

THE INFLUENCE OF PROMOTIONS, SERVICE QUALITY AND PRICES ON CUSTOMER LOYALTY MEDIATED BY CUSTOMER SATISFACTION IN GENERATION Z (Case Study on Users Gojek in Semarang City)

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ABSTRACT

Study This aim For know influence Promotion , Quality Service and Prices for Loyalty Customer Mediated Satisfaction Customer . Population in research This is generation Z users Gojek in the city of Semarang which spans aged 17-25 years . With sample A total of 95 respondents were taken use purposive sampling method . Research methods used is method quantitative with technique Data analysis used Path Analysis. On research This data sources used are primary data and secondary data with use help tool data analysis of the Smart PLS 4.0 program. Research result This showing that a) promotion influential to loyalty customers b) quality service No influential to loyalty customer c) price influential to loyalty customer d) satisfaction customer influential significant to loyalty customer e) satisfaction customer capable mediate in a way positive significant between promotion to loyalty customer f) satisfaction customer capable mediate in a way negative No significant between quality service to loyalty customer g) satisfaction customer capable mediate in a way positive significant between price to loyalty customers in generation Z users gojek .

Keywords: promotion , quality service , price , generation Z, Gojek .

INTRODUCTION

Currently, society Already use based services technology . In demand activity the public need exists service online transportation for make it easier in do activity. Besides that service online transportation plays a role important for public. His height request use online transportation makes innovation new in industry service online transportation. In development technology in this era make company must flexible in change interest public. Therefore that, company online transportation continues give convenience, security and discounts for consumer. Service Company mandatory online transportation provide service to make things easier candidate consumer in activity daily For fulfil need consumers and today company service Many online transportation are emerging.

In terms of this, role promotion very important for company in introduce A product or services, because walking A promotion so public know product or service For determine decision purchase. According to Shobayar (2018) provides explanation that promotion is factors that significant push consumer For do purchase return. Apart from that, promotions A activity so increase purchase or use goods and services until to purchase . With exists A promotion company can displays superiority product or service For interesting consumer new or reach loyalty to consumer.

Success company determined in provide good service For consumers and quality service become role to be decider success company in satisfaction customer so that influence loyalty customer. According to Afandi et al (2019) explained that is one of the business strategies For maintain customer that is with repair quality service . Apart from that , quality service is important role for company For maintain loyalty consumer in use service or products offered by the company. In terms of this, company Keep going continuously repair quality service with more Good so consumer feel satisfied and loyal to services provided by the company.

Things you can influence loyalty consumers in the company is price. Most of the consumer often consider price in use service or product. Balanced price with products and services can impact on interest buy. This matter because, price impact big in loyalty customer. Price is factor important in influence loyalty customer. Own price own close relationship with company , in period long (Iskandar & Hengestu , 2017). Apart from that, price have connection tightly with loyalty customer. (Wiska , 2018) in matter this also explains the same thing that price is something thing that is made consideration by customers by customers For do purchases, customers later will compare price from product choice them and then evaluate is price the in accordance or No with mark product as well as the amount of money required issued. Apart from price , reputation company own share big to loyalty customer. This matter because, increasingly Good reputation company make loyal consumers in marketed products

Research result from Fanny Novia Arifin (2021) proves it If negatively quality service No influence loyalty mediated customers satisfaction customer . Whereas study from Fifin Anggraini , Anindhyta Budiarti (2020) proves this If quality service influential positive influential to loyalty customer mediated satisfaction customers and variables price influential positive influential loyalty customer mediated satisfaction customer . Based on description background behind on showing that Still there is results different research between variable independent . This matter trigger For did it study repeat with objective confirm results study before and give proof related influence promotion , quality service and price to loyalty customers and satisfaction customer.

LITERATURE REVIEW

Promotion

Promotion is some of the marketing strategies used company For reach more market segments wide Again . According to Sukirno & Poerwanto (2014) explain that promotion is something expression in a broad sense about activities that are effective carried out by (seller) for push consumer buy product or services offered . Apart from that , promotions No Can haphazard made must consider a number of segments that want to desired.

H 1 : Promotion Influential to Loyalty Customer

Quality Service

Companies must Keep going notice quality services provided For consumer because quality service can give customer satisfaction For use product in a way over and over again . Whereas according to Mauludin (2013) explains that quality service is how much Far difference between reality and hope customer on their subscription accept or get .

