

The Effect Of Promotions And Prices On Satisfaction And Implications For Online Transportation Customer Loyalty

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Abstract. This study aims to determine the effect of promotions and prices on satisfaction and the implications for online transportation customer loyalty (a case survey of Grab application users in Bandung City) with direct or indirect influences. The research method used is descriptive and verification method with a total sample of 100 respondents. Testing the research instrument using validity and reliability tests. Data analysis method used are path analysis, multiple correlation and coefficient of determination. The results showed that in structure I there was positive and significant between promotion and price on satisfaction. In structure II there is a positive and significant effect between satisfaction and loyalty.

Keywords: Promotion, Price, Satisfaction and Customer Loyalty.

1 Introduction

Online transportation has been supported by the government with regulations for application-based transportation services in the Ministerial Regulation (Permen) of Transportation (No. 32 of 2016) regarding the implementation of transportation of people with public motorized vehicles not on a route. So, with this, a Supreme Court decision was issued (Supreme Court number 37 P / HUM / 2018), deciding that online application-based special rental transportation is a logical consequence of technological developments in transportation modes that offer better service, security guarantees, and travel at relatively low prices and on time.

Customers pay attention and compare the promotions offered by Grab transportation services with similar transportation service providers before making a purchase, then customers will choose promotions that are more attractive and profitable. Promotion is a method of communicating the benefits of services to potential and actual customers, (Tjiptono, 2014: 42). Promotion not only functions as a means of communication between companies and consumers, but is also able to influence consumers in buying or using services according to their wishes and needs.

Apart from promotions, companies must strengthen and pay attention to many things to attract customers, one of which is being able to provide prices that match the benefits provided. Before

deciding on a purchase, customers look for information and then make comparisons regarding price. Price is the amount of money charged for a product or a service. More broadly, price is the sum of all the value the customer gives up to gain the benefits of having or using a product or service, (Kotler and Armstrong 2018: 308). Therefore the company must pay more attention, because the price offered is not only to get profits for the company but must provide satisfaction to customers for the suitability of prices and benefits so that customer satisfaction can occur.

There are several other studies that examine the effect of satisfaction on loyalty with inconsistent results. Namely, previous research has several inconsistent research results by Mohammad R. Waluyo (2018) which states that there is an insignificant influence between satisfaction and loyalty. However, in contrast to research conducted by Rizky and Eka Danta (2018) which states that there is a significant influence on satisfaction on customer loyalty. Likewise, research conducted by Yohanes Aditya (2021) states that satisfaction has a positive effect on customer loyalty.

Based on the description of the problems that have been stated previously, the following problem formulations can be drawn: (1) How do customers perceive promotions and prices on Grab online transportation? (2) How do customers perceive customer satisfaction on Grab online transportation? (3) How do customers perceive customer loyalty on Grab online transportation? (4) How much influence do promotions and prices have on customer satisfaction on Grab online transportation simultaneously? (5) How much influence does promotion have on customer satisfaction on Grab online transportation partially? (6) How much influence does price have on customer satisfaction on Grab online transportation partially? (7) How much influence does customer satisfaction have on customer loyalty on Grab online transportation? (8) How much influence do promotion and price have on satisfaction and its implications for Grab online transportation customer loyalty?

2 Literature Review

Promotion: Promotion is an important attribute in company mobility, therefore companies need to maximize promotions so that they can provide benefits to the company. Promotion is a tool that companies can rely on to encourage the sale of products or services with a wide range, because without promotion it is impossible for customers to recognize products or services and attract potential buyers. Therefore, it is important for companies to promote the products or services they sell because it can help the growth, mobility and welfare of the company. Apart from price promotion, it is also very important for companies to pay attention to in selling products or services.

Price: Price is very important because it can influence customers in making purchasing decisions and make customers satisfied if the price is comparable to their expectations so that it can make customers loyal to the company.

