



## THE EFFECT OF PRICE, PROMOTION AND QUALITY OF SERVICE ON GOJEK CUSTOMER SATISFACTION (CASE STUDY ON STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS UNIVERSITY OF MUHAMMADIYAH NORTH SUMATRA)

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### Abstract

*The purpose of this study was to determine and analyze prices, promotions, and service quality on go-jek customer satisfaction either partially or simultaneously. The approach used in this study is an associative approach. The population in this study were economic and business go jekusers, Muhammadiyah University of North Sumatra. The sample in this study using the Wibisono formula to collect 100students. Data collection techniques in this study used a questionnaire technique. The data processing in this study used the SPSS (Statistical Package for the Social Sciences) version 24.00 software program. The results of this study prove that partially and simultaneously analyzing prices,*

**Keywords :** *Price, Promotion, Service Quality, Customers*

### 1. INTRODUCTION

In this modern era, transportation is one of the important supports in daily activities, especially in urban areas. Good transportation can reflect good urban order too, this is because transportation is a tool in directing development in urban areas. In addition, transportation is also an infrastructure for the movement of people or goods arising from activities in urban areas. Transportation is an important and strategic means of development in expediting the wheels of the economy, strengthening unity and integrity and influencing all aspects of life. Transportation can help a good economy in an area and even in a country. The better and well-organized transportation in an area, the better the economy will be.

One of the most popular public transportations today is an online motorcycle taxi which can be ordered via our smartphone/mobile phone. This online motorcycle taxi system is very different from the usual motorcycle taxi system that has existed from the start, namely we have to look for it on the road manually first and pay at the rate agreed upon between the motorcycle taxi driver and his passengers. However, in this online motorcycle taxi, people only need to install the application that has been provided by the online motorcycle taxi company and then by selecting the available menu we can already see the online motorcycle taxis around where we are, so we can immediately position them with the closest one so they can pick us up quickly. . Then we just enter the destination address and immediately the tariff that must be paid by the user appears based on the distance of kilometers, Not only for transportation, this online motorcycle taxi can also be used for the purpose of buying food/picking up our things somewhere. The dynamics of service business competition at this time requires every company engaged in this field to always carry out various strategies in order to win the hearts of consumers. Companies must be able to implement the right strategy in attracting consumers to reuse the services offered.

The key to retaining customers is to provide satisfaction to the customers themselves. Customer satisfaction is the consumer's feeling after feeling what he has received with the expectations he wants for the product or service used. Consumers will feel satisfied if the product or service they buy is able to provide satisfaction for a long period of time (Arianty et al., 2016). Go-Jek is one of the providers of online transportation services, especially motorcycles. Go-Jek is a social-minded company that is leading the revolution in the motorcycle taxi transportation industry. Go-Jek partners with experienced motorcycle taxi drivers in big cities in Indonesia. Go-Jek is the

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main solution in delivering goods, ordering food, shopping and traveling in traffic jams. The Go-Jek application can be downloaded on smartphones that have iOS and Android operating systems. Go-Jek utilizes electronic media, so that it is easier for motorcycle taxi consumers to order access to motorcycle taxi services, especially in the city of Medan. By using the smartphone application, Gojek will pick up its customers and take the customer to their destination.

Go-Jek also provides various other services such as Go-Food which can pick up your favorite food from anywhere according to your order, then there is Go-Send, a Go-Jek service that is ready to deliver your goods to others at any time and still many more features provided by Go-Jek Indonesia. Although Go-Jek is no stranger to the public, especially students of the Umsuna economics faculty, services in the transportation sector must still pay attention to the comfort, safety and satisfaction of their consumers. If consumers are satisfied with the services provided by Go-Jek, Go-Jek customers will use Go-Jek's services repeatedly which can then become loyal customers so that Go-Jek Indonesia has the opportunity to become a market leader and this will make the company more advanced and trusted by customers in Indonesia, especially students of the Faculty of Economics and Business, Muhammadiyah University, North Sumatra. As a service company, of course, Go-Jek has also tried to implement appropriate pricing, promotion and service quality strategies to attract consumers to reuse Go-Jek services. The factor that supports customer satisfaction is price. For consumers, that price is all forms of monetary costs sacrificed by consumers to obtain, have,

Price is the amount of money needed in exchange for various combinations of products and services. Thus, a price must be associated with various goods and services, which in the end will be the same as something, namely products and services. Price is a component that has a direct effect on companies providing products or services (Tirtayasa & Bahri, 2016). The price factor greatly influences the decision to use services, Go-Jek as a service company offers relatively affordable prices compared to other service companies, the discounted prices are given so that it makes consumers interested in using their services.

