

## THE INFLUENCE OF PRICE, PROMOTION, SERVICE QUALITY ON GOJEK CUSTOMER SATISFACTION (STUDY ON GOJEK CONSUMERS IN PEKALONGAN)

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### Abstract

The purpose of this study is the effect of price, promotion and service quality on customer satisfaction of Gojek. The data source used is primary data. The type of research used is the Quantitative Explanatory Research approach. By using purposive sampling. The analytical tool used is Multiple Linear Regression Test. The results of this study concluded that price has a positive effect on customer satisfaction. This is proven by the t test and is in line with research conducted by (Wayan & Suprpti, 2018). So the hypothesis that price has a positive effect on customer satisfaction is proven to be true. Promotion has a positive effect on customer satisfaction. This is proven by the t test and is in line with research conducted by (Wayan & Suprpti, 2018). So the hypothesis that Promotion has an effect on Customer Satisfaction is proven true. Service Quality has a positive effect on Customer Satisfaction. This is proven by the t test and is in line with research conducted by (Wayan & Suprpti, 2018). But this is not in line with research conducted by (Suriyanto, Ketmi Novrin; Istriani, 2019). So the hypothesis that Service Quality has an effect on Customer Satisfaction is proven to be true.

**Keywords** : Price, Promotion, Service Quality, Customer Satisfaction

### INTRODUCTION

PT Gojek Indonesia was founded in 2011 by Nadiem Makarim. Nadiem created Gojek, which is an order-based modern motorcycle taxi service. Ojek, which is a two-wheeled motorbike, is a very effective form of transportation. This application allows users to be able to order motorcycle taxis online. Gojek is known as a modern and professional motorcycle taxi. Drivers have been equipped with Android-based mobile phones with the aim of making it easier for drivers to connect with users and to easily get the best routes to drop off passengers. In 2016, Gojek launched payment via Gopay. Now Gopay balances can be topped up in various ways, from bank transfers to giving money directly to Gojek drivers. Gopay can also be used for non-cash payments using QRIS. Gojek also works with marketplaces Tokopedia and Bukalapak to deliver ordered goods from sellers to buyers via Gosend.

In conducting research, it requires research that has been carried out by

previous researchers to become a reference in supporting a study. So that the research being carried out is better than previous research. The results of research conducted by (Suriyanto, Ketmi Novrin; Istriani, 2019) entitled "The Influence of Service Quality, Perceived Price and Promotion on Customer Satisfaction of Users of Grab-Cardi Yogyakarta Online Transportation Services" that (1) Service quality partially has no significant effect and positive impact on GrabCar customer satisfaction in Yogyakarta. (2) Price perception partially has a significant and positive effect on GrabCar customer satisfaction in Yogyakarta. (3) Promotion partially has a significant and positive effect on GrabCar customer satisfaction in Yogyakarta. (4) Service Quality, Perceived Price and Promotion simultaneously have a significant effect on GrabCar customer satisfaction in Yogyakarta. Furthermore, research was conducted by (Wayan & Suprpti, 2018) entitled "The Influence of Service Quality and Perceived Price on

Satisfaction and Loyalty of Gojek Customers in Denpasar City" that (1) Service Quality has a positive and significant effect on satisfaction. This means that the better the quality of service provided by Gojek, the level of Gojek customer satisfaction in Denpasar City will increase, (2) Price perception has a positive and significant effect on satisfaction. This means that if Gojek is able to provide rates that match customer expectations, customers will have a positive perception of Gojek rates. Furthermore, research conducted by (Mardjani et al., 2023) entitled "The Influence of Price, Promotion and Service Quality on Consumer Satisfaction in Online Transportation (Case Study of Gojek and Maxim in Manado City), that (1) Price partially has a negative influence significant to Gojek Customer Satisfaction, (2) Promotion partially has a positive and significant influence on Gojek Customer Satisfaction, (3) Service Quality partially has a positive and significant influence on Gojek Customer Satisfaction.

The phenomenon of the Gojek application being accepted by the public makes it an interesting thing to study. The Gojek application which has an easy system to use, good presentation of information, information according to user needs, ease of understanding information and the system, will certainly increase customer satisfaction, namely Gojek application users.