Satisfaction: Satisfaction is post-purchase evaluation, where the perception of the performance of the selected product / service alternative meets or exceeds pre-purchase expectations, (Tjiptono, 2014: 379). This will affect people's further consumption patterns. If customers feel happy, then repeat purchases are likely to occur. In addition, customers can be loyal to the company and even tend to give good references to service products to others.

Customer Loyalty: Customer loyalty is a customer commitment to a brand, store, or supplier, based on a very positive attitude and is reflected in consistent repeat purchases, (Tjiptono, 2014: 393). So from the description of the problem, the hypothesis developed in this study is based on the theory developed in previous research, which is described as follows:

2.1 The Effect of Promotion and Price on Customer Satisfaction

Promotion and price play an important role in customer satisfaction after making a purchase. Promotion has an important role for the company, when the promotion carried out by the company is less attractive, it will make customers less likely to remember the products or services offered by the company. Because, with promotion, it can make customers who were originally not interested in the product or service change their minds and become interested so that promotion really affects customers. Then after the customer is interested, usually the price perception becomes a customer's thought or interpretation of the amount of money to be spent and used to get the desired product or service with the value of the sacrifice in accordance with the benefits obtained and a process where the customer interprets the value of the price is able to provide satisfaction. Assessment of the price of a product or service benefit can be said to be expensive, cheap or reasonable for each individual is not the same because it depends on individual perceptions based on the environment and individual conditions themselves. Basically, customers in assessing the price of a product or service do not depend only on its nominal value but on price perceptions. Consumer perceptions in viewing certain prices (high, low, reasonable) have a strong influence on buying intentions and buying satisfaction, (Razak, 2016: 76).

The relationship between promotion and price with customer satisfaction is strengthened by the journal Juniarta and Sukarwati (2018); Suriyanto and Istriani (2019); Septiani (2020) which states that promotion and price variables have a positive and significant effect on customer satisfaction.

H1. Promotion and Price Affect Customer Satisfaction

2.2 The Effect of Promotion on Customer Satisfaction

Promotion is one of the important variables in the marketing mix so that it must be carried out by companies to market a product or service to customers. In addition, promotion is also a company strategy to introduce so as to increase sales, companies must be able to use promotional tools properly so that information can be received. Promotional activities are carried out with the aim of informing, influencing and persuading customers of a product or service offered so that a purchase transaction occurs and uses the service. After the customer knows that these products and services are in accordance with their wants and needs, the customer will make a purchase decision and feel satisfaction with the product or service.

The influence between promotion and customer satisfaction is reinforced by research journals conducted by Surya Ade P (2019); Kurniawan and Hildayanti (2019); Usuli Anggit et al (2022) which state that promotional variables have a positive effect on customer satisfaction.

H2. Promotion Affects Customer Satisfaction

2.3 The Effect of Price on Customer Satisfaction

Customers when buying a product or service always think about the feasibility of the price, because price is one of the determinants of the choice of what to buy and affects the satisfaction that will be felt because price is often used as an indicator of the potential satisfaction of a product or service. Price perception is related to how customers understand price information so that it gives deep meaning to them. Not always low prices will reflect a poor level of quality and make customers disappointed, and vice versa. So, this view causes a relationship between demand and selling price. Furthermore, how customers face and perceive these prices as high, low and reasonable has a very strong influence on customer satisfaction. The level of customer satisfaction is measured by five main factors and one of them consists of price (Kotler quoted by Ilhamsyah and Mulyani, 2013: 35), therefore it can be said that price has an effect on customer satisfaction.

The influence between price and customer satisfaction is reinforced by the journal Sianipar (2019); Wati Dewi et al (2020); Darojah et al (2022) which states that the price variable has a positive effect on customer satisfaction.