**Table 1** Price Comparison of Go-Jek and Competitors

No	Distance	Rates		
		Go-Jek	Grab	Maxim
1.	1-10	12,000	17,500	7,000-10,000
2.	11-15	15,000	21,000-30,000	12,000
3.	>15	The above rates are added	The above rates are added 2,500	The above rates are added

From the comparison of the image above between Go-Jek, Grab and Maxim, it can be concluded that: The Gojek fare sets a tariff of Rp. 12,000, - for 1-10 Km. For 11-15 Km trips, Gojek charges Rp. 15,000, - and for trips above 15KM Gojek will add Rp. 2,000, - per kilometer. This is the rate during normal hours. Prices are influenced by various things, for example during peak hours, prices will increase by Rp. 5,000, -. peak hours are usually between 06.00 to 09.00 am and 16.00 to 19.00 pm. Meanwhile, Grab The rate charged by Grab for the first 12 Km is 1,750 per Km. Above that it will be 3,000 per Km for normal hours and can go up to 2,500 per Km. Furthermore, Maxim attracted attention because in terms of price, the tariff that was set was very low, only Rp. 3,000 for the first 4 Km. Regarding tariffs, Actually, there is a regulation from the government through the Decree of the Minister of Transportation Number 348 which has been in effect since May 1, 2019 which contains 3 designated zones with a minimum tariff of between Rp. 7,000 to Rp. 10,000, - for the first 4 Km. From the data above, it can be seen that Maxim charges a cheaper rate than Gojek and Grab charges a fairly high rate between Gojek and Maxim, this creates an obstacle for Gojek to provide satisfaction to its customers.



Another factor that supports customer satisfaction is promotion. Promotion is an expenditure that does not add value to the product, but adds cost to consumers. Its proponents counter that marketing promotions provide consumers with information about the attributes of a product's consequences as well as its price and where it can be obtained. This information saves both time and costs for consumers because it reduces search costs (Peter & Olson, 2014). In general, service companies carry out promotions so that consumers are interested in using and reusing these services. Go-Jek has designed promotions such as by placing advertisements, providing discounted prices if using Go-Pay with the main target being consumers who have used the services of the service company.

In addition, the right quality of service can make consumers feel satisfied with the service company. Good service is the ability of entrepreneurs to provide and show a pleasant attitude to old consumers as well as to customers who come. Service also includes all available facilities with good service, the company will be able to outperform its competitors (Daulay & Asmawita, 2017).

The poor service of Go-Jek drivers is evidenced by the existence of drivers in Medan who terrorize via SMS that are rude because they have been given bad reviews by consumers, bad reviews can certainly cause drivers to lose their jobs. In addition, if you look closely, there are many things that must be addressed in the current Go-Jek service, especially in terms of comfort and safety for passengers, for example, drivers do not provide raincoats to anticipate when it rains on the way, dirty helmets, smelly jackets for several days. not cleaned or not washed, the motor used by the driver is not the same as the Go-Jek application, the driver number is not active and the driver is not the same as the one registered with Go-Jek. Services that do not meet these standards cause Go-Jek's image to be negative in the eyes of customers. Besides that,

## 2. IMPLEMENTATION METHOD

### Types of research

This study uses an explanatory research approach, which aims to explain the causal relationship between the research variables and the test hypothesis (Nasution et al, 2020). This research is included in the category of causal research using a quantitative approach. According to (Juliandidkk, 2014) quantitative research is research where the problem is not determined at the beginning, but the problem is found after the researcher goes into the field and if the researcher gets a new problem then the problem is re-examined until all the problems have been answered.

### Place and time of research

In conducting this research, the authors conducted research on Gojek users, a case study at the Faculty of Economics, UMSU, which was located on Jl. Kapt. Mukhtar Basri No. 3 Medan. The time of the research was carried out from January 2021 to May 2021.

