IMPLEMENTATION OF BRAND IMAGE, SOCIAL E-WOM AND CONTENT MARKETING ON GOFOOD'S INTEREST IN BUYING BACK ON THE GOJEK APPLICATION*. 4(2), 17–32. <https://doi.org/10.30813/digismantech.v4i2.7605>
- Putra, O. A., & Pratiwi, A. (2025). The Effect of Service Quality, Price, and Promotion on Customer Satisfaction (Survey on Warmindo Riverside Surakarta Customers). *Journal of Economics and Management*, 2(2), 3349–3363.
- Putri, G. C., Hafidzi, A. H., & Nursaidah, N. (2024). The Effect of Service Quality, Price, and Brand Image on Customer Satisfaction Using Online Ojek Transportation Services. *Dynamic Management Journal*, 8(4), 957.
<https://doi.org/10.31000/dmj.v8i4.12634>
- Rahman, S., Hari Santoso, P., & Setyawan, O. (2022). *Analysis of the Influence of Price Perception, Service Quality and Trust on Customer Loyalty in Online Transportation (Case Study on Gojek Users in Pekanbaru)* (Vol. 2, Issue 1).

- Rahmawati, I., Faculty of Economics, G. W., Wahab, K. A., Llah, H., & Corresponding, I. *. (n.d.). *Comparative Analysis of Service Quality and Satisfaction of Gojek and Grab Comparative Analysis of Service Quality and Satisfaction of Gojek and Grab*.
- Retno Farhana Nurulita, Poppy Elisano Arfanda, S. R. (2023). The Effect of Tariffs, Trust, Tracking System Facilities and Delivery Timeliness on Customer Satisfaction (Case Study on PT. Tiki Jalur Nugraha Ekakurir in Medan City) Alvira. *Journal of the World of Education*, 3 (November), 67–78.
- rizkione, +36.+Rafshanjani. (n.d.).
- Sadad, I., Hendi Jaya, F., Enriko Sitopu, S. M., & Utama Dewi, S. (n.d.). Analysis of Maxim Online Four-wheeled Transportation Mode Fare (Bandar Lampung-Raden Intan II Airport Lampung Route) Analysis of Maxim Online Four-wheeled Transportation Mode Fare (Bandar Lampung-Raden Intan II Airport Lampung. In the *Journal of Engineering Science* (Vol. 08).
- Safina, M. & (2021). The Effect of Product and Service Quality on Consumer Satisfaction at Kalasan Fried Chicken Restaurant, Iskandar Muda Medan Branch. *Journal of Student Business*, 1(2), 63–76.
- Sahura, A., & Pakpahan, M. (2024). *Analysis of Service Quality on Consumer Satisfaction with Brand Image as an Intervening Variable in Gojek Service Products (Case Study of Stambuk Management Students 2020 Panca Budi Development University Medan)*. 1(3), 25–38. <https://doi.org/10.61722/jrme.v1i3.1301>
- Sangian, J. C., Tat'imu, V., & Mukuan, D. D. S. (2025). The Effect of Service Quality on Indrive Online Transportation Consumer Satisfaction in the Community of Watutumou Village, Kalawat District, North Minahasa Regency. *Productivity*, 6(1), 1144–1149. <https://doi.org/10.35797/ejp.v6i1.55806>
- Siagan, H., & Venny. (2021). The Effect of Service Quality, Price, and Promotion at Gojek Indonesia Company on Gojek Customer Satisfaction (Case Study on Gojek Consumers Using Goride Services on STIE Mikrosil Students). *Journal For Business And Entrepreneurship*, 5(3), 1–11.
- Sanjay Singh, G. J. . (2021). The Influence of Service Quality, Price Perception, and Brand Image on Customer Satisfaction of Online Motorcycle Taxi Transportation Service Users (Study on GrabBike Customers in Medan City). *Journal of Management and Business (JMB)*, 19(2), 183–196.
- Sinaga, A., Butar, M. B., Niken, M., & Marpaung, P. (2025). *The Effect of Service Quality and Brand Image Suspension on Customer Satisfaction at Cosmetic Underprice in Medan*. 5, 1787–1799.
- Sugiyono. (2023). *Qualitative quantitative research methods and R&D*. Bandung: Alfabeta.