H3. Price Affects Customer Satisfaction

2.4 The Effect of Customer Satisfaction on Customer Loyalty

Customer satisfaction is one of the factors that can make customers loyal. Therefore, customer satisfaction is one of the things expected from the company. The expectation that must be realized is to make customers want to use the same product or service again, and they even recommend it to others. Customer satisfaction itself is the extent to which the performance of a product or service matches customer expectations. If the performance of a product or service matches expectations, the customer will be satisfied, and vice versa, the customer will be disappointed if the performance of the product or service does not match his expectations. In addition, with the diversity of promotions and the right price, it can reflect satisfaction for customers. The creation of customer satisfaction can provide several benefits, among others, the influence between customers and the company becomes harmonious, provides a good basis for repeat purchases and the creation of customer loyalty and forms a word of mouth recommendation that is beneficial to the company. One of the factors that influence consumer loyalty to a product or service is seen from satisfaction (Tjiptono quoted by Ilhamsyah and Mulyani, 2016: 96), therefore it can be said that satisfaction affects customer loyalty. The influence between customer satisfaction on customer loyalty is reinforced by research journals conducted by Nastiti and Astuti (2019); Septiani Risa (2020); Aprileny Imelda et al (2022) which state that customer satisfaction has a positive effect on customer loyalty.

H4. Satisfaction Affects Customer Loyalty

3 Methodology

This research uses a quantitative approach. This study discusses how promotions and prices affect satisfaction and their implications for customer loyalty. The population in this study were Grab application users in Bandung City and a sample of 100 people was taken using probability

sampling techniques. the data collection method used in this study consisted of observation, questionnaires and interviews. There are two methods used in this study, namely descriptive and verification analysis with 3 statistical methods, namely Method of successive interval (MSI), path analysis method, and correlation analysis.

Verification analysis is used to test hypotheses based on the results of statistical calculations. Hypothesis testing is carried out using path analysis to analyze the relationship patterns between promotion, price, satisfaction and loyalty. The formulation of problems and research hypotheses will be answered by testing path analysis which will be described based on structural equations I and structural II which describe the causal relationship between variables. The structural equations in this study are as follows:

$$\begin{aligned} \text{Sub structural I} & : \rho Y_{x1}X1 + \rho Y_{x2}X2 + \epsilon1 \\ \text{Sub structural II} & : \rho Z_{yY} + \epsilon2 \end{aligned}$$

4 Result

The data analysis method used for hypothesis testing in this study is path analysis using SPSS.

Multiple Correlation Analysis of Structure I

Structural I testing uses multiple correlation analysis. This analysis is used to determine the degree or strength of the relationship between promotion and price variables on satisfaction.

Table 1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.913 ^a	.833	.830	1.40147

a. Predictors: (Constant), Price, Promotion
Source: Data Processing Results 2023

Based on the results of data processing that has been carried out, an R of 0.913 is obtained, which means that the promotion and price variables have a very strong relationship to the satisfaction variable.

Coefficient of Determination

The coefficient of determination is used to determine the contribution of the influence of the independent variable on the dependent variable. Referring to the previous table, researchers have processed data based on the variables used, namely promotion and price as independent variables and satisfaction as the dependent variable, it can be seen that the coefficient of determination in the R square column is 0.833 or 83.3%. This value illustrates the contribution value or contribution of the influence of the promotion and price variables on satisfaction is 83.3%, while the remaining 16.7% is influenced by other variables not included in this study, referred to as errors (error: 0.167).

Simultaneous Test

The simultaneous test is carried out to determine whether there is a strong influence simultaneously or simultaneously between the promotion and price variables on satisfaction.

Table 2 ANOVA^a

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	951.822	2	475.911	242.303	.000 ^b
	Residual	190.519	97	1.964		
	Total	1142.341	99			

a. Dependen Variabel: Satisfaction

b.Predictors: (Constant), Price, Promotion

Source: Data Processing Results 2023

Based on the above, it can be seen that simultaneously the promotion and price variables have a positive and significant influence on satisfaction with Grab online transportation in Bandung.