Based on the background above, the researcher is interested in researching "The Influence of Price, Promotion, and Service Quality on Gojek Customer Satisfaction (Study on Gojek Consumers in Pekalongan)".

## **METHOD**

### **Types of research**

This type of research uses explanatory research with a quantitative approach, namely research that intends to explain the position of the variables studied and the relationship between one variable and another (Sugiyono, 2010:10)

### **Data collection technique**

Data collection in this study was carried out by distributing questionnaires. Questionnaire or questionnaire is a method of collecting data directly by submitting a list of questions to respondents. The Likert scale calculation ranges from strongly agreeing to strongly disagreeing with the Anglet method and the questionnaires given to the respondents. In addition, data was also obtained from various journals and previous research related to the research being carried out.

### **DATA SOURCE**

The data used in this study is primary data obtained from the transformation of a tiered data by giving a number symbol. A questionnaire containing a question that must be filled out by customers who use services on the Gojek application.

### **POPULATION AND SAMPLE**

The population in this study are all gojek customers who live in Pekalongan. According to Sugiyono (2019: 148) population is a generalized area consisting of objects/subjects that have certain characteristic qualities set by researchers to study and then draw conclusions.

The sample in this study were 40 respondents. The sample is part of the total and characteristic characteristics possessed by a certain population. If the population is large and it is impossible for the researcher to study everything in the population, then the research uses samples taken from that population (Sugiyono, 2018).

### **Sampling technique**

The sampling technique in this study used purposive sampling with the criteria of customers who have used the service on the go-jek application at least once and are at least 18 years old. Purposive sampling is a sampling technique by providing self-assessment to the sample among the selected population. The assessment is taken of course if it meets certain criteria in accordance with the topic of the assessment.

### Data analysis method

Testing the hypothesis in this study will be carried out using a multiple linear regression model, wherein the regression test will be tested for the effect of the independent variable on the dependent. Data management and analysis in this study were carried out using validity tests, reliability tests, classic assumption tests, and hypothesis testing using linear regression and using the SPSS for windpw version 22.0 program. The specified

multiple linear regression equation is as follows:

$$Y = \alpha + \beta X_1 + \beta X_2 + \beta X_3 + e$$

Information

Y = Customer Satisfaction

$\alpha$  = Constant

X1 = Price

X2 = Promotion

X3 = Quality of Service

$\beta$  = Regression Coefficient

e = Standard error

## RESULTS AND DISCUSSION

### Validity test

Table 1.1.  
Price Validity Test Results, Promotions, Service Quality, Customer Satisfaction

Variabel	Rhitung	Rtabel	Sig.	Keterangan
PRICE	.835	.312	.000	Valid
	.337	.312	.033	Valid
	.856	.312	.000	Valid
	.547	.312	.000	Valid
	.736	.312	.000	Valid
	.531	.312	.000	Valid
PROMOTION	.678	.312	.000	Valid
	.468	.312	.002	Valid
	.669	.312	.000	Valid
	.376	.312	.017	Valid
	.793	.312	.000	Valid
	.572	.312	.000	Valid
	.711	.312	.000	Valid
	.427	.312	.006	Valid
	.731	.312	.000	Valid
	.374	.312	.017	Valid
	.735	.312	.000	Valid
	.437	.312	.005	Valid
	.685	.312	.000	Valid
	.635	.312	.000	Valid
QUALITY OF SERVICE	.771	.312	.000	Valid
	.764	.312	.000	Valid
	.840	.312	.000	Valid
	.823	.312	.000	Valid
	.732	.312	.000	Valid
	.356	.312	.026	Valid
	.553	.312	.000	Valid
	.774	.312	.000	Valid
CUSTOMER SATISFACTION	.756	.312	.000	Valid
	.771	.312	.000	Valid
	.691	.312	.000	Valid
	.894	.312	.000	Valid
	.822	.312	.000	Valid

Source: Primary Data Processed, 2023

Table 1.1. above shows that all the question items on the variable Price, Promotion, Service Quality and Customer

