

## The Influence of Service Quality, Price and Promotion on Customer Satisfaction of Gojek Transportation Service Users in Semarang City

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### ABSTRACT

This research is survey research. The population in this study were all customers using Gojek online motorcycle taxi transportation in Semarang City. The sampling technique used in this research used the Lemeshow formula to obtain a sample of 96 people. The sampling technique used in this research is a non-probability sampling technique with accidental sampling type. Service quality has a positive and significant effect on customer satisfaction. This is proven by the  $t_{count}$  of 3.022, and a significance value of  $0.00 < 0.05$ . Price has a positive and significant effect on customer satisfaction. This is proven by the  $t_{count}$  of 4.810, and a significance value of  $0.00 < 0.05$ . Promotion has a positive and significant effect on customer satisfaction. This is proven by the  $t_{count}$  of 2.639, and a significance value of  $0.01 < 0.05$ . Service Quality, Price and Promotion simultaneously have a positive and significant effect on customer satisfaction.

**Keywords:** service quality, promotional prices, customer satisfaction

## INTRODUCTION

In this era, the development of digital technology is increasingly widespread, companies are required to compete increasingly fiercely. This is because developing digital technology is starting to be used as a company strategy to beat competitors. The existence of *online* motorcycle taxis apparently provides a solution and answers various public concerns about public transportation services. The presence of *online* motorcycle taxis that apply appropriate communication technology when people need safe transportation and are a solution when traffic jams occur (Setiawan, Dewi, & Musafa, 2022).

Based on a survey by APJII or the Indonesian Internet Service Providers Association in June 2020 of 7,000 sample respondents regarding *online transportation services*, it showed that 21.3% or 1,491 respondents used Grab services, 19.4% or 1,358 respondents used Gojek services, a range of 0.3% or around 21 respondents in each application.

**Table 1. Most Frequently Used Online Transportation Services**

No.	Brand	Amount	Percentage %
1	Grab	1,491	21.3%
2	Gojek	1,358	19.4%
3	Maxim	21	0.3%

Source: APJII (Indonesian Internet Service Providers Association, Period 2019-II Quarter -2020)

Based on a survey by APJII or the Indonesian Internet Service Providers Association in June 2020 of 7,000 sample respondents regarding *online transportation services*, it showed that 21.3% or 1,491 respondents used Grab services, 19.4% or 1,358 respondents used Gojek services, a range of 0.3% or around 21 respondents in each application.

Even though Gojek is a pioneer of *mobile application-based motorcycle taxi services*, Gojek is not free from various problems. The problems faced by Gojek are related to service. This *online*-based ordering is only limited to Android *smartphone* users, so customers are only limited to certain groups. Apart from that, if you look closely there are many things that need to be addressed in this service which does not meet standards, causing Gojek's image to become negative in the eyes of customers. Apart from that, if this is allowed to continue, it means that Gojek drivers do not work according to the standards set, this will cause customers to become dissatisfied.

## LITERATURE REVIEW

### Customer satisfaction

According to (Tannady, Suyoto, Purwanto, & Anugrah, 2022) Customer satisfaction is very important for companies to pay attention to, because customer satisfaction means that the company has been successful in selling its products and services to customers so that it will increase future sources of income.

### Service quality

According to (Mariansyah & Syarif, 2020) Service quality is one of the customer's evaluations of services related to a business place, where when the business place provides good and satisfying service, it will directly give a sense of satisfaction to the customer. Service quality may also be defined as the way it will meet customer needs

and desires, and can be used as a provision of supplies to meet customer expectations.(Nifa, Supiani, & Atmanto, 2021)

### **Price**

According to (Kotler & Armstrong, 2013)the definition of price, it is "the amount of money charged for a product (goods or services), or the amount of value that consumers must pay to get the benefits of the product". Based on this explanation, it can be concluded that price has a function as a tool for measuring the value of a good or service, a way to differentiate goods and services, determining the quantity of goods to be produced and services used and their distribution to consumers.(Handayani & Syarifudin, 2022)

### **Promotion**

(Kotler, 2005) explains that promotion is a form of marketing that is able to provide various short-term intensive efforts to encourage the desire to try or buy the product or service. The main aim of promotion is to inform, persuade and remind consumers of a product or service sold by the company. The research results show that promotions have a significant effect on customer satisfaction.

