

The Effect of Promotion, Service Quality, and Price on Customer Satisfaction of Bang-Jek Blora Service Users

Novel Pramono¹, Haerudin Haerudin², Jumai Jumai³, Nurhayati Nurhayati⁴

^{1,2,3,4} Faculty of Economics and Business, University of Muhammadiyah Semarang

Correspondence Email: novelpramono27@gmail.com

ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Pramono, N., Haerudin, H., Jumai, J., & Nurhayati, N. (2024). The Effect of Promotion, Service Quality, and Price on Customer Satisfaction of Bang-Jek Blora Service Users. *Economics and Business International Conference Proceeding*, 1(2), 585-596.



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Received: July 20, 2024
Accepted: July 25, 2024
Published: August 1, 2024

ABSTRACT

Bang-Jek focuses on food delivery with various service categories. The purpose of this study is to find out how promotion, service quality, and price have an impact on Bang-Jek Blora's customer satisfaction. The research uses a quantitative approach. The focus of the study was 4161 Bang-Jek Blora customer contacts. A simple random sampling method was used to collect 100 respondents. The analysis method is multiple linear regression analysis. The results of the study show that Promotion does not have a significant effect on Customer Satisfaction of Bang-Jek Blora Service Users, but Service Quality and Price partially have a positive and significant effect on Customer Satisfaction Bang-Jek Blora Service Users.

Keywords: Promotion, Service Quality, Price, and Customer Satisfaction.

INTRODUCTION

We are currently living in an era where technology and information are developing very rapidly. This development can help the community and make it easier for all activities to meet daily needs. The internet can not only be used to access information through the media, but it can also be used to carry out buying and selling transactions quickly and easily. Applications (*Apps*) are a component of technology that is often used in the information technology industry. Indonesia has currently undergone many changes, one of which is in terms of transportation facilities. Because it is easy to use and fast in its service, various types of *online* transportation have developed rapidly (Ariyani Riska, 2021).

Based on research conducted by (Ariyani Riska, 2021), that lately it has emerged as a new competitor in *food delievery* services, namely an *E-commerce* application called Shopee. According to Syarizka (2021), in early 2020, Shopee launched a food delivery service called Shopee Food, which has the same goal as other food delivery services. The Shopee Food service is a service similar to Bang-Jek in Blora City, which has the goal of focusing on food delivery services. In addition, there are several advantages in Bang-Jek services, Bang-Jek provides a variety of choices of service categories ranging from delivery or ordering food and beverages, goods delivery, picking up and dropping off people (*ojek*), shopping for home and kitchen needs and money transfer services and *top ups*.

Figure 1 Number of *Instagram* Followers of Local Courier Services Ordering Food Delivery in Blora 2024



Source : Data from Instagram 2024

From the diagram, it is known that there are 5 local courier brands in Blora. With the first highest number of followers, Bang-Jek with 2272 followers. Followed by Kilat with a total of 1459 followers. Furthermore, Ndangterno with a total of 1205 followers. Finally, SatSet with a total of 855 followers.

Table 1 Total Turnover of All Drivers and Number of Orders at Bang-Jek

Month	Turnover	Order quantity
July, 2023	IDR 31,001,000	2,232 orders
August, 2023	IDR 30. 874.000	2,846 orders
September, 2023	IDR 32. 565.000	2,920 orders

Source: Data from Bang-Jek owners, 2023.

From the table above, it can be seen that the total gross income of all drivers and the number of all orders at Bang-Jek from July to September 2023 continue to increase in *turnover* and the number of orders each month. So, there will be an increasing phenomenon of online food purchases, especially on Bang-jek. As reported by (<https://korankaltara.com/makan-pun-pakai-smartphone>) strengthens with the increase in smartphones, causing an increase in online food purchases.

The research was conducted to determine the influence of promotion, service quality, and price on customer satisfaction of Bang-jek Blora service users, so the author raised this research with the title "The Influence of Promotion, Service Quality, and Price on Customer Satisfaction of Bang-Jek Blora Service Users".

LITERATURE REVIEW

Customer Satisfaction

Satisfaction is an illustration of a person's feelings of satisfaction, like, and relief because they consume a product or service. In general, satisfaction is a feeling of pleasure or disappointment resulting from the comparison of perceived performance of a product or results to a person's expectations (Adixio & Saleh, 2013) in research (Ariyani Riska, 2021). According to (Novianti et al, 2018), customer satisfaction can be defined as the customer's perception that their expectations have been met.

