The Influence of Service Quality and Price on Customer Satisfaction on Gojek Users at Batam State Polytechnic

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Abstract. This study aims to examine the extent to which service quality and price influence customer satisfaction on Gojek users in Batam Polytechnic State. The population of this research is active students majoring in Managerial Accounting, Applied Business Administration, and International Trade Logistics for the 2018 and 2020 class of employees at the Batam State Polytechnic. The total respondents are 100 students. This study uses a quantitative approach and data collection methods through surveys by distributing questionnaires through Google Form. The results of this study prove that Service quality has a significant positive effect on customer satisfaction, Price has a significant positive effect on customer satisfaction, and Service quality and price have a significant positive effect on customer satisfaction.

Keywords: Service Quality, Price, and Customer Satisfaction.

1 Introduction

Information technology called internet is currently developing very rapidly. The growth of the internet today is influenced by the increasing number of social networks that can be accessed by the public. Now, the internet has become a necessity for the majority of people living in the modern era. This proves that the Internet has become a popular information technology among the public. With a smartphone or gadget, it makes it easy for everyone to be able to use the internet. Of course, the ease of internet access through more sophisticated technology can have a significant impact on people's behavior and attitudes when establishing communication and interaction.

Technological sophistication causes people to behave consumptively, which is a habit that expects something cheap, instant, and fast. The development and sophistication of technology is growing rapidly in all aspects of life, giving rise to the mindset of the community, everything needed can be done obtained easily, including convenience in the transportation system.

Everyone needs a means of transportation to move from one place to another in order to support the smooth running of daily activities.

Transportation has a huge impact on society, individuals, a country's politics, economic and social development. On the other hand, the transportation sector is also a business opportunity like other economic sectors [10]. The development of transportation facilities in Indonesia is growing rapidly. As a result, it will increase the need for transportation for the community, especially among those who do not have access or ability to drive their own vehicles. Public transport can be found at airports or bus stops or simply waiting for it to pass at its usual place [11]. However, the use of public transportation is considered less innovative and practical compared to other transportation alternatives such as online transportation which is now popular among the public. This online transportation is an innovation that emerged due to the increasingly sophisticated technological revolution in this period.

Online transportation has become popular and has attracted people's hearts because it has advantages in terms of low prices and easy ordering access. Smartphone users only need to download an online transportation application and then they can easily place an online transportation order in a practical way. Therefore, it is not surprising that the number of online transportation users is increasing.

Online transportation is a technological innovation that was created by utilizing internet technology in the modern era. Many technology companies are implementing an online transportation system, including Gojek. Gojek is an online transportation service application that provides easy access for smartphone users. Gojek is now available in all cities in Indonesia. The online transportation application is a pioneer in the creative economy business that optimizes the existence of information and communication technology. The Gojek company became the center of attention of the public and other entrepreneurs in a short time. The shift in the pattern of public transportation from conventional modes of transportation to modern modes of transportation based on digital applications is a form of change in the lifestyle of social communities who seek comfort and convenience in terms of transportation. As a major pioneer in the field of online transportation, Gojek is trusted by clients in assisting various service user activities [10].

According to research [1] suggested that PT. Gojek Indonesia is a local startup company as well as the first unicorn based in Indonesia and offers online services through an application that has been downloaded by 10 million users . The Gojek application provides various services to meet daily needs such as transportation and logistics services, food and grocery delivery, digital wallets, news and entertainment shows and other services that have been operating in 50 cities in Indonesia. The presence of Gojek is able to change the way people travel, solve the problem of congestion in most major cities in Indonesia, which cannot be solved by conventional motorcycle taxis. Gojek also provides transportation services that are cheaper than conventional motorcycle taxis. Not only that, this developing Gojek also contributes positively to the optimization of the workforce in Indonesia by providing thousands of jobs as Gojek drivers throughout Indonesia.

Utilization of advances in information technology by combining the internet and transportation is not only utilized by Gojek but also several competing companies such as Grab, Maxim, and some of these have recently emerged, namely Nujek and Okejek. This makes companies compete and are required to be able to provide the best service in their company's

operations. Competition in the transportation sector will trigger the company carries out innovations or strategies to acquire and retain customers by being oriented towards customer satisfaction by creating a quality service at affordable prices

When a consumer is satisfied with the service of a product/service, the customer will stay and have the potential to proactively "sell" or promote the product/service to the people around him. Positive customer testimonials to other people or other potential customers can benefit the company because prospective service users do not need to doubt the quality of the product or service. Conversely, if consumers feel dissatisfied or even disappointed with the products/services provided, then the opportunity to add other customers will be lost.

According to [19] can be measured using the SERVQUAL Scale through Tangibles, Reliability, Assurance, Responsiveness, and Empathy . This method has several advantages over other methods, such as knowing the value of service quality of each attribute that requires, how the expectations and satisfaction of consumers with services are met, and which attributes should be targeted for further improvement. As a result of many studies showing the validity and reliability of the SERVQUAL method in various service contexts, the resulting questionnaire can be relied upon to obtain the same responses from various people and organizations [12].

The research that the researcher will do is a modification replication research referring to previous research [3]. His research shows that customer satisfaction and service loyalty are influenced by service quality that meets customer expectations, which includes physical evidence (such as reliability and responsiveness), as well as physical evidence (such as assurance and empathy), which in turn can help customers. with their delivery process. Customers are more likely to be satisfied and remain loyal when the price is reasonable (in terms of quality, affordability, and competitiveness). However, there are differences in the research subjects, time, location, number of respondents selected, the variables studied, as well as the study methods and indicators applied. The object of this study is Gojek.