### Sampling technique

The population is a generalized area consisting of subject objects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2016). So the population in the study is a group of individuals who are investigated about the aspects that exist in the group. In this study, the population taken is large and the number is not known for sure. In this study, the population is Gojek application users at UMSU Faculty of Economics students.

According to (Sugiyono, 2016) the sample is part of the number and characteristics possessed by the population. In this study, the author uses a non-probability sampling method, namely Incidental Sampling, which is a sampling technique based on chance, that is, anyone who happens

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to meet a researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source. Therefore, the number of samples can be determined by the quota sampling method with a sample size of 100 respondents.

**Data collection technique**

The data collection method used in this study was a questionnaire (questionnaire). Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to patients/respondents to be answered (Sugiyono, 2016). Furthermore, the questionnaire that has been received is tested using validation and reliability, namely: Validity or validity is showing the extent to which a measuring instrument is able to measure what it wants to measure (Siregar, 2016). Reliability has another name that is trustworthiness, reliability, stability. Reliability testing is a test that aims to see whether the research instrument uses reliable instruments and has high reliability (Juliandidkk, 2014).

**Data analysis technique**

The data analysis technique used in this study is quantitative, namely testing and analyzing data by calculating numbers and then drawing conclusions from the test, using the formula below. In an effort to answer the problems in this study, multiple linear regression analysis was used. Regression analysis is basically a study of the dependence of the dependent variable (bound) with one or more independent variables (free).

**Classic assumption test**

Classical assumption test is used to provide certainty that the regression equation obtained has accuracy in estimation, cannot, and is consistent. This test is used to see whether there are deviations from the assumptions of the classical model, namely by testing normality, multicollinearity, heteroscedasticity, and autocorrelation.

**Hypothesis test**

To prove the influence of the independent variable on the dependent variable, two hypothesis tests can be used, namely partial test (t test), simultaneous test (F test) and the coefficient of determination (R<sup>2</sup>).

**3. RESULTS AND DISCUSSION**

**Characteristics of Respondents**

**Table 2** Characteristics of Respondents by Gender

NO	Category	Number of Respondents	Percentage (%)
1	Man	43	43.0
2	Woman	57	57.0
	<b>Total</b>	<b>100</b>	<b>100</b>

Based on the table above, it is known that most of the respondents in this study were 57 women (57.0%) and 43 men (43.0%). This shows that the highest frequency of students from the Faculty of Economics and Business, Muhammdiyah University, North Sumatra, is female compared to male.



**Table 3** Characteristics of Respondents Based on Age

NO	Category	Number of Respondents	Percentage (%)
1	<20 Years	61	61.0
2	21-30 Years	39	39.0
	<b>Total</b>	<b>100</b>	<b>100</b>

Based on the table above, it is known that most of the respondents in this study were aged <20 years as many as 61 people (61.0%), who had an age between 21-30 years as many as 39 people (39.0%). It can be seen that the response of people <20 years old became the most respondents.

**Table 4** Characteristics of Respondents by Force

NO	Category	Number of Respondents	Percentage (%)
1	2016	31	31.0
2	2017	16	16.0
3	2018	25	25.0
4	2019	15	15.0
5	2020	16	16.0
	<b>Total</b>	<b>100</b>	<b>100</b>

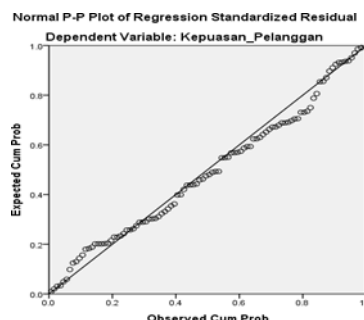
Based on the table above, it is known that most of the respondents who were sampled in this study were 31 people (31.0%), 2017 as many as 16 people (16.0%), 2018 as many as 25 people (25.0%), 2019 as many as 15 people (15.0%) and 2020 as many as 13 people (13.0%). In this case, the 2016 students were the most respondents in this study.

**Table 5** Characteristics of Respondents Based on Frequency of Use

NO	Category	Number of Respondents	Percentage (%)
1	1-2 Times	20	20.0
2	3-5 Times	25	25.0
3	>5 Times	55	55.0
	<b>Total</b>	<b>100</b>	<b>100</b>

Based on the table above, it is known that most of the respondents in this study, namely the frequency of use 1-2 times as many as 20 people (20.0%), the frequency of use 3-5 times as many as 25 people (25.0%), and the frequency of use > 5 times as many as 55 people (55.0%) It can be seen that respondents who use frequency >5 times are the most respondents.