Promotion

According to (Juniantara & Sukawati, 2018), promotion is one of the ways a company improves the quality of its products and attracts customers to buy. (Novianti et al, 2018) explains promotion as an effort to inform customers and potential customers about a product or service with the aim of increasing sales. Meanwhile, according to (Cardia et al., 2019), promotion is defined as an intermediary of information between sellers and buyers with the aim of changing the attitudes and behaviors of buyers who previously did not know each other to know each other and make them remember the product.

Quality of Service

According to, the quality of service can be affected by many factors. The expected and felt service is one of them. If the service received is in line with expectations and can meet the customer's wishes, then the service is considered good or positive. However, if the service is perceived to be worse than it needs to be, then the service is considered poor. Therefore, the quality of service depends on the ability of the company and its employees to meet customer expectations consistently. (Novianti et al., 2018) also states that service quality can be considered as a customer assessment to determine whether or not the service received by customers meets their expectations. (Syahrul Haqi et al., 2020).

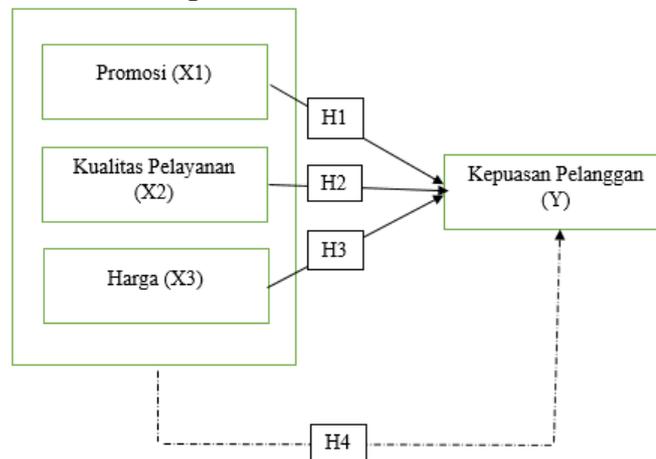
Price

According to (Nurhalimah et al., 2018), price is the value that must be sacrificed to own, use, or consume a good and service to get satisfaction. This value is usually expressed in money. Therefore, it can be concluded that if the price is very high, customers usually

expect high quality, and this expectation will affect their perception of what they really expect. If the price is too high, the company is considered indifferent or committing fraud. On the other hand, if the price is too low, customers can doubt the quality of the services provided by the company.

Framework of Thought

Figure 2 Research Outline



Hipotesis

a. The influence of promotions on customer satisfaction

(Novianti et al, 2018) explains promotion as an effort to inform customers and potential customers about a product or service with the aim of increasing sales. Based on previous research conducted by (LAZUARDI STIE Mahardhika Surabaya, n.d., 2019) with the title "The Influence of Service Quality, Price, and Promotion on Customer Satisfaction of Grab Online Transportation (Grabbike) Used by Stie Mahardhika Surabaya Students" shows that promotions have a significant and positive impact on customer satisfaction.

H1: Promotion has a positive and significant effect on customer satisfaction.

b. The effect of service quality on customer satisfaction

According to, the quality of service can be affected by many factors. The expected and felt service is one of them. If the service received is in line with expectations and can meet the customer's wishes, then the service is considered good or positive. Based on previous research conducted by (Syahrul Haqi et al., 2020) (Syahrul Haqi et al., 2020) with the title "The Influence of Price and Service Quality on Customer Satisfaction of Grab Food Service in Jombang" shows that the quality of service has a significant and positive impact on customer satisfaction.

H2: Service quality has a positive and significant effect on customer satisfaction.

c. Effect of price on customer satisfaction

According to (Nurhalimah et al., 2018), price is the value that must be sacrificed to own, use, or consume a good and service to get satisfaction. This value is usually expressed in money. Based on previous research conducted by (Syahrul Haqi et al., 2020) with the title "The Influence of Price and Service Quality on Customer Satisfaction of Grab Food Service in Jombang" showed that price has a significant and positive impact on customer satisfaction.

H3: Price has a positive and significant effect on customer satisfaction.

d. The influence of promotion, service quality, and price on customer satisfaction

Based on research conducted by (Aini Nur Siti, 2021) with the research title "The Influence of Service Quality, Price, and Promotion on Grab Online Transportation

Customer Satisfaction in Malang City" which states that promotional variables, service quality, and price simultaneously have a significant effect on customer satisfaction.

H4: Promotion, quality of service, and price simultaneously affect the purchase decision.

RESEARCH METHODS

The sampling technique in this study was carried out by *simple random sampling*. The sample used in this study was 100 respondents taken from the customer population of Bang-Jek Blora Service users. Data were obtained using a questionnaire with an ordinal scale. The data analysis method in this study uses multiple linear regression analysis.