Partial Test

Partial test to determine the significance level of the influence of each promotion and price variable on satisfaction.

Table 3 Coefficients^a

Model		Unstandarized Coefficients		Standarize d		Sig.	Zero-order	Partial	Part
		B	Std. Error	Coefficients Beta	t				
1	(Constant)	.878	.564		1.555	.123			
	Promotion	.143	.039	.309	3.690	.000	.858	.351	.153
	Price	.319	.042	.631	7,538	.000	.900	.608	.313

a. Dependen Variabel: Satisfaction

Source: Data Processing Results 2023

Based on the table above, it can be seen the results of the t test on path analysis, the coefficient used in path analysis is the beta coefficient or standardized coefficients. The value of t table is determined by considering the value of df or degrees of freedom, namely $100-3 = 97$ with the number of variables, namely 3, and significance using 2 sides. Thus, a t table value of 1.66 is obtained. Rejection of H_0 if the t-count value is smaller than the t-table. The results of the beta coefficient analysis are as follows:

1. The first beta coefficient is 0.317. The obtained t-count of 3.690 is greater than the t-table of 1.66, then the t sig value is $0.000 < 0.10$. So a decision can be made to reject H_0 , meaning that promotion has a positive and significant effect on satisfaction of 0.309.
2. The second beta coefficient is 0.631. The t-count of 7.538 is greater than the t-table of 1.66, then the t sig value is $0.000 < 0.10$. So a decision can be made to reject H_0 , meaning that price has a positive and significant effect on satisfaction of 0.631.

Table 4 Recapitulation of Direct and Indirect Effects I

Variable	Path Coefficient	Direct Effects	Indirect Effects		Total
			Promotion	Price	
Promotion	0,309	0,095		0,169	0,265 (26,5%)
Price	0,631	0,399		0,169	0,568 (56,8%)
		Total			0,833 (83,3%)

Source: Data Processing Results 2023

Based on Table 4 above, the direct and indirect effects can be calculated as follows:

1. The effect of promotion on customer satisfaction
 - a. Directly: $0,309 \times 0,309 = 0,100$ (10%)
 - b. Through the relationship with X2 : $0,309 \times 0,869 \times 0,631 = 0,169$ (16,9%)
2. The effect of price on satisfaction
 - a. Directly: $0,631 \times 0,631 = 0,386$ (38,6%)
 - b. Through the relationship with X2 : $0,631 \times 0,869 \times 0,309 = 0,169$ (16,9%)

Multiple Correlation Analysis of Structure II

Furthermore, the second test was carried out using multiple correlation analysis. This analysis is used to determine the degree or strength of the relationship between satisfaction variables and loyalty.

Table 5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.910	.828	.827	3.01528

a. Predictors: (Constant), Satisfaction
Source: Data Processing Results 2023

Based on the results of data processing in the table above, it can be seen that the R value is 0.910, which means that the satisfaction variable has a strong relationship with the loyalty variable. The correlation that occurs is a positive coefficient or a very strong relationship.

Coefficient of Determination

Referring to the previous table, researchers have processed data based on the variables used, namely satisfaction to loyalty, it can be seen that the coefficient of determination in the R square column is 0.828 or 82.8%. This value illustrates the contribution value or contribution of the influence of the satisfaction variable on loyalty is 82.8%, while the remaining 17.2% is influenced by other variables not included in this study, referred to as errors (error: 0.172).

Simultaneous Test

The simultaneous test is carried out to determine whether there is a strong influence simultaneously or simultaneously between the satisfaction variables on loyalty. Simultaneous testing requires the F table value. The F table value is used as a comparison with the calculated F value. If the calculated F value is greater than the F table, H_0 is rejected, meaning that there is an influence between the satisfaction variables on loyalty, on the other hand, if the calculated F is lower than the F table value, it means that there is no influence between the variables concerned. The value of F table can be seen from the probability level of 0.10, the value of fd 1 is 1 and the value of df 2 is $100-1-1 = 98$. Then the F table value is 2.76.