Satisfaction are declared valid, because the value of  $r_{count} > r_{table}$  (0.3044) and the significance level  $< \alpha$  (0.05)

## Reliability Test

**Table 1.2.**  
**Reliability Test Results**

Variable	Coefficient Alpha	Criteria	Description
Harga	.731	$>0,60$	Reliabel
Promosi	.845	$>0,60$	Reliabel
Kualitas Layanan	.848	$>0,60$	Reliabel
Kepuasan Pelanggan	.869	$>0,60$	Reliabel

Source: Primary Data Processed, 2023

Based on the results of the reliability test in table 1.2. shows that the research instrument, namely the Price, Promotion, Service Quality, Customer Satisfaction questionnaire, has a Cronbach's Alpha value greater than 0.60. Thus it can be concluded that the questionnaire data that

the researchers used in this study were representative in the sense that the data measurements were reliable. After the instrument was carried out, the results stated that the research data was valid and reliable.

## Normality test

**Table 1.3.**  
**Normality Test Results**

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		40
Normal Parameters <sup>a,b</sup>	Mean	.0E-7
	Std. Deviation	1.47445674
	Absolute	.124
Most Extreme Differences	Positive	.066
	Negative	-.124
Kolmogorov-Smirnov Z		.783
Asymp. Sig. (2-tailed)		.572

a. Test distribution is Normal.

b. Calculated from data.

Source: Primary Data Processed, 2023

Based on the normality test results in table 1.3. shows that the significant value of Asymp Sig (2 tailed) 0.572 is greater than 0.05 (p-value  $> 0.05$ ). So it can be

concluded that the residual data of the regression model in this study is normally distributed.

## Multiconerity Results

**Table 1.4.**  
**Multiconerity Test Results**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.529	2.499		.212	.834		
1 HARGA	.468	.126	.485	3.727	.001	.433	2.310
PROMOSI	.125	.082	.222	1.536	.133	.353	2.836
KUALITAS PELAYANAN	.159	.090	.240	1.776	.084	.402	2.488

a. Dependent Variable: KEPUASAN PELANGGAN  
Source: Primary Data Processed, 2023

Based on table 1.4. it can be seen that the results of the multiconerity test show that all variables have a tolerance value

above 0.10 and a VIF value below 10, thus it can be concluded that there is no multiconerity deviation

## Heteroscedasticity Results

**Table 1.5.**  
**Heteroscedasticity Test Results**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.189	1.257		4.924	.000
1 HARGA	-.143	.063	-.447	-2.268	.029
PROMOSI	-.004	.041	-.019	-.086	.932
KUALITAS PELAYANAN	-.048	.045	-.216	-1.055	.299

a. Dependent Variable: ABS\_RES  
Source: Primary Data Processed, 2023

Based on table 1.5. shows that there is no heteroscedasticity disturbance that occurs in the process of estimating the parameters of the estimator model, where

the p-value is above the significant level (p-value > 0.05). So overall it can be concluded that there is no heteroscedasticity problem in this study.

## F Test (Simultaneous)

**Table 1.6.**  
**F Test Results (Simultaneous)**

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	235.988	3	78.663	33.400	.000 <sup>b</sup>
Residual	84.787	36	2.355		
Total	320.775	39			

a. Dependent Variable: KEPUASAN PELANGGAN  
b. Predictors: (Constant), KUALITAS PELAYANAN, HARGA, PROMOSI  
Source: Primary Data Processed, 2023

Based on table 1.10. it is known that the significance value for the Influence of Price, Promotion, and Service Quality simultaneously on Customer Satisfaction is  $0.000 < 0.05$  and the calculated F value is

$33,400 > 2.86$ . So it can be concluded that Price, Promotion and Service Quality have a simultaneous effect on Customer Satisfaction.