RESULT

Metode Successive Interval (MSI)

Method of Successive Interval (MSI) is a method to convert ordinal scales into intervals. Because questionnaire answers may be numbers on the Likert scale, but not actually numbers, increasing the ordinal scale to intervals is a common practice in social research that uses questionnaires. This MSI result data is used for classical assumption tests and regression tests.

Validity Test

Table 2 Validity Test Results

Variabel	Item Pertanyaan	R Hitung	R Tabel	Keterangan
Promosi	X1.1	0,849	0,1966	Valid
	X1.2	0,845	0,1966	Valid
	X1.3	0,824	0,1966	Valid
	X1.4	0,720	0,1966	Valid
Kualitas Pelayanan	X2.1	0,826	0,1966	Valid
	X2.2	0,878	0,1966	Valid
	X2.3	0,874	0,1966	Valid
	X2.4	0,837	0,1966	Valid
	X2.5	0,893	0,1966	Valid
Harga	X3.1	0,893	0,1966	Valid
	X3.2	0,904	0,1966	Valid
	X3.3	0,902	0,1966	Valid
	X3.4	0,904	0,1966	Valid
Kepuasan Pelanggan	Y1	0,913	0,1966	Valid
	Y2	0,907	0,1966	Valid
	Y3	0,875	0,1966	Valid

Source: SPSS 2024 Data Processing Results

The validity test is carried out to determine whether a questionnaire is valid or not. To find out whether a questionnaire is valid or not, it can be measured by comparing the value of r calculation with r table with the *degree of freedom* (df)= n-2. So to determine the r table to compare it can be calculated using the following formula: $df= N-2$ then $df= 100 - 2 = 98$ So that the r table in this study to find out whether the questionnaire is valid or not is 0.1966. The following are the results of the test of the validity of promotional variables, service quality, price and customer satisfaction.

Reliability Test

Table 3 Reliability Test Results

Variabel	Jumlah Item	Cronbach's Alpha	Nilai Batas	Keterangan
Promosi (X1)	4	0,921	0,7	Reliabel
Kualitas Pelayanan (X2)	5	0,912	0,7	Reliabel
Harga (X3)	4	0,921	0,7	Reliabel
Kepuasan Pelanggan (Y)	3	0,912	0,7	Reliabel

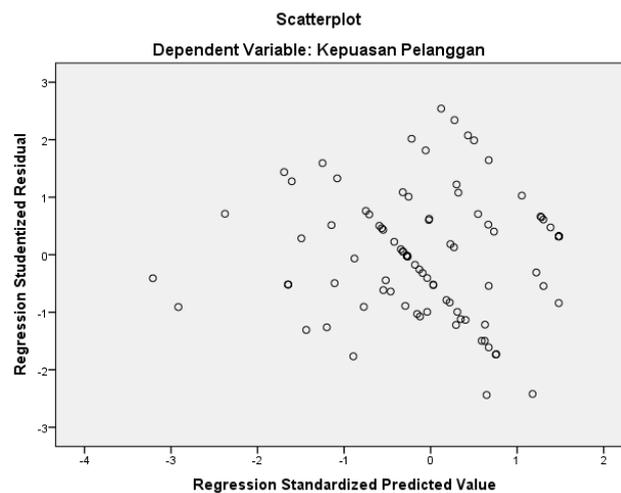
Source: SPSS 2024 Data Processing Results

From the results of the reliability test, it is known that all variables are said to be reliable because of Croncanch's Alpha value of >0.7 .

Heteroscedasticity Test

The table shows the results of the heteroscedasticity test that the distribution is random and scattered both above and below the number 0 on the Y axis.

Figure 3 Heterokedasticity Test



Source: SPSS 2024 Data Processing Results

Multicollinearity Test

Figure 4 Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Toleranc e	VIF
(Constant)	680.203	609.231			1.116	.267		
Promosi	.060	.059	.076		1.015	.313	.493	2.027
Kualitas Pelayanan	.229	.058	.368		3.942	.000	.320	3.125
Harga	.356	.064	.480		5.595	.000	.378	2.648

a. Dependent Variable: Kepuasan Pelanggan

Source: SPSS 2024 Data Processing Results

Based on the calculation results in the table of multicollinearity test results, the independent variable shows that the VIF value is below 10 and the value of *The tolerance value is greater than 0.1*, so it can be concluded that it is free from multicollinearity.