Table 6 ANOVA^a

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	4297.205	1	4297.205	472.641	.000 ^b
	Residual	891.006	98	9.092		
	Totally	5188.211	99			

a. Dependen Variabel: Loyalty
 b.Predictors: (Constant), Satisfaction
 Source: Data Processing Results 2023

Based on table 6 above, it can be seen that the calculated F value is greater than the F table value, namely $472.641 > 3.76$. Then it can be seen from the sig F value of $0.000 < 0.10$. Based on the results of data processing in the F test, a decision can be made to reject H_0 . This shows that simultaneously the satisfaction variable has a positive and significant influence on loyalty to Grab online transportation in Bandung.

Partial Test

Furthermore, a partial test (t test) is carried out to determine the level of significance of the influence of each satisfaction variable on loyalty. It is declared significant if the t-count value is greater than the t-table value.

Table 7 Coefficients^a

Model		Unstandarized Coefficients		Standardized Coefficient		t	Sig.	Zero-order	Partial	Part
		B	Std. Error	Beta	s					
1	(Constant)	3.848	1.150			3.347	.001			
	Satisfaction	1.940	.089	.910		21.740	.000	.910	.910	.910

a. Dependen Variabel: Satisfaction
 Source: Data Processing Results 2023

Based on table 7 above, it can be seen the results of the t test on path analysis, the coefficient used in path analysis is the beta coefficient or standardized coefficients. The value of t table is determined by considering the value of df or degrees of freedom, namely $100 - 2 = 98$ with the number of variables, namely 2, and significance using 2 sides. Thus, a t table value of 1.66 is obtained. Rejection of H_0 if the t-count value is smaller than the t-table. The results of the beta coefficient analysis are as follows:

1. The beta coefficient on the satisfaction variable is 0.910 and the obtained t-count value of 21,740 is greater than the t-table of 1.66 and with a sig t value of $0.000 < 0.10$, a decision can be made to reject H_0 , meaning that the satisfaction variable has a positive and significant effect on customer loyalty of 0.910.

Tabel 8. Result

Variable	Beta x Zero Order	Result	Percentage
Satisfaction (Y)	0.910 x 0.910	0,828	82,8%
Total			82,8%

Source: Data Processing Results 2023

Based on the table above, which shows that the satisfaction variable on Grab online transportation customer loyalty has an influence of 82.8% and the remaining 17.2% is the

contribution of other variables not included in this writing or commonly referred to as errors (error = 0.172).

Based on the results of verification calculations that have been carried out previously, structural equations I and II can be made as follows:

$$\begin{aligned} \text{Sub Struktural I : Y} &= 0,309X_1 + 0,631 X_2 + \epsilon_1 \\ \text{Sub Struktural II : Z} &= 0,910Y + \epsilon_2 \end{aligned}$$

5 Discussion

Data analysis using path analysis, which aims to determine whether there is an influence of independent and dependent variables on intervening variables. Based on the results of data analysis in structural II, namely the pengaruh satisfaction on customer loyalty, the structural II equation can be made, namely $Z = 0.910 + \epsilon_2$. Based on this equation, it can be seen that the effect of satisfaction on customer loyalty directly is 0.910 or 91%. This shows that satisfaction has a direct effect on loyalty. This means that the higher the customer satisfaction, the higher the customer loyalty in using the service / product. Previous studies conducted by Al Wildani (2019) also found similar results that satisfaction has a direct effect on customer loyalty.