H 2 : Quality Service Has No Effect to Loyalty Customer

Price

Companies must notice desired price marketed in society with reasonable and appropriate prices with segment public . Product price is determinant main for top market demand product concerned and price influence position competition and the company's market share (Tjiptono , 2008). In terms of this , price must fulfil the uses provided to customer For make consumer satisfied .

H 3: Price has an influence to Loyalty Customer

Satisfaction Customer

Satisfaction Customer is A feelings felt by consumers For buy or use products and services offered by the company . Satisfaction can interpreted as effort fulfillment something or make something adequate . In general , satisfaction customer give benefit main for company , that is form loyalty customers (Tjiptono & Chandra, 2017). In terms of this , company Gojek must consider what to be reason consumer become satisfaction expected by consumers so consumer do purchase in a way repetitive .

H 4: Satisfaction Influential to Loyalty Customer

Satisfaction customers are very important for company but satisfaction customer become bridge or liaison promotion to loyalty customer . Campaign advertising can form piece price as well as increase interesting rank consumer For buy something service nor product . Availability attractive and profitable advertising moment buy product or service can increase satisfaction consumer . From (Sondak , Tumbel , & Lintong , 2021). When promoting success in interesting attention customers and fulfill hope consumers , so big possibility consumer feel satisfied .

H 5: Satisfaction Able to Mediate Connection between Promotion with Loyalty Customer

Quality service That Alone become a role that doesn't lost important in influence satisfaction customer . According to Andrianto & Widyawati (2014) show that satisfaction customer role in mediate influence quality service to loyalty customer , where when customer feel satisfied to quality services provided by the company , then when That is also a loyal attitude from customer will arise . When quality service success in interesting attention customers and fulfill hope consumers , so big possibility consumer feel satisfied.

H 6: Satisfaction Unable to Mediate Connection between Quality Service with Loyalty Customer

That price Alone become a role that doesn't lost important in influence satisfaction customer . According to Arnindita (2016) is important satisfaction Because they will get high value for money so that can make loyal customers. When the price success in interesting attention customers and fulfill hope consumers, so big possibility consumer feel satisfied .

H 7: Satisfaction Able to Mediate Connection between Price and Loyalty Customer

RESEARCH METHOD

Study This use approach quantitative, which is purposeful For test hypothesis and analyze connection between variable. Variable study consists from independent variable, namely promotion (X1), quality service (X2) and price (X3). Variable bound (Y1) ie loyalty customers and satisfaction customer (Y2). Population used refers to quantity user Gojek in Semarang City in generation Z. Pick-up process sample For get respondents in accordance required quality with non-probability sampling , namely through purposive sampling method , with amount sample of 95 respondents based on calculation population No limited

RESULTS

Description Respondent

Table 1. Respondent Data

No.	Information	Frequency	Total Percentage
1	Gender	Man	100%
		Woman	
2	Age	17 – 19 Years	100%
		20 – 22 Years	
		23 – 25 Years	
		Subdistrict	
		Banyumanik	
		Subdistrict	
		Candisari	
		Subdistrict	
		Gajahmungkur	
		Subdistrict	
3	Domicile	Gunungpati	100%
		Subdistrict	
		Mijen	
		Subdistrict	
		Ngaliyan	
		Subdistrict	
		Protection	
		West	
		Semarang	
		District	
South	7		
Semarang			
District			

		Central Semarang District East Semarang District North Semarang District Subdistrict Tembalang Subdistrict monument	4 6 1 43 1	
4	Frequency Purchase	2 – 5 Times > 5 Times	52 43	100%

Source : Processed Primary Data (2024)

Test Measurement (outer model)

Following will A table of the results of the validity and reliability tests in the research is presented This :

Table 2. Convergent Validity Test Results

	X1	X2	X3	Y1	Y2	Note.
X1.1	0.829					Valid
X1.2	0.847					Valid
X1.3	0.762					Valid
X1.4	0.814					Valid
X2.1		0.750				Valid
X2.2		0.799				Valid
X2.3		0.832				Valid
X2.4		0.813				Valid
X2.5		0.831				Valid
X3.1			0.877			Valid
X3.2			0.841			Valid
X3.3			0.825			Valid
X3.4			0.756			Valid
Y1.1				0.878		Valid
Y1.2				0.886		Valid
Y1.3				0.804		Valid
Y2.1					0.838	Valid
Y2.2					0.899	Valid
Y2.3					0.879	Valid