- Sutisna, E., Sekarini, R. A., Sekarini, H., & Ismawati, R. N. (2023). The Effect of Service Quality and Price on Customer Satisfaction of Online Motorcycle Taxi Services in North Jakarta. *International Journal of Social Science And Human Research*, 06(04), 2044–2055. <https://doi.org/10.47191/ijsshr/v6-i4-07>
- Study, P. (2017). *The Effect of Service Quality on Consumer Satisfaction in Gojek's Transportation Service Business (Case Study of FEBI UIN North Sumatra Students)*.
- Surya Ariefin, M., Masram, & Ageng Prianto, D. (2025). The Role of Satisfaction Level Mediation on the Influence of Meal Menus and Service Quality on Consumer

- Loyalty. *Media Communication of Economics*, 41(2).
<https://doi.org/10.58906/melati.v41i2.135>
- Tsaniyah, A. R., Prahanita, A., Listiyana, D., Rahmawati, N., Fajriana, T., & Sudiantini, D. (2024). Analysis of the Influence of Online Food Delivery Service Quality on Gojek Application on Consumer Satisfaction (Study on Students of Bhayangkara University Jakarta Raya). *JEBI: Journal of Economics and Business*, 2(7).
- Vandogi, B. R., Silitonga, S. P., & Robby, R. (2021). Analysis of Gojek Consumer Satisfaction in the Palangka Raya City Area. *Socio-E-Kons*, 13(1), 1.
<https://doi.org/10.30998/sosioekons.v13i1.9078>.
- Wandira, R., & Arief Hadian. (2022). The Influence of Brand Image on Gojek Online Transportation Customer Satisfaction (Case Study of the Binjai Village Community). *Journal of Accounting, Management and Economics (Jasmien)*, 2(02), 95–104. <https://doi.org/10.54209/jasmien.v2i02.104>
- Zia, A., Younus, S., & Mirza, F. (2021). Investigating the Impact of Brand Image and Brand Loyalty on Brand Equity: the Mediating Role of Brand Awareness. In *International Journal of Innovation, Creativity and Change*. www.ijicc.net (Vol. 15, Issue 2).
- Dewanti, Carolina P., Anggraini, N. P. N., & Jodi, I. W. G. A. S. (2023). The Influence of Brand Image, Service Quality, and Product Quality on Customer Satisfaction (Study on H&M Beachwalk Bali in Badung Regency). *GOLD Journal*, 4(11), 2732–2743.
- Didi Sujadi, & Maman Darmansyah. (2023). The Effect of Service Quality and Brand Image on Consumer Satisfaction. *Research and E-Journal of Computer Informatics Management*, 7(3), 1239–1249.
- Epiriandi, K., Titop, H., & Indalestari, W. O. D. (2024). The Effect of Service Quality and Rates on Customer Satisfaction of Boss Barbershop Kendari. *South African Journal of Economics and Business*, 5(2), 348–355. <https://doi.org/10.54297/sjeb.v5i2.702>
- Feti Fatimah, Yova Ferdiansa, R., & Gunawan, Y. (2022). The Influence of Brand Image, Price and Service Quality on Consumer Satisfaction in JNE Tegal Besar Branch Delivery Services. *Journal of Social and Exact Sciences Research*, 1(2), 73–84.
<https://doi.org/10.47134/trilogi.v1i2.14>
- Gika, E. N. N., Rani Dhever Hani, Zahra, D. A. A., Kholishah, A. N., & Maesaroh, S. S. (2023). THE EFFECT OF SERVICE QUALITY AND PRICE ON CUSTOMER SATISFACTION OF ONLINE MOTORCYCLE TAXI TRANSPORTATION SERVICES (A STUDY ON GOJEK CONSUMERS IN TASIKMALAYA). *Journal of Commercial Education (JPTN)*, 11(1), 18–28.
- Hasibuan, M., Nasution, A. I. L., & Aslami, N. (2024). The Effect of Tariffs, Trust and E-Service Quality on the Satisfaction of Marpoken Delivery Service Users in Gunung Tua Village. *Equivalent: Journal Of Economics, Accounting and Management*, 2(2), 307–323. <http://jurnal.dokicti.org/index.php/equivalent/index>
- Kharismawati, R. (2025). The Effect of Service Quality and Rates on Cimory On The Valley Traveller Satisfaction. *EBISNIS (Scientific Journal of Economics and Business)*, 18(1), 329–336. <https://doi.org/https://journal.stekom.ac.id/index.php/Bisnis>
- Kotler, P., & Kelle, K. L. (2016). *Marketing Management 5th Edition New Jersey*. Pearson Pretice Hall.