### Normality test



**Image 1** Standardized P-plot Normality Test

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The figure above identifies that the data is normally distributed because the residual data distribution looks close to the normal line. Meanwhile, if the points are away from or scattered and do not follow the diagonal line, this indicates that the residual value is not normally distributed. By looking at the graphic display, it can be concluded that the data distribution pattern is close to normal.

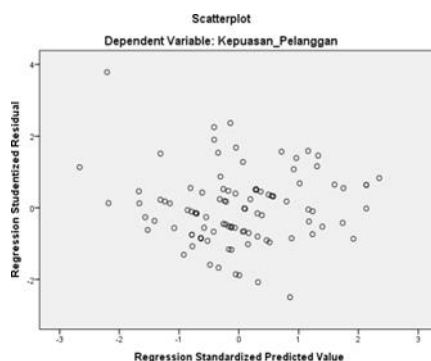
**Multicollinearity Test**

**Table 6** Multicollinearity Test

Model		Tolerance	VIF
1	(Constant)		
	HargaPromo	.987	1.013
	siKualitas_P	.947	1.056
	elayanan	.938	1.066

In the table above, it can be seen that the price variable has a VIF value of 1.013, the promotion variable has a VIF 1.056, the service quality variable has a VIF 1.066. This shows that there is no multicollinearity in the three variables because the VIF value is <10.

**Heteroscedasticity Test**



**Figure 2** Multicollinearity Test

In Figure 2 the scatter plot graph can be seen that the results of the scatter plot graph show that the data is randomly distributed and does not form a certain pattern. The data is spread both above and below the number 0 on the Y axis. This indicates that there is no heteroscedasticity.

**Multiple Linear Regression Analysis**

**Table 7** Multiple linear regression

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1	(Constant)	28.326	4.107		6.896	.000
	HargaPr	-.141	.058	-.210	-2.413	.018
	omosi	.146	.057	.227	2.561	.012
	Kualitas_Pelayanan	.347	.077	.404	4.534	.000

Based on the SPSS output above, the following regression equation is obtained:

$$Y = 28.326 - 0.141 X1 + 0.146 X2 - 0.347 X3$$

The model shows the meaning that:

1. Constant = 28,326. If the variables of price, promotion and service quality are assumed to be constant, then customer satisfaction will increase by 28.326.



2. Price Coefficient X1 The value of the price coefficient is -0.141. Stating that every 1 score increase for the price will be followed by an increase in customer satisfaction of -0.141.
3. Promotion Coefficient X2 The value of the promotion coefficient shows a number of 0.146. states that if there is an increase of 1 score for promotion, it will be followed by an increase in customer satisfaction of 0.146.
4. Service Quality Coefficient X3 Service quality coefficient value is -0.347. Stating that every 1 score increase for service quality will be followed by an increase in customer satisfaction of 0.347.

### Partial Test (t Test)

**Table 8** Partial Test

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	28.326	4.107		6.896	.000
	HargaPr	-.141	.058	-.210	-2.413	.018
	Promosi	.146	.057	.227	2.561	.012
	Kualitas_Pelayanan	.347	.077	.404	4.534	.000

a. Dependent Variable: Kepuasan\_Pelanggan

Based on the results of the partial test for the price variable, it is obtained tcount (-2.413) > ttable (1.984) with a significance value of 0.018 < 0.05, then Ho is rejected and Ha is accepted. This shows that partially there is a negative and significant effect of price on customer satisfaction. Based on the results of the partial test for the promotion variable, it was obtained tcount (2.561) > ttable (1.984) with a significance value of 0.012 < 0.05, then Ho was rejected and Ha was accepted. This shows that partially that there is a significant effect of promotion on customer satisfaction. Based on the results of the partial test for the service quality variable, it was obtained tcount (4.534) > ttable (1.984) with a significance value of 0.000 < 0.05 then Ho was rejected and Ha was accepted.