### **The influence of service quality on customer satisfaction**

Service quality is the expected level of excellence and control over that level of excellence to fulfill customer desires (Tjiptono, 2014).

This research is in line with the opinion expressed by (Sirojudin, et al., 2021)those who state that service quality has a positive and significant influence on purchasing decisions. This research is also supported by research results from (Tsalisa, Hadi, & Purbawati, 2022)the results of which he stated that service quality has a more positive and significant influence than other variables.

**H<sub>1</sub>: Service quality has a positive and significant effect on customer satisfaction.**

### **The influence of price on customer satisfaction**

Price can be interpreted as the amount of money (monetary units) and/or other aspects (non-monetary) that contain certain utilities or uses needed to obtain a product (Siregar, Hasibuan, & Anwar, 2020).

This research is in line with the opinion expressed by (Setiawan, Dewi, & Musafa, 2022)those who state that price has a positive and significant influence on customer satisfaction. This research is also supported by the results of (Sumarsid & Paryanti, 2022)his research which states that price has a more significant influence than other variables.

**H<sub>2</sub>: Price has a positive and significant effect on customer satisfaction.**

### **The influence of promotion on customer satisfaction**

Promotion is communicating information between sellers and potential buyers or others in the channel to influence attitudes and behavior (Suriyanto & Istriani, 2019).

This research is in line with the opinion expressed by (Rianto, Setyawati, Roehani, & Woelandari, 2022)those who state that promotions have a positive and significant influence on customer satisfaction. This research is also supported by research results from (Dalilah & Prawoto, 2023)which in his research results he stated that promotion had a more positive and significant influence than other variables.

**H<sub>3</sub>: Promotion has a positive and significant effect on customer satisfaction.**

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

Customer satisfaction is the customer's response to the discrepancy between the previous level of interest and the actual performance they feel after use. Customer satisfaction is determined by the quality of the goods or services offered, so quality is a top priority for companies as a measure of competitive advantage (Wulan & Husaeni, 2015).

Customer satisfaction is very important for companies to pay attention to, because customer satisfaction means that the company has been successful in selling its products and services to customers so that it will increase future sources of income. Customer satisfaction is also one of the best defense strategies for companies to fight their business competitors. Companies that succeed in providing satisfaction to their customers will gain an advantage over their competitors (Tannady, Suyoto, Purwanto, & Anugrah, 2022).

This research is in line with the opinion expressed by (Dalilah & Prawoto, 2023) those who state that service quality, price and promotion have a positive and significant influence on customer satisfaction.

**H<sub>4</sub> : Influence Service quality, price and promotion together have a positive and significant effect on customer satisfaction.**

## RESEARCH METHODS

### Population and Sample

The population in this research is all customers using Gojek transportation services in Semarang City, but it is not known for certain. Therefore, use the *lameshow formula* to find out the sample:

$$n = \frac{z^2 pq}{e^2} \quad n = \frac{1,96^2 \times 0,5 \times 0,5}{0,1^2} \quad n = \frac{0,9604}{0,001} = 96,04 = 96$$

The sample used was 96 respondents.

### Data analysis method

The data analysis method used in this research is quantitative analysis. In this research, the collected questionnaires were then processed using SPSS.

### Classic assumption test

- The data normality test is used to test whether in the regression model, the independent variables and dependent variables have a normal distribution.
- The Multicollinearity Test aims to test whether the regression model finds a correlation between the independent variables. A good regression requires that there is no multicollinearity in the research.
- The heteroscedasticity test is to determine whether there are deviations from the classic assumption of heteroscedasticity, namely residual variances that are not the same for all observations in the regression model.