## Multiple Linear Regression Analysis

Table 1.7.  
Results of Multiple Linear Regression Analysis

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.529	2.499		.212	.834
HARGA	.468	.126	.485	3.727	.001
PROMOSI	.125	.082	.222	1.536	.133
KUALITAS PELAYANAN	.159	.090	.240	1.776	.084

a. Dependent Variable: KEPUASAN PELANGGAN  
Source: Primary Data Processed, 2023

The relationship model for the values of these variables can be arranged in a function or equation as follows:

$$Y = .529 + .468X_1 + .125X_2 + .159X_3 + e$$

Information :

Y = Customer Satisfaction

$\alpha$  = Constant

X<sub>1</sub> = Price

X<sub>2</sub> = Promotion

X<sub>3</sub> = Quality of Service

$\beta$  = Regression Coefficient

e = Standard error

Based on the results of the multiple linear regression equation, the regression results can be explained/interpreted as follows:

- Price Regression Coefficient is positive. Shows that if prices are considered constant, it will increase customer satisfaction
- Promotion Regression Coefficient is positive. Shows that if the Promotion is considered constant, it will increase Customer Satisfaction
- The Service Quality Regression Coefficient is positive. Showing that Service Quality is considered constant, it will increase Customer Satisfaction

## T Test (Partial Test)

Table 1.8.  
T Test Results (Partial Test)

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.529	2.499		.212	.834
HARGA	.468	.126	.485	3.727	.001
PROMOSI	.125	.082	.222	1.536	.133
KUALITAS PELAYANAN	.159	.090	.240	1.776	.084

a. Dependent Variable: KEPUASAN PELANGGAN  
Source: Primary Data Processed, 2023

The explanation for each independent variable is as follows:

- Effect of Price on Customer Satisfaction

The results of statistical testing of the t test for the price variable based on table

1.12 obtained t count 3.727 > t table 2.026 with a p-value level of 0.001 < 0.05, then the hypothesis is accepted. This means that price has a positive and

- significant effect on customer satisfaction.
2. The Effect of Promotion on Customer Satisfaction
- The results of statistical testing of the t test for the Promotion variable based on table 1.12 obtained t count  $1.536 < t$  table 2.026 with a p-value of  $0.133 > 0.05$ , so the hypothesis is rejected. This means that promotion has no significant positive effect on customer satisfaction.

3. The Effect of Service Quality on Customer Satisfaction
- The results of statistical testing of the t test for the Service Quality variable based on table 1.12 obtained t count  $1.776 < t$  table 2.026 with a p-value of  $0.084 < 0.05$ , then the hypothesis is rejected. This means that Service Quality has a not significant positive effect on Customer Satisfaction.

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

Table 1.9.  
Test Results for the Coefficient of Determination (R<sup>2</sup>)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.858 <sup>a</sup>	.736	.714	1.53466

a. Predictors: (Constant), KUALITAS PELAYANAN, HARGA, PROMOSI

Source: Primary Data Processed, 2023

Based on table 1.9. shows the magnitude of the influence of the independent variable or predictor variable on the dependent variable. The magnitude of the coefficient of determination is 0.714. It implies that the effect of the independent variable on changes in the dependent variable is 71.4%. Meanwhile, 28.6% is influenced by other variables.

## CONCLUSION

Based on the results of the data analysis that has been done, it can be concluded as follows:

- Prices affect customer satisfaction. This is proven by the t test and in line with research conducted by (Wayan & Suprapti, 2018) that price has a positive effect on customer satisfaction. But this is not in line with research conducted by (Mardjani et al., 2023) that price has no positive effect on customer satisfaction. So the hypothesis that price has an effect on customer satisfaction is proven to be true.
- Promotion has an effect on customer satisfaction. This is proven by the t test and in line with research conducted by

(Wayan & Suprapti, 2018) that promotions have a positive effect on customer satisfaction. So the hypothesis that Promotion has an effect on Customer Satisfaction is proven true.

- Service Quality influences Customer Satisfaction. This is proven by the t test and in line with research conducted by (Wayan & Suprapti, 2018) that service quality affects customer satisfaction. But this is not in line with research conducted by (Surianto, Ketmi Novrin; Istriani, 2019) that service quality has no effect on customer satisfaction. So the hypothesis that Service Quality has an effect on Customer Satisfaction is proven to be true.

