The Influence of Price and Service Quality on Customer Satisfaction and Its Influence on Customer Loyalty

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Abstract

This study aims to analyze the effect of price, service quality, on customer satisfaction and customer loyalty of GrabBike in DKI Jakarta. The population in this research are consumers who use GrabBike services more than once in the DKI Jakarta area. The sample used in this research amounted to 160 respondents. Methods of data collection using survey methods with research instruments using questionnaires, methods of data analysis using Partial Least Square. This research proves that price has a significant effect on customer satisfaction, service quality has a significant effect on customer satisfaction, service quality has a significant effect on customer loyalty, customer satisfaction has a significant effect on customer loyalty.

INTRODUCTION

Motorcycles are the most widely used means of transportation in DKI Jakarta, therefore the existence of online motorcycle taxis is very helpful for the community in carrying out their activities, because people can order transportation services only by using an application available on their smartphone. To order online transportation services for residents of Jakarta is very easy because Indonesian people are currently very active in using smartphones for personal needs, because this needs to open up opportunities to build online transportation companies as transportation service providers.

Grab is one of the transportation service providers in Indonesia, GrabBike is one of the services provided by Grab Indonesia to provide online motorcycle taxi transportation services that can be ordered and used on the Grab application on smartphones. As a service provider company, of course PT Grab expects driver partners to be able to provide good service quality in order to achieve consumer satisfaction, therefore Grab provides online training for partners who have just joined, via the grab.com website.

Then the partners will be directed to open GrabAcademy on the Grab application. But unfortunately, Grab does not provide special training in person and only provides online training. Researchers think this is one of Grab's weaknesses, unlike its competitor, Go-Jek, which held a special event in 2019, direct training for driver partners in 20 major cities in Indonesia, in this training Go-Jek collaborates with Rifat Drive Labs (RDL) and has been attended by more than 350 thousand Go-Jek driver partner participants (gojek.com).

In addition to the training program PT Grab also has a code of ethics that driver partners need to adhere to, we can see this code of ethics through the official website of grab (grab.com), the overall main points in the code of ethics include: (1) Compliance with laws, statutes, and policies; (2) Professional and qualified service and guideline; (3) Emergency procedures.

It should be noted that in 2018 driver-partners violated the code of ethics, GrabBike drivers have repeatedly asked PT Grab and the government to increase rates for GrabBike services because they feel their profits are less compared to their competitors, GrabBike partners have expressed their opinions their demonstration against PT Grab was not granted, so some of them planned to protest against the government at the 2018 Asian Games (cnbcindonesia.com). In March 2019 the Minister of Transportation finally fulfilled his promise and granted the wishes of GrabBike partners by increasing online motorcycle taxi rates by issuing KP Number 348 of 2019. Jabodetabek area, to compare the new rates with the previous ones can be seen in the following table:

Table 1. Comparison of Grabbike Rates in Zone II (Jabodetabek)
Before and After KP Number 348 of 2019

Descriptions	Rates
Previously	The lower limit rate was IDR 1,500 per km
	The Upper limit rate was IDR 3000 per km
	The minimum fare is IDR 7,000
After KP 348	The lower limit rate is IDR 2,000 per km
	The Upper limit rate is IDR 2,500 per km
	The minimum fare is IDR 8,000 - IDR 10,000 for the first 4 km

Source: jdih.dephub.go.id, industri.kontan.co.id, cnbcindonesia.com

With this regulation, the competition between GrabBike and Go-Jek is getting tougher because the current rates are almost the same, but the company's strategies and policies are still different, such as promotions, brand image, service and service quality, not to mention the concern that GrabBike user loyalty may decrease due to partners. the driver had staged a demonstration earlier.

Research conducted by the Indonesian Consumer Community (KKI) entitled "Consumer Preferences for Urban Land Transportation Services in Indonesia." Among online transportation users, Go-Jek has a higher level of consumer preference than Grab in all aspects (indotelko.com).