- Kurniawati, V., & Putra, A. S. (2023). The Effect of Service Quality, Price, and Trust on Customer Satisfaction at Ridho Laundry Karawang. *YUME: Journal of Management*, 6(2), 326–333.
- Nasution, S. W. (2024). The Influence of Service Quality and Price on Customer Satisfaction in the Sri Wanti Nasution Restaurant Industry. *Journal of Trends Economics and*

- Accounting Research*, 5(2), 215–222. <https://doi.org/10.47065/jtear.v5i2.1714>
- Pratama, V. I., & Kurniawan, R. (2024). The Influence of Brand Image, Product Quality, Price Perception, and Service Quality on Indihome Customer Satisfaction in Semarang City. *Journal of Management*, 7(1), 430–441.
- Putra, O. A., & Pratiwi, A. (2025). The Effect of Service Quality, Price, and Promotion on Customer Satisfaction (Survey on Warmindo Riverside Surakarta Customers). *Journal of Economics and Management*, 2(2), 3349–3363.
- Putri, G. C., Hafidzi, A. H., & Nursaidah, N. (2024). The Effect of Service Quality, Price, and Brand Image on Customer Satisfaction Using Online Ojek Transportation Services. *Dynamic Management Journal*, 8(4), 957. <https://doi.org/10.31000/dmj.v8i4.12634>
- Retno Farhana Nurulita, Poppy Elisano Arfanda, S. R. (2023). The Effect of Tariffs, Trust, Tracking System Facilities and Delivery Timeliness on Customer Satisfaction (Case Study on PT. Tiki Jalur Nugraha Ekakurir in Medan City) Alvira. *Journal of the World of Education*, 3 (November), 67–78.
- Safina, M. & (2021). The Effect of Product and Service Quality on Consumer Satisfaction at Kalasan Fried Chicken Restaurant, Iskandar Muda Medan Branch. *Journal of Student Business*, 1(2), 63–76.
- Sangian, J. C., Tat'imu, V., & Mukuan, D. D. S. (2025). The Effect of Service Quality on Indrive Online Transportation Consumer Satisfaction in the Community of Watutumou Village, Kalawat District, North Minahasa Regency. *Productivity*, 6(1), 1144–1149. <https://doi.org/10.35797/ejp.v6i1.55806>
- Siagan, H., & Venny. (2021). The Effect of Service Quality, Price, and Promotion at Gojek Indonesia Company on Gojek Customer Satisfaction (Case Study on Gojek Consumers Using Goride Services on STIE Mikrosil Students). *Journal For Business And Entrepreneurship*, 5(3), 1–11.
- Sanjay Singh, G. J. . (2021). THE EFFECT OF SERVICE QUALITY, PRICE PERCEPTION AND BRAND IMAGE ON CUSTOMER SATISFACTION OF ONLINE MOTORCYCLE TAXI TRANSPORTATION SERVICE USERS (A STUDY ON GRABBIKE CUSTOMERS IN MEDAN CITY). *Journal of Management and Business (JMB)*, 19(2), 183–196.
- Sinaga, A., Butar, M. B., Niken, M., & Marpaung, P. (2025). *The Effect of Service Quality and Brand Image Suspension on Customer Satisfaction at Cosmetic Underprice in Medan*. 5, 1787–1799.
- Sugiyono. (2023). *Qualitative quantitative research methods and R&D*. Bandung: Alfabeta.
- Sutisna, E., Sekarini, R. A., Sekarini, H., & Ismawati, R. N. (2023). The Effect of Service Quality and Price on Customer Satisfaction of Online Motorcycle Taxi Services in North Jakarta. *International Journal of Social Science And Human Research*, 06(04), 2044–2055. <https://doi.org/10.47191/ijssshr/v6-i4-07>
- Wandira, R., & Arief Hadian. (2022). The Influence of Brand Image on Gojek Online Transportation Customer Satisfaction (Case Study of the Binjai Village Community). *Journal of Accounting, Management and Economics (Jasmien)*, 2(02), 95–104. <https://doi.org/10.54209/jasmien.v2i02.104>