In addition, promotion and price also affect loyalty indirectly. The promotion variable has an influence of 0.281 or 28.1% on customer loyalty through the satisfaction variable, this is in accordance with research conducted by Hilman and Sugeng (2022) which states that there is a significant effect on promotion on loyalty through customer satisfaction. Meanwhile, the price variable has an influence of 0.574 or 57.4% on customer loyalty through satisfaction, this is in accordance with research conducted by Cindy Natarina (2022) which states that there is a significant effect on price through satisfaction on customer loyalty. This effect is fairly small because the independent variable does not directly affect the dependent but must go through intervening variables. Meanwhile, the direct effect of the satisfaction variable (Y / Independent) on the loyalty variable (Z / Intervening) is 0.910 or 91%. This is reinforced by research conducted by Yohanes Aditiya (2021) which states that satisfaction has a positive effect on customer loyalty. Good customer satisfaction has a positive impact so that consumers repurchase products and are loyal to the company. One of the factors that influence consumer loyalty to a product or service is seen from satisfaction (Tjiptono quoted by Ilhamsyah and Mulyani, 2016: 96).

The phenomenon that occurs in the field shows that loyalty in using Grab online transportation services is directly influenced by satisfaction. Based on this research, it can be seen that the results of the research conducted have results that are relevant to previous researchers, this shows that there is a match between the theory and the reality that occurs in the field. Therefore, the researcher agrees that there is an effect of promotion and price on satisfaction and its implications for Grab customer loyalty.

6 Conclusion

Based on the results of tests that have been carried out to answer the formulation of research problems and hypothesis testing in this study regarding "The Effect of Promotion and Price on Satisfaction and Its Impact on Online Transportation Customer Loyalty", the following

conclusions can be drawn:

1. Customer perceptions regarding promotional variables on Grab online transportation still need to be improved because they are still not good and attractive, especially regarding the individual sales dimension with Reliability indicators whose services are considered less appropriate and accurate, then sales promotions with promotional indicators with vouchers / coupons and discounted discounts which are considered still lacking or few, then poor public relations and less active direct mail.

Customer perceptions of prices on Grab online transportation still need to be improved because they are still inaccurate. Especially regarding the dimension of price affordability which is considered still not affordable and price competitiveness which is considered still lacking compared to other companies.

2. Customer perceptions regarding satisfaction variables on Grab online transportation still need to be improved because customers are not satisfied. Especially regarding the performance dimension which is considered still not in accordance with customer wishes.
3. Customer perceptions regarding the loyalty variable in Grab online transportation still need to be improved because customers are still not loyal. Especially regarding the dimensions of repeat purchases which are still small because customers choose other services, the dimension of resistance to negative influences about the company is still not good because many customers are affected by negative news, and buying outside the product line which is considered unfavorable by customers so that they are not interested in buying other Grab products.
4. The magnitude of the effect of promotion and price on Grab online transportation customer satisfaction simultaneously has a positive and significant effect of 0.831.
5. The direct effect of each variable has a positive and significant effect on satisfaction, namely promotion of 0.265.
6. The direct effect of each variable has a positive and significant effect on satisfaction and the greatest effect is the price variable of 0.658.
7. The magnitude of the effect of satisfaction on Grab online transportation customer loyalty partially has a positive and significant effect of 0.610. So that the higher the level of satisfaction, the higher the level of customer loyalty to Grab online transportation.
8. The magnitude of the effect of promotion and price on loyalty indirectly has an effect of 0.281 for the effect of promotion on loyalty, and 0.574 for the effect of price on loyalty. While the beta coefficient of the magnitude of the effect of satisfaction on loyalty is 0.910 or 91.0%. Meanwhile, based on the calculation of the contribution of influence between variables, the contribution of the satisfaction variable to customer loyalty is 0.828 or 82.8%. So it can be concluded that satisfaction which is influenced by promotion and price has a positive and significant influence on customer loyalty.

Researchers hope that this research can be useful not only for researchers but can be useful for those who read it. The benefit of the results of this research is to determine the usefulness of both the academic (scientific) aspect and the practical (implementation) aspect. This research includes several variables, hopefully future researchers can develop research better.

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