Source : Processed Primary Data (2024)

Based on Table 2, the outer loading value is 0.70 which is significant all indicator For every variable study declared valid. Furthermore Average Variance Extrated (AVE) value for every indicator as following :

Table 3. Average Variance Extracted (AVE) Results
Average variance extracted (AVE)

X1	0.662
X2	0.649
X3	0.682
Y1	0.734
Y2	0.761

Source : Processed Primary Data (2024)

Based on Table 3 get results mark of Convergent Validity is declared valid because exceeds 0.5. So the Convergent Validity stage is possible continues stage furthermore .

Table 4. Discriminant Validity Test Results

	X1	X2	X3	Y1	Y2	Note.
X1.1	0.829	0.484	0.443	0.607	0.520	Valid
X1.2	0.847	0.474	0.440	0.609	0.600	Valid
X1.3	0.762	0.567	0.439	0.528	0.541	Valid
X1.4	0.814	0.472	0.434	0.559	0.531	Valid
X2.1	0.471	0.750	0.400	0.442	0.482	Valid
X2.2	0.431	0.799	0.294	0.438	0.423	Valid
X2.3	0.559	0.832	0.416	0.490	0.554	Valid
X2.4	0.517	0.813	0.493	0.538	0.571	Valid
X2.5	0.471	0.831	0.491	0.480	0.498	Valid
X3.1	0.405	0.454	0.877	0.514	0.598	Valid
X3.2	0.491	0.482	0.841	0.572	0.665	Valid
X3.3	0.584	0.470	0.825	0.557	0.684	Valid
X3.4	0.281	0.317	0.756	0.508	0.516	Valid
Y1.1	0.588	0.456	0.549	0.878	0.733	Valid
Y1.2	0.647	0.594	0.631	0.886	0.696	Valid
Y1.3	0.587	0.478	0.493	0.804	0.666	Valid
Y2.1	0.500	0.546	0.668	0.702	0.838	Valid
Y2.2	0.602	0.547	0.617	0.763	0.899	Valid
Y2.3	0.663	0.561	0.683	0.662	0.879	Valid

Source : Processed Primary Data (2024)

Based on table 4 on the validity test discriminant in a research data , get Average Variance Extracted (AVE) value in every construct must increase more tall from mark the latent construct that represents it exists overall cross loading value get value > 0.5 indicates that validity test discriminant in study This said Good . In terms of this , every mark more squares tall from mark latent construct .

Table 5. Reliability Test Results

	Cronbach's alpha	Composite reliability	Note.
X1	0.829	0.833	Reliable
X2	0.865	0.868	Reliable
X3	0.843	0.846	Reliable
Y1	0.818	0.822	Reliable

Y2	0.843	0.847	Reliable
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Source : Processed Primary Data (2024)

Based on table 5 results from reliability testing show If in a way all the data in study This declared valid or reliable because Cronbach's alpha and Composite Reliability values obtained were > 0.5. In terms of This shows if the instrument is carried out in a study have level great reliability and can reliable in measure construct that will researched .

Structural Test (Inner Model)

Following will presented the F-Square output in the research This :

Table 6. F-Square Test Results

	X1	X2	X3	Y1	Y2
X1				0.276	
X2				0.036	
X3				0.197	
Y1					1,982
Y2					

Source : Processed Primary Data (2024)

Testing This done with see mark probability significance (Sig.) of the compared F with level real $\alpha = 0.05$. If value probability (sig. < 0.05), then is said to be an estimated regression model is worthy . Based on table 6 states that variables X1 (Promotion), X2 (Quality Service) and X3 (Price) against Y1 (Satisfaction Customer) has mark in results study This is 0.197 classified in currently or moderate . Whereas variable Y1 (Satisfaction Customers) to Y2 (Loyalty Customers) acquire value = 1.982 classified big from exogenous against endogenous.