Based on the problems described above, the researchers decided to carry out research on service quality and price as variable X on customer satisfaction as variable Y with the title "The Influence of Service Quality and Price on Customer Satisfaction in Gojek Service Users at Batam State Polytechnic".

2 Theoritical Review

2.1 Disconfirmation Theory

According to [18] stated in the Disconfirmation model, customer satisfaction or dissatisfaction is the result of comparing their pre-purchase expectations with what they actually received from the product or service they purchased. Disconfirmation is the result of comparisons from customers on differences in performance expectations which are described by the concept of product or service performance being better or worse [17]. According to [13] If a product can function better than expected, it is called positive disconfirmation (positive disconfirmation). The effect of this is customer satisfaction. If the product functions worse than expected, it is called negative disconfirmation.

2.2 Service Quality

Service Quality generally sees expectations as normative standards, namely customer beliefs about what service providers should offer, while predictive standards are expectations or what customers think service providers will offer [8]. If the service received by the customer or perceived (perceived service) meets expectations, then the service quality is considered good and satisfactory [4].

According to [8] consists of 5 parameters which are applied to assess Service Quality namely:

a. Tangibles
b. Assurance
c. Empathy
d. Reliability
e. Responsiveness

2.3 Price

Price refers to [15] is the total amount of money billed for products or services or the amount of value exchanged by customers to benefit from the use of services or products. According to [15], there are five parameters that are often applied to assess Price, namely:

a. The affordability of goods

b. Prices that match the benefits

c. Price match with quality

d. Price competition

2.4 Customer Satisfaction

In research [2] consumer satisfaction is a function of a buyer's expectations of services or products with perceived performance, in the form of feelings of disappointment or happiness of a person as a result of the comparison between product performance and expectations. To win the competition, agencies or companies must have the capability to provide a sense of satisfaction to their customers [3]. According to [16], 3 indicators used to measure customer satisfaction, namely:

a. Confirmation of expectation

b. General or overall satisfaction

c. Comparison with the ideal situation

3 Literature Review

[3] show the results of their study, good product service quality can achieve customer expectations a significant impact on customer satisfaction and loyalty which includes responsiveness, physical evidence, reliability, assurance, and empathy which in turn can help customers in the process of delivering goods or documents. This study is supported by survey results which prove that most respondents perceive the quality of service provided positively and most consumers are satisfied with the quality of service and very satisfied (delighted) with the quality of the Express Postal service in East Java. Customers are more likely to be satisfied and remain loyal when the price is reasonable (in terms of quality, affordability, and competitiveness). This means that this finding is supported by data results which show that the majority of respondents assess that the price of the Express Post has met customer expectations (low prices, according to quality and competitive prices). Thus, customers feel that there is a match between the benefits of the Express Post service they get compared to the sacrifices they have made. The fulfillment of consumer expectations and perceptions leads to satisfaction.

[7] Students at Cendan Polytechnic were asked to rate their overall satisfaction with their shopping experience at Shopee. Shopee e-commerce customer satisfaction at Cendana Polytechnic is influenced by the quality of services provided by the institution. According to researchers, customers should not only evaluate service quality from the results, but also from the service delivery process. Price and quality of service have an impact on customer satisfaction for the Shopee application e-commerce at Cendana Polytechnic.

[9] stated that the results of research on service quality and trust had a significant positive effect on customer satisfaction. While the price variable has no significant effect on customer satisfaction, especially in online transportation. In addition, simultaneous hypothesis testing between variable prices, service quality, and trust shows a significant effect on online transportation customer satisfaction.

4 Hypothesis Development

4.1 Effect of Service Quality to Customer Satisfaction

In research [21] explaining that good service will be part of consumer assessments of the perception of a product or service, this statement is also supported by research results [7] which states that service quality has an influence on Shopee e-commerce customer satisfaction at Cendana Polytechnic. Based on the disconfirmation theory according to (Oliver, A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions, 1980) product can function better than expected, is called positive disconfirmation (positive disconfirmation). When this happens, the customer will be satisfied. When someone receives or gets service quality for a service or product well, the user's customer satisfaction will also be higher and increase, as well as if the opposite happens. Based on the description above, the hypothesis in this study is as follows:

H1: Service quality has an effect on Customer Satisfaction on Gojek Users at Batam State Polytechnic.

4.2 Effect of Price on Customer Satisfaction

In research (Mahasani & Wahyuningsih, 2021) stated that prices are very varied and attractive to be a purchasing decision. Where consumers always look at the price first before deciding on something, meaning that if consumers get an affordable price then consumers will repurchase with a long period of time. Another finding from [3] that a good price (according to quality, affordable, and competitive) has a significant effect on increasing customer satisfaction and loyalty. This means that this finding is also supported by data which shows that most of the respondents assess that the price of the Express Post has met expectations. customers (low prices, according to quality and competitive prices). Price according to [15] is the amount of money billed for a product and service or the amount of value exchanged by customers to obtain the benefits of owning or using a product and service. Thus, a user wants to get reciprocity for his efforts to pay for a product or service at the price set by the business actor to provide appropriate benefits and quality. In accordance with the reality that occurs, where users are more interested in a product or service at competitive prices or cheaper than other product or service providers. Based on the description above, the hypothesis in this study is as follows:

H2: Price affects Customer Satisfaction on Gojek users at Batam State Polytechnic.