### Data Analysis and Hypothesis

- **The t test** The partial test basically shows how far the influence of an individual explanatory/independent variable is in explaining the dependent variable.
- **The f test** aims to find out whether the independent variables together have an effect on the dependent variable.
- The coefficient of determination is a tool used to measure how well a model can explain variations in the dependent variable.

## RESULTS

### Respondent Description

- Characteristics based on age of respondents aged < 20 years there were 2 respondents or 2.1%, then 83 respondents aged 20-25 years or 86.5%, while for those aged 26-30 years there were 10 respondents or 10.4%, and for respondents aged over 30 years there was only 1 respondent or 1%. So it can be concluded that most of the respondents were 20-25 years old.
- Characteristics based on gender were 41 male respondents or 42.7%, while there were 55 female respondents or 57.3% . So it can be concluded that on average or the majority of respondents are female.
- Characteristics of respondents based on those who had used Gojek less than 2 times were 16 respondents or 16.7%, while there were 12 respondents who had used Gojek 2 times or 12.5%, likewise for respondents who had used it 3 times, and for respondents who had used it. more than 3 times there were 56 respondents or 58.3%. So it can be concluded that on average respondents have used Gojek more than 3 times in the last 6 months.

### Classic assumption test

#### Normality test

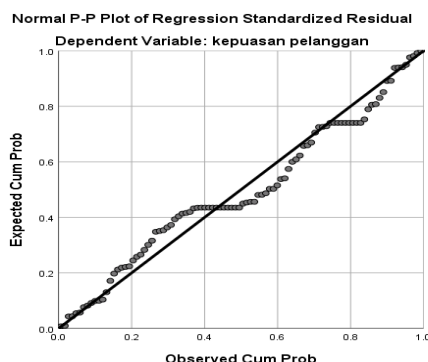


Figure 1. Normality Test Results

Based on figure 1.1. It can be seen that the image shows that there are dots (data) scattered around the diagonal line and the dots follow the diagonal direction so that the data can be said to meet the assumption of normality based on the normal *probability plot graph* .

Table 2. Normality Test Results  
 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals	
N		96	
Normal Parameters <sup>a, b</sup>	Mean	.0000000	
	Std. Deviation	.37270192	
Most Extreme Differences	Absolute	.091	
	Positive	.091	
	Negative	-.085	
Statistical Tests		.091	
Asymp. Sig. (2-tailed)		.048 <sup>c</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	.380 <sup>d</sup>	
	99% Confidence Interval	Lower Bound	.376
		Upper Bound	.384

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 100000 sampled tables with starting seed 1502173562.

Source: Data Processed by SPSS Output, 2024

The table is the result of the *Kolmogorov Smirnov normality test*. The resulting sig value. (2- tailed) is 0.380 where this value is greater than 0.05, so it can be concluded that the data is normally distributed.

### Heteroscedasticity Test

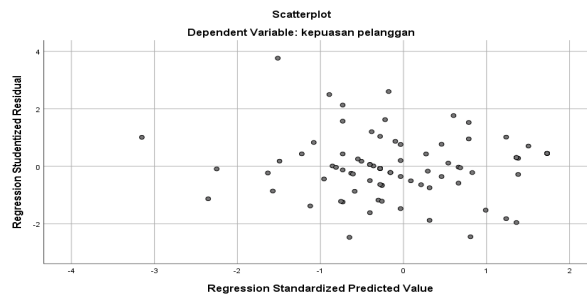


Figure 2. Scatterplot Graphic Results

From the scatter plot above, it can be seen that the distribution of points does not form any pattern and the pattern spreads above and below the number 0. So it can be concluded that heteroscedasticity does not occur.