Normality Test

Figure 5 Normality Test Results
 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1246.599402
		25
Most Extreme Differences	Absolute	.069
	Positive	.069
	Negative	-.066
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: SPSS 2024 Data Processing Results

Using the Kolmogrov Smirnov method, the results of the normality test showed a significance of 0.200, which was greater than the significance level of 0.05. Thus, it can be concluded that the results of the normality test of this study are normally distributed.

Multiple Linear Regression Analysis

Figure 6 Multiple Linear Regression Analysis Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	680.203	609.231		1.116	.267
	Promosi	.060	.059	.076	1.015	.313
	Kualitas Pelayanan	.229	.058	.368	3.942	.000
	Harga	.356	.064	.480	5.595	.000

- a. Dependent Variable: Kepuasan Pelanggan

Source: SPSS 2024 Data Processing Results

If the variables of promotion (X1), service quality (X2), and price (X3) are not included in this study, then customer satisfaction for Bang-Jek Blora will have a constant value of 680.203. The regression coefficient of the promotion variable (X1) is 0.060, so if the promotion value increases by one unit, Bang-Jek Blora's customer satisfaction will also increase by 0.060. The regression coefficient of the service quality variable (X2) is 0.229, so if the service quality value increases by one unit, customer satisfaction for Bang-Jek Blora will also increase by 0.229. The value of the regression coefficient of the price variable (X3) is 0.356, which means that if the price value increases by one unit, customer satisfaction for Bang-Jek Blora will also increase by 0.356.

Hypothesis Testing

a. Test t (partial)

Figure 7 Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	680.203	609.231		1.116	.267
Promosi	.060	.059	.076	1.015	.313
Kualitas Pelayanan	.229	.058	.368	3.942	.000
Harga	.356	.064	.480	5.595	.000

a. Dependent Variable: Kepuasan Pelanggan

Source: SPSS 2024 Data Processing Results

1. The results of the t-test of the promotion variable showed that t calculated the < t table of 1.015 < 1.1160 and the significant value of > 0.05 was 0.313 > 0.05, this shows that the promotion has no effect and is not significant to customer satisfaction, so H1 is rejected
2. The results of the test of the variable of service quality t showed that the calculated t-value was greater than the t-value of the table, with a value of 3.942 greater than 1.660 and a significant value of 0.0 less than 0.05, which showed that the quality of service had a positive and significant impact on customer satisfaction, then H2 was accepted.
3. The results of the t-price variable test show that the calculated t-value is greater than the t-value of the table, with a value of 5.595 greater than 1.660 and a significant value of 0.0 less than 0.05, which indicates that the price has a positive and significant impact on customer satisfaction, then H3 is accepted.

b. Test f (Simultaneous)

Figure 8 Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	421668989.210	3	140556329.737	87.707	.000 ^b
	Residual	153846996.900	96	1602572.884		
	Total	575515986.110	99			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Harga, Promosi, Kualitas Pelayanan

Source: SPSS 2024 Data Processing Results

According to the f-test shown in the table above, the calculated f-value is 87.707 which is greater than the f-table, or 87.707 is greater than 2.70, and the significant value is 0.000, with the value of 0.000 being less than 0.05. This shows that the variables of promotion, quality of service, and price simultaneously have an effect and are significant on customer satisfaction.

c. Coefficient of Determination Test

Figure 9 Test Results
 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856 ^a	.733	.724	1265.92768

a. Predictors: (Constant), Harga, Promosi, Kualitas Pelayanan

b. Dependent Variable: Kepuasan Pelanggan

Source: SPSS 2024 Data Processing Results

The value of the r square is 0.733 or 73.3%. The value of the determination coefficient shows that the promotion variable (X1), service quality (X2), and price (X3) have a positive effect simultaneously on the customer satisfaction variable (Y) by 73.3%.

DISCUSSION

1. The Effect of Promotion on Customer Satisfaction

Promotions do not have a positive and significant effect on customer satisfaction of Bang-Jek Blora service users. The results of the t-test show that the t-count of 1.015 is smaller than the t-table of 1.660 with a significance of 0.313 > 0.05. This means that it shows that promotion partially and significantly has no effect on customer satisfaction.