Graph 1. Consumer Preferences for Urban Land Transportation Services in Indonesia
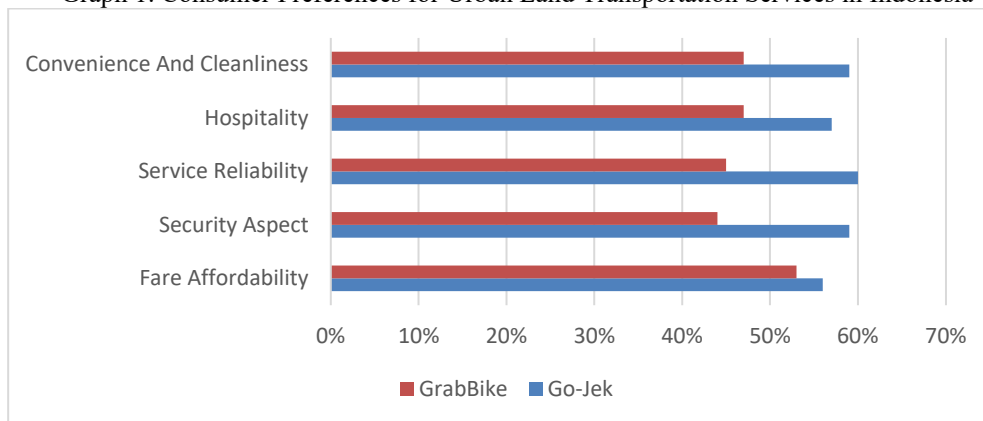
Source: indotelko.com

The head of the RISED research team, Rumayya Batubara, said "consumers are better off sacrificing their time than increasing the budget". According to him, increasing rates made consumers reluctant to use online motorcycle taxis again so that their income could decrease due to the lack of orders (cnbcindonesia.com).

Based on the survey and statement above, it can be seen that with the rate increase, GrabBike services are increasingly unable to compete and it is feared that if there is a lack of customer loyalty to GrabBike, there will be many customers who will move to Go-jek because it has better service quality. Therefore the author wants to examine whether PT Grab has realized customer satisfaction, in order to realize better customer loyalty in the future. Leverin and Liljander in Lai & Nguyen (2017) said Customer satisfaction and loyalty are highly correlated but form two distinct constructs. factors such as promotion, brand image, service, and good service quality and competitive prices so that consumers continue to use the services offered. Based on the pre-survey conducted with 30 respondents, most customers did not agree with the positive statements that had been given. They stated that they were not satisfied with the price provided by GrabBike and also dissatisfied with the quality of service provided by GrabBike.

Research purposes: (1) To test the effect of price on customer satisfaction of the GrabBike service application; (2) To test the effect of service quality on customer satisfaction in the GrabBike service application; (3) To test the effect of price on customer loyalty of GrabBike service application customers; (4) To test the effect of service quality on customer loyalty in the GrabBike service application; (5) To test the effect of customer satisfaction on customer loyalty in the GrabBike service application.

In order to achieve good research, it is hoped that this research can provide benefits to various interested parties. The benefits of this research can be in the form of: (1) Theoretical Contribution: It is hoped that this research can contribute to further research, especially in the study of the use of online transportation services. (2) Practical Contribution: As input material to PT Grab Indonesia, and pay attention in terms of price and service quality so that it will have an impact on optimal customer satisfaction and loyalty.

LITERATURE REVIEW
Marketing. According to the American Marketing Association in Kotler's book cited by Marlius (2016) Marketing is an organizational function as well as a set of processes for communicating, creating and delivering value to customers and managing customer relationships in a method that benefits the organization and its shareholders.

Consumer behavior. According to Peter and Olson in Widayati *et al.*, (2020) consumer behavior is a dynamic interaction between influence and awareness, behavior, and the environment that humans exchange in aspects of life. Consumer behavior is the study of how individuals, groups and organizations choose, buy, use goods, services, ideas or experiences to satisfy their needs and desires (Kotler and Keller in Widayati *et al.*, 2020).

Price. According to Tjiptono and Chandra (2014) price is a monetary unit (amount of money) or non-monetary (another aspect) that contains certain utilities (uses) needed to obtain a product. In other words, price is a value that can be exchanged to obtain a product to meet consumer needs. According to Supranto (2012: 50) there are several price indicators, some of which are as follows:

1. Price affordability, the actual price of a product that is written on a product and must be paid by the customer, consisting of: (a) The price offered is financially affordable; (b) In determining the price, it must be in accordance with the quantity of the product, so that customers can consider purchases.

2. Discounts, discounts given by the seller to the buyer as a reward based on certain activities of the buyer that are pleasing to the seller, various types of discounts consist of: (a) Quantity discount; (b) Seasonal discount; (c) Cash discount; (d) Trade Discounts

Service quality. According to Tjiptono in Yulianto *et al.*, (2017) states "Service quality is a dynamic condition that affects products, services, people, processes and the environment that meet or exceed expectations. Thus, the quality of service can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of their delivery to offset consumer expectations. Sangadji and Sophia in Khairani et al., (2019) state that there are 5 dimensions in determining service quality, namely: reliability, responsiveness, assurance, empathy, tangible.