Apart from using scatterplots, symptoms of heteroscedasticity can also be identified using the *Glejser test*. Namely by considering the sig value. on the coefficient of the dependent variable abs residual. If the sig value. more than 0.05, then there are no symptoms of heteroscedasticity, whereas if the sig. less than 0.05, it can be said that heteroscedasticity occurs.

### Multiple Linear Regression Test

Table 3. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	Q	Sig.
1	(Constant)	-.252	.493		-.511	.611
	Service quality	2.891	.957	.279	3.022	.003
	Price	2.722	.566	.421	4.810	.000
	Promotion	1.552	.588	.208	2.639	.010

Source: Data Processed by SPSS Output, 2024

From these results, a multiple linear regression equation can be created as follows.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = -0.252 + 2.891X_1 + 2.722X_2 + 1.552X_3 + e$$

**t test**

**Table 4. t Test Results (Partial)**

Independent variable	t count	t table	Significance	Conclusion
Service quality	3,022		0,000	Positive and Significant
Price	4,810	1,989	0,000	Positive and Significant
Promotion	2,639		0.010	Positive and Significant

Source: Data Processed by SPSS Output, 2024

The results of the research hypothesis based on the data above are as follows:

- Hypothesis 1 states that the Service Quality variable ( $X_1$ ) is a variable that influences Customer Satisfaction (Y). Based on data analysis,  $H_1$  shows that the calculated t value is  $3.022 > t_{table}$  of 1.989 with a significance level of  $0.000 < 0.05$ . Thus, it indicates that  $H_1$  is accepted, which means that partially Service Quality ( $X_1$ ) has a positive and significant effect on Customer Satisfaction (Y) of users of Gojek transportation services in Semarang City.
- Hypothesis 2 states that the Price variable ( $X_2$ ) is a variable that influences Customer Satisfaction (Y). Based on data analysis,  $H_2$  shows that the calculated t value is  $4,810 > t_{table}$  of 1,989 with a significance level of  $0.000 < 0.05$ . Thus, it indicates that  $H_2$  is accepted, which means that partially Price ( $X_2$ ) has a positive and significant effect on Customer Satisfaction (Y) of users of Gojek transportation services in Semarang City.
- Hypothesis 3 states that the Promotion variable ( $X_3$ ) is a variable that influences Customer Satisfaction (Y). Based on data analysis,  $H_3$  shows that the calculated t value is  $2,639 > t_{table}$  of 1,989 with a significance level of  $0.000 < 0.05$ . Thus, it indicates that  $H_3$  is accepted, which means that partially Promotion ( $X_3$ ) has a positive and significant effect on Customer Satisfaction (Y) of users of Gojek transportation services in Semarang City.

**F test**

**Table 5. F Test Results (Simultaneous)**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	14.397	3	4.799	33.458	.000 <sup>b</sup>
	Residual	13.196	92	.143		
	Total	27.593	95			

Source: Data Processed by SPSS Output, 2024

From the table it can be seen that the calculated F value is 33.458, because the calculated F is 33.458 > from the  $F_{table}$  2.70, it indicates that there is a significant influence between the independent variable on the dependent variable. Meanwhile, the resulting sig value is 0.000, meaning it is smaller than the alpha value or  $<0.05$ , so it can be concluded that there is a significant influence between the independent variable and the dependent variable.

### Coefficient of Determination Test

**Table 6.** Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.722 <sup>a</sup>	.522	.506	.37873

Source: Data Processed by SPSS Output, 2024

It can be seen that *the R Square value* in the table above it is 0.522 or 52.2%. This means that the variables Service Quality ( $X_1$ ), Price ( $X_2$ ), and Promotion ( $X_3$ ) can influence the Customer Satisfaction variable (Y) by 52.2%, while the remaining influence is 48.7% (100.0% - 52.2%) is influenced by other factors outside these variables.