### Simultaneous Test (F Test)

**Table 9** Simultaneous Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	380.215	3	126.738	12.749	.000 <sup>b</sup>
	Residual	954.345	96	9.941		
	Total	1334.560	99			

a. Dependent Variable: Kepuasan\_Pelanggan  
b. Predictors: (Constant), Kualitas\_Pelayanan, Harga, Promosi

From the ANOVA or Ftest, the value of Fcount (12.749) > Ftable (2.70) with a significance level of 0.000. Because the significant probability is much less than 0.05, Ho is rejected and Ha is accepted. This shows that simultaneously stating that there is a jointly significant influence between price, promotion and service quality on go-jek customer satisfaction (a case study on Economics and Business students, Muhammadiyah University of North Sumatra).

### Coefficient of Determination (R<sup>2</sup>)

**Table 9** Coefficient of Determination Test

Model	Model Summary			Std. Error of the Estimate
	R	R Square	Adjusted R Square	
1	.534 <sup>a</sup>	.285	.263	3.153

a. Predictors: (Constant), Kualitas\_Pelayanan, Harga, Promosi

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Based on table 9 above, it can be seen that the R Square value is 0.285, indicating that the correlation or relationship of price, promotion and service quality to go-jek customer satisfaction (a case study on Economics and Business students, Muhammadiyah University of North Sumatra).

### **Discussion**

Judging from the statistical test above, it is known that price has a negative and significant effect on customer satisfaction. This shows that the higher the price offered by Go-Jek, the lower the satisfaction of Go-Jek customers, especially students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra. Based on the distribution of respondents' answers, it is known that the price indicators that most influence are the suitability of price with product quality and suitability of price and product benefits.

Judging from the statistical test above, it is known that promotion has a positive and significant effect on customer satisfaction. This shows that the more promotions that Go-Jek offers, the higher the satisfaction of Go-Jek customers, especially students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra. Based on the distribution of respondents' answers, it is known that the most influencing promotion indicators are the accuracy of promotions with promotions at the specified time and the quality of promotions with promotion frequencies that are able to attract interest.

Judging from the statistical test above, it is known that service quality has a positive and significant effect on customer satisfaction. This shows that the better the quality of service provided by Gojek, the greater the satisfaction of Gojek customers, especially students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra. Based on the distribution of respondents' answers, it is known that the indicators of service quality that most influence are maximum service with service privileges and service excellence and service convenience.

Judging from the statistical test above, it is known that price, promotion and service quality have a positive and significant effect on customer satisfaction. This shows that the better the prices, promotions and quality of services provided by Gojek, the greater the satisfaction of Gojek customers, especially students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra. Simultaneous testing shows that price, promotion and service quality variables on go-jek customer satisfaction (a case study on students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra).

### **4. CONCLUSION**

Based on the data obtained in research on the effect of price, promotion and service quality on go-jek customer satisfaction (a case study on students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra). Respondents in this study amounted to 100 respondents, then it has been analyzed, it is concluded as follows:

1. Based on the distribution of respondents' answers, it is known that the price indicators that most influence are the suitability of price with product quality and suitability of price and product benefits. This shows that the price offered by Gojek to its consumers is in accordance with the quality and benefits felt by the students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra. Then also obtained that the price has a negative and significant effect on customer satisfaction.
2. Based on the distribution of respondents' answers, it is known that the most influencing promotion indicators are the accuracy of promotions with promotions at the specified time





- and the quality of promotions with promotion frequencies that are able to attract interest. This shows that the promotions provided by Go-Jek to consumers are in accordance with what is needed and attracts interest to always use Go-Jek services to students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra. Then it was also found that promotion had a significant effect on service quality.
3. Based on the distribution of respondents' answers, it is known that the indicator of service quality that most influences is maximum service with service privileges and service excellence and service convenience. This shows that the quality of service provided by Gojek to its consumers is in accordance with the superiority and ease of service perceived by students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra. Then also obtained that the quality of service has a significant effect on customer satisfaction.
  4. Simultaneous testing shows that price, promotion and service quality variables on go-jek customer satisfaction (a case study on students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra). With a value of  $F_{count} (12.749) > F_{table} (2.70)$  with a significance level of 0.000. Furthermore, the value of R Square is 0.285 or 28.5%, which means that the influence of price, promotion and service quality on purchasing decisions is 28.5%, while the remaining 71.5% are other variables not examined by this study, for example product, lifestyle, place and other variables.

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