Customer Satisfaction. According to Kotler in Widayati *et al.*, (2020) states that satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance (results) of a product that is considered to the expected performance. This measurement method can be useful for companies to find out their weaknesses and then cover them up by increasing their strengths. Following are the dimensions & indicators of customer satisfaction according to Tjiptono (2015):

1. Conformity of expectations, including: (a) The product obtained meets or exceeds what was expected; (b) The supporting facilities obtained have met or exceeded what was expected.

2. Interest to visit again, including: (a) Interested in visiting again because of satisfactory service by employees; (b) Interested in visiting again because adequate supporting facilities are available.

Customer loyalty. Hasan defines (2013: 123) Brand loyalty shows the tendency of consumers to buy goods or services from certain brands with a high level of consistency, loyalty reflects a psychological commitment to certain brands, in this case consumers buy goods or services from the same brand on an ongoing basis, over and over again. Griffin in Sentiana (2018) states the dimensions of customer loyalty, some of which include: (a) Make regular repeat purchases; (b) Purchase across product and service lines; (c) Refer others; (d) Demonstrate immunity to the pull of competition.
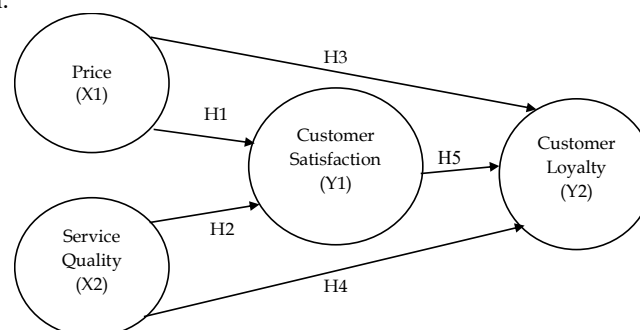

Figure 1. Research Conceptual Framework Model

Based on the theoretical review of the literature review, the results of previous research and the framework above, the following are the hypotheses compiled by the author:

H1: It is suspected that price has an effect on GrabBike customer satisfaction

H2: It is suspected that service quality has an effect on GrabBike customer satisfaction

H3: It is suspected that price has an effect on GrabBike customer loyalty

H4: It is suspected that service quality has an effect on GrabBike customer loyalty

H5: It is suspected that customer satisfaction has an effect on GrabBike customer loyalty

METHODS

In preparing this research, the researcher used the causal analysis method. Causal can be interpreted as a causal relationship in which the independent variables affect the dependent variable (Sugiyono 2014:59). The place and time for the research were located in the DKI Jakarta area, and the time of the research was from February 2020. The population in this research were consumers who used GrabBike services more than once in the Jakarta area. According to Ferdinand (2014) it is suggested that the sample size is 5-10 times the number of manifest variables (indicators) of all latent variables. This research uses as many as 22 indicators with a total of 160 respondents.

The sampling method used in this study was grouped with the non-probability sampling method, that is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2014: 122). By using a purposive sampling technique, a sampling technique with certain considerations (Sugiyono, 2014: 300). In this research, the data collection technique used was survey technique and the type of data used was primary data.

Data analysis method. In this research using SEM (structural equation modeling) using the PLS (Partial Least

Square) program. Ghozali (2014) Partial Least Square (PLS) is a powerful analytical method because it is not based on many assumptions, so the data does not have to be normally multivariatively distributed, and the sample does not have to be large. PLS Analysis Testing Steps. The first step is to do a measurement model evaluation (Outer Model), then after getting good results and loading factor, then we do a structural model evaluation test (Inner Model), then finally we do a hypothesis test (Estimated Path Coefficient) and mediation Test.

RESULTS AND DISCUSSION
Validity test. Discriminant validity is carried out to ensure that each concept of each latent variable is different from other variables, an indicator is declared valid if it has the highest loading factor for the intended construct compared to loading factor for other constructs.

Table 2. Discriminant Validity Test Results (HTMT)

Variables	Price	Customer Satisfaction	Service Quality	Customer Loyalty
Price				
Customer Satisfaction	0.776			
Service Quality	0.835	0.710		
Customer Loyalty	0.868	0.777	0.776	

Source: PLS Outputs

The test results from the table above have shown a valid Discriminant Validity value. Because according to Hanseler *et al*., in Rohmatulloh & Nugraha (2022) the discriminant validity value can be said to be valid if the Heterotrait-Monotrait Ratio of Correlations (HTMT) value is less than 0.9.