Referring to the data, the factors that cause promotions have no effect because companies are less aggressive in digital promotion. For example, discount promotions (*discount*), *cashback*, *flash sale* and *buy one get one*. Most promotions are still carried out by word of mouth and are less varied. This theory is similar to the research conducted by , stating that the results of the research on promotional variables show that customer satisfaction has no effect or significance. This is due to the very rapid development in the business world today, which results in ineffective and diverse promotion methods. With sales promotion, the product must be tailored to the wants and needs of the customer. The results of this research show that partial and significant promotions have no effect on customer satisfaction. (Rahmawati et al., n.d., 2022)

2. The Effect of Service Quality on Customer Satisfaction

Service quality has a positive and significant effect on customer satisfaction of Bang-Jek Blora service users. The results of the t-test show that the t-calculated 3.942 is greater than the t-table 1.660 with a significance of 0.00 < 0.05. This means that it shows that the quality of service partially and significantly affects customer satisfaction, so that H2 is accepted.

This is relevant to research conducted by . The results of the study show that grab food customer satisfaction in Jombang is influenced by the quality of service. Customer satisfaction is influenced by components that support service quality such as reliability (Syahrul Haqi et al., 2020) *reliability*), responsiveness (*responsiveness*), guarantee (*assurance*), empathy (*Empathy*), and tangible (*Tangible*). The results of this study show that customer satisfaction is significantly and partially influenced by service quality.

3. The Effect of Price on Customer Satisfaction

Price has a positive and significant effect on customer satisfaction of Bang-Jek Blora service users. The results of the t-test show that t count 5.595 is greater than t table

1.660 with a significance of $0.00 < 0.05$. That is, it shows that the price partially and significantly affects customer satisfaction, so H3 is accepted.

This is relevant to the research conducted by the price variable (X2) affects Customer Satisfaction (Y) partially, and the regression coefficient value of the price variable is positive. This means that customer satisfaction will increase if the price is more affordable and in line with the benefits received. As a result of the data analysis carried out descriptively, it is known that the price variables receive an overall average score indicating that they belong to the High (T) category. The results of this study show that customer satisfaction is significantly and partially influenced by price. (LAZUARDI STIE Mahardhika Surabaya, n.d., 2019).

4. The Influence of Promotion, Service Quality, and Price on Customer Satisfaction

Promotion, Service Quality, and Price have a positive and significant effect on customer satisfaction of Bang-Jek Blora service users. The results of the F ANOVA test show that f calculates 87.707 greater than F table 2.70 with a significance of $0.00 < 0.05$. This means that the independent variables of promotion, service quality, and price simultaneously affect Bang-Jek Blora's customer satisfaction, so H4 is accepted.

This is relevant to research conducted by that price, promotion, and service quality affect customer satisfaction together, as shown by the Fcal value of 38.353 greater than Ftable 2.70 and sig. 0.000 is less than 0.05. It shows that the independent variables of promotion, service quality, and price simultaneously affect customer satisfaction. (Indonesian Journal of Strategic Management, n.d., 2024)

CONCLUSION

Based on the results of research that has been carried out regarding the influence of promotion, service quality, and price on customer satisfaction of Bang-Jek Blora service users, it can be concluded as follows:

1. Promotions do not have a positive and significant effect on customer satisfaction of Bang-Jek Blora service users. The results of the t-test show that the t-count of 1.015 is smaller than the t-table of 1.660 with a significance of $0.313 > 0.05$. This means that it shows that promotion partially and significantly has no effect on customer satisfaction.
2. Service quality has a positive and significant effect on customer satisfaction of Bang-Jek Blora service users. The results of the t-test show that the t-calculated 3.942 is greater than the t-table 1.660 with a significance of $0.00 < 0.05$. This means that it shows that the quality of service partially and significantly affects customer satisfaction.
3. Price has a positive and significant effect on customer satisfaction of Bang-Jek Blora service users. The results of the t-test show that t count 5.595 is greater than t table 1.660 with a significance of $0.00 < 0.05$. That is, it shows that price partially and significantly affects customer satisfaction.
4. Promotion, Service Quality, and Price have a positive and significant effect on customer satisfaction of Bang-Jek Blora service users. The results of the F ANOVA test show that the f count of 87.707 is greater than the f of the table 2.70 with a significance of $0.00 < 0.05$. This means that it shows that the independent variables of promotion, service quality, and price simultaneously affect Bang-Jek Blora's customer satisfaction.

Based on the results of this study, suggestions that can be given for future benefits, the study of the variables studied by the researcher in this study is only in the form of

promotional variables, service quality, and price on customer satisfaction. It is hoped that in future research it can be used to add references and can develop other variables that may affect customer satisfaction. And the Bang-Jek Blora company is expected to be able to be more aggressive in promoting and more innovative in doing promotions. Among other things, discounts (*discount*), *cashback*, *flash sale* and *buy one get one*. With the promotion of products or services, it must be adjusted to the wishes and needs of customers. So that customers get more satisfaction from a product or service offered.

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