### DISCUSSION

Based on the results of data analysis and discussion through proof of hypotheses and problems regarding the Influence of Service Quality ( $X_1$ ), Price ( $X_2$ ), and Promotion ( $X_3$ ) on Customer Satisfaction (Y) of Gojek Transportation Service Users in Semarang City in chapter IV you can the following conclusions are drawn:

#### **The influence of service quality on customer satisfaction**

The results of this research state that the Service Quality variable ( $X_1$ ) is a variable that influences Customer Satisfaction (Y). Based on data analysis,  $H_1$  shows that the *calculated t value* is 3.022 > *t table* of 1.989 with a significance level of 0.000 < 0.05. Thus, it indicates that  $H_1$  is accepted, which means that partially Service Quality ( $X_1$ ) has a positive and significant effect on Customer Satisfaction (Y) of users of Gojek transportation services in Semarang City.

#### **The influence of price on customer satisfaction**

The results of this research state that the Price variable ( $X_2$ ) is a variable that influences Customer Satisfaction (Y). Based on data analysis,  $H_2$  shows that the *calculated t value* is 4,810 > *t table* of 1,989 with a significance level of 0.000 < 0.05. Thus, it indicates that  $H_2$  is accepted, which means that partially Price ( $X_2$ ) has a positive and significant effect on Customer Satisfaction (Y) of users of Gojek transportation services in Semarang City.

#### **The influence of promotion on customer satisfaction**

The results of this research state that the Promotion variable ( $X_3$ ) is a variable that influences Customer Satisfaction (Y). Based on data analysis,  $H_3$  shows that the *calculated t value* is 2,639 > *t table* is 1,989 with a significance level of 0.000 < 0.05. Thus, it indicates that  $H_3$  is accepted, which means that partially Promotion ( $X_3$ ) has a positive and significant effect on Customer Satisfaction (Y) of users of Gojek transportation services in Semarang City.

#### **The influence of service quality , price and promotion on customer satisfaction**

Simultaneous research results for the variables Service Quality ( $X_1$ ), Price ( $X_2$ ), and Promotion ( $X_3$ ) on Customer Satisfaction (Y) have a *calculated F value* of 33,458, because  $F_{\text{calculated}} 33,458 > \text{from } F_{\text{table}} 2.70$ , thus indicating the existence of significant influence between the independent variables on the dependent variable . Meanwhile, the resulting sig value is 0.000, meaning it is smaller than the alpha value or <0.05, so it can be concluded that there is a significant influence between the independent variable and the dependent variable.



**The results of the coefficient of determination are seen from R Square**

The research results of the coefficient of determination seen from R Square obtained from data processing of 3 independent variables were 0.522. This explains that 52.2% of the variables Service Quality ( $X_1$ ), Price ( $X_2$ ), and Promotion ( $X_3$ ) have on Customer Satisfaction (Y). The conclusion is that the influence of the independent variable on the dependent variable is 52.2%.

**CONCLUSION**

Based on the analysis and discussion that has been presented, several conclusions and research results were obtained, service quality, price and promotion simultaneously had a positive and significant effect. The research results of the coefficient of determination seen from R Square obtained from data processing of 3 independent variables are 0.522. This explains that 52.2% of the variables Service Quality ( $X_1$ ), Price ( $X_2$ ), and Promotion ( $X_3$ ) have on Customer Satisfaction (Y). The conclusion is that the influence of the independent variable on the dependent variable is 52.2%. The results of the multiple linear equation values seen from the regression coefficient of the Service Quality variable ( $X_1$ ) with the Customer Satisfaction variable (Y) are 2,891, which means that the Service Quality ( $X_1$ ) and Customer Satisfaction (Y) variables have a positive effect. The regression coefficient of the Price variable ( $X_2$ ) with the Customer Satisfaction variable (Y) is 2.722, which means that the Price ( $X_2$ ) and Customer Satisfaction (Y) variables have a positive effect. The regression coefficient of the Promotion variable ( $X_3$ ) with the Customer Satisfaction variable (Y) is 1.552, which means that the Promotion variable ( $X_3$ ) and Customer Satisfaction (Y) have a positive effect.

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