Reliability Test. The purpose of this reliability test is to measure the consistency of the questionnaire which is an indicator of the variable or construct, the reliability test in PLS can use two methods, Composite Reliability and Cronbach's Alpha.

Table 3. Composite Reliability and Cronbach's Alpha Test Results

Variables	Composite Reliability	Cronbach's Alpha	Results
Price (X1)	0.796	0.685	Reliable
Customer Satisfaction (Y1)	0.887	0.746	Reliable
Service Quality (X2)	0.876	0.827	Reliable
Customer Loyalty (Y2)	0.801	0.633	Reliable

Source: PLS Outputs

Based on the table above, the composite reliability test results and Cronbach's Alpha show a good value, because all latent variable values have a composite reliability value of more than 0.70, and above 0.60 for Cronbach's Alpha, if based on the criteria of Ghozali (2014).

Inner Model Test. Testing the inner model is the development of a concept- and theory-based model in order to analyze the connection between exogenous and endogenous variables, which have been described in a conceptual framework.

Table 4. R^2 Value of Endogenous Variables

Variables	R-Square
Customer Satisfaction	0.433
Customer Loyalty	0.398

Source: PLS Outputs

From the data above it can be concluded that the R-Square value on the variables of customer satisfaction and customer loyalty can be said to be weak based on the criteria of Ghozali (2014) because it has values below 0.50 and above 0.25, namely 0.433 and 0.398.

Hypothesis Testing Results (Estimated Path Coefficient). This test looks at the significance of the hypothesis by looking at the t-statistic value of the boostrapping report algorithm. the criterion for accepting the hypothesis is when the t-statistic is more than 1.96 (Ghozali, 2014).

Table 5. Hypothesis Testing Results

Variables	Original Sample (O)	T-Statistics	Results
Price →Customer Satisfaction	0.449	4.418	Significant
Price → Customer Loyalty	0.184	1.130	Not Significant
Customer Satisfaction → Customer Loyalty	0.226	2.061	Significant
Service Quality →Customer Satisfaction	0.261	2.420	Significant
Service Quality → Customer Loyalty	0.277	2.352	Significant

Source: PLS Outputs

Based on the hypothesis test above, it can be seen that there is 1 connection that is not significant, that is price

does not have a significant effect on customer loyalty, because it obtains a T-statistics value ≤ 1.96. But the other direct connection all get significant results because they get T-statistics ≥ 1.96.

Mediation Testing. This mediation test can be tested with specific indirect effects using the bootstrapping method on Smart PLS 3, the mediation status distribution scale according to Nitzl *et al.,* (2016) there are 4 status conditions, such as:

1. The direct connection is not significant, the indirect connection is significant: Full Mediation.
2. The direct connection is significant, the indirect connection is significant: Partial Mediation.
3. The direct connection is significant, the indirect connection is not significant: Only Direct effect.
4. The connection directly or indirectly is not significant: No Effect.

Table 6. Mediation Test Results

Connections	T-Statistics	Results	Mediation Status
Direct Connection X1 → Y2	1.130	Not Significant	No Effect
Indirect Connection X1 → Y1 →Y2	1.697	Not Significant	
Direct Connection X2 → Y2	2.352	Significant	Only Direct effect
Indirect Connection X2 → Y1 →Y2	1.551	Not Significant	

Source: PLS Outputs

It can be seen that the direct connection between the effect of the price variable (X1) on (Y2) has insignificant results, as well as the indirect connection through the variable (Y1) also gets insignificant results, therefore the mediating status of the variable (X1) on (Y2) is no mediation (No Effect). The direct connection between the effect of the variable (X2) on (Y2) gets significant results, but the indirect connection through the variable (Y1) gets insignificant results, therefore the mediating status of the variable (X2) on (Y2) is the Only Direct effect.

Discussion

1) Influence of Price on Customer Satisfaction.

Based on the hypothesis testing in this study, the results show that price has a significant effect on customer satisfaction. The results of this study reinforce the research by Ilhamsyah and Mulyani (2018) and Sentiana (2018) which state that price has a significant effect on customer satisfaction. This shows that the importance of price is that if GrabBike can provide an appropriate price, consumers will be satisfied and feel comfortable using their services.

2) Influence of Service Quality on Customer Satisfaction.

Based on hypothesis testing in this study, the results show that service quality has a significant effect on customer satisfaction. The results of this study reinforce the research of Khairani *et al.,* (2019), and Yulianto *et al*., (2017) which state that Service Quality has a significant effect on Customer Satisfaction, which means that GrabBike can provide good service quality, thereby affecting GrabBike customer satisfaction in DKI Jakarta.

3) Influence of Price on Customer Loyalty.