Test the FIT Model

Following will The model fit test in the research is presented This :

Table 7. FIT Model Test Results

	Saturated models	Estimated model
SRMR	0.072	0.088
d_ ULS	0.975	1,474
d_ G	0.565	0.647
Chi-square	283,247	305,875
NFI	0.768	0.749

Source : Processed Primary Data (2024)

Based on Table 7 on the FIT model analysis in table on using the NFI parameters in study this , deep analysis This obtain results of 0.749 shows sufficient model quality Good . In terms of This means if the model is used in the research This can explain data variation was 74.9%. NFI values that exceed the minimum threshold are strong (0.67) . if the model is done have A good match with the data obtained . Apart from that , you can concluded if the model is done researched This Can accepted and owned very good ability when explained connection between the variables studied

Hypothesis testing

Following This will Presented is a table of hypothesis test data in the research This as following :

Table 8. Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Note.
X1 -> Y1	0.432	0.422	0.102	4,249	0,000	Significant
X2 -> Y1	0.154	0.161	0.091	1,700	0.045	Significant
X3 -> Y1	0.340	0.347	0.089	3,831	0,000	Significant
Y1 -> Y2	0.815	0.816	0.044	18,687	0,000	Significant

Source : Processed Primary Data (2024)

Mediation Test

Following This will The mediation test data table presented in the research is presented This as following :

Table 9. Mediation Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Note.
X1 -> Y1 -> Y2	0.191	0.187	0.063	3,062	0.001	Significant
X2 -> Y1 -> Y2	0.069	0.070	0.043	1,598	0.055	Not significant
X3 -> Y1 -> Y2	0.150	0.153	0.054	2,772	0.003	Significant

Source : Processed Primary Data (2024)

In tables 8 and 9 some partially produce value value does not more of <0.05 and the t - statistics show a number of variable accepted .

DISCUSSION

1. Based on testing hypothesis obtain results that promotion (X1) has an effect significant to loyalty customer (Y2) user Gojek in generation Z in Semarang City.
2. Based on testing hypothesis obtain results that quality service (X2) has an effect No significant to loyalty customer (Y2) user Gojek in generation Z in Semarang City.
3. Based on testing hypothesis obtain results that price (X3) has an effect significant to loyalty customer (Y2) user Gojek in generation Z in Semarang City.
4. Based on testing hypothesis obtain results that satisfaction customers (Y1) are influential significant to loyalty customer (Y2) user Gojek in generation Z in Semarang City.

5. Based on testing hypothesis obtain results that satisfaction customer (Y1) is capable mediate and influence in a way positive and significant between promotion (X1) against loyalty customer (Y2) user Gojek in generation Z in Semarang City.
6. Based on testing hypothesis obtain results that satisfaction customer (Y1) is capable mediate and influence in a way negative and not significant between quality service (X2) to loyalty customer (Y2) user Gojek in generation Z in Semarang City.
7. Based on testing hypothesis obtain results that satisfaction customer (Y1) is capable mediate and influence in a way positive and significant between price (X3) against loyalty customer (Y2) user Gojek in generation Z in Semarang City.

CONCLUSION

Based on conclusions obtained in study this , writer give a suggestion against companies and research next , viz as following :

1. In some answers given by respondents to variables promotion in second point question " What promotions carried out Gojek capable convincing consumer in use service application Gojek ?" there is a number of respondents No agree . So the promotion is given gojek must improved and added again , then company Gojek do appropriate promotion in segment and easy understood by consumers so get clear information related Gojek .
2. In some answers given by respondents to variables quality service in fourth point question " What handling complaint consumer responded with Good ?" there is no response agree . So quality services provided company Gojek For consumer not enough get response not enough positive for consumer . Besides that company Gojek must give training for Customer Service in give solution best to complaints given by consumers . Therefore it , improves services For consumer must give positive impression for consumer .
3. In some answers given by respondents to variables price in fourth point question " What price service Gojek more cheap compared to with Grab, Maxim and In Drive?" there is Lots no response agree . So company Gojek must multiply piece price in the days certain so price given tend affordable For consumer . In addition , company Gojek must give price reasonable and appropriate with the uses provided For consumer .
4. In some answers given by respondents to variables satisfaction customer in third point question " What I will use service application Gojek For sufficient I need daily I ?" there is Lots no response agree . So company Gojek must still maintain or increase promotion , quality service and price in a way good and accurate . Due third variable the can increase satisfaction customer .
5. For researchers furthermore expected can add variables outside from variables that have researched or strengthen variables that don't significant so get varied results can influential to loyalty customer mediated satisfaction customer .

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