Based on the hypothesis testing in this study, the results show that price has no significant effect on customer loyalty. The results of this study contradict research conducted by Bulan (2016); Putra and Ekawati (2017); Farisi and Siregar (2020) which state that price has a significant effect on customer loyalty. The mediation test of the indirect relationship between Price and Customer Loyalty through Customer Satisfaction conducted in this study also showed insignificant results. This is allegedly because the prices offered by competitors are cheaper than those offered by GrabBike which causes GrabBike customers in DKI Jakarta to move to other service providers because the prices offered are better.

4) Influence of Service Quality on Customer Loyalty.

Based on the hypothesis testing in this study, the results show that service quality has a significant effect on customer loyalty. The results of this study strengthen the research of Bulan (2016) and Putra and Ekawati (2017) which state that Service Quality has a significant effect on Customer Loyalty. However, the mediation test for the indirect relationship between Service Quality and Customer Loyalty through Customer Satisfaction conducted in this study showed insignificant results. This shows that customer satisfaction obtained from service quality has no significant effect on GrabBike customer loyalty in DKI Jakarta, but a direct relationship with service quality still has a significant important role on customer loyalty, which means that the higher the level of service quality to customers, the higher customer loyalty to use GrabBike services in DKI Jakarta. Such as research conducted by Novianti *et al*., (2018); Fernandes (2017), and Tjahjaningsih (2013); Anggraini and Budiarti (2020), which concluded that customer satisfaction can mediate the relationship between promotion and customer loyalty.

5) Influence of Customer Satisfaction on Customer Loyalty.

Based on the hypothesis testing in this study, the results show that customer satisfaction has a significant effect on customer loyalty. The results of this study strengthen the research of Ching-Sung Lai and Minh Chi Nguyen (2017), I Made Adi Juniantara and Tjokorda Gde Raka Sukawati (2018) and Khoironi et al., (2018) which state that customer satisfaction has a significant effect on customer loyalty. This shows the importance of customer satisfaction, which means that the more satisfied GrabBike customers in DKI Jakarta are, the more loyal GrabBike will be from its customers.

CONCLUSION

Based on the results of the data analysis that has been done, the conclusions obtained are as follows:

1. Price has a positive and significant effect on customer satisfaction. This can be seen from the T-Statistics value of 4.418 where the value is greater than 1.96. This proves that the good and appropriate prices offered by GrabBike can influence customer satisfaction.
2. Service quality has a positive and significant effect on customer satisfaction. This can be seen from the T-Statistics value of 2.420 where the value is greater than 1.96. This proves that good service quality by GrabBike can affect customer satisfaction.
3. Price has no significant effect on customer loyalty. This can be seen from the T-Statistics value of 1.130, which is less than 1.96. This proves that the price offered by GrabBike is not good enough to influence customer loyalty.
4. Service quality has a positive and significant effect on customer loyalty. This can be seen from the T-Statistics value of 2.352 where the value is greater than 1.96. This proves that the service quality provided by GrabBike can affect customer loyalty.
5. Customer satisfaction has a positive and significant effect on customer loyalty. This can be seen from the T-Statistics value of 2.061 where the value is greater than 1.96. This proves that the customer satisfaction obtained by GrabBike customers can influence customer loyalty.

Suggestion

Based on the conclusions above, several suggestions can be put forward which will be taken into consideration by GrabBike and for further research:

1. Suggestions for Grab

    With regard to price, the lowest index obtained for this variable is found in the H6 indicator with the statement "GrabBike provides a definite discount without using a voucher or certain conditions" which means that many customers think that the discount offered by GrabBike still requires certain conditions. Therefore GrabBike needs to offer an unconditional definite discount that can be applied for a certain period of time.

    With regard to service quality, GrabBike should not only rely on online training for partners, and should carry out special in-person training as is done by its competitor Go-Jek, because in this study the service quality variable has the lowest mean index on the KP3 indicator with the statement "GrabBike Partners have the ability to provide services that customers need". Which means that many respondents think that GrabBike partners have not been able to provide the services that customers need. With this, it is hoped that GrabBike partners can provide better service quality.

    If these deficiencies are corrected, it will produce an important impression for customers, because with that it is hoped that GrabBike will be able to get better customer satisfaction and customer loyalty.

2. Suggestions for Further Research

    This research can be used as additional information, knowledge and can also be used as a reference for further research for similar objects or variables related to this research. For further research, it is hoped that it can expand the range of the area studied, not only in the DKI Jakarta area. Other things that can also be considered for further research are adding samples so that research is more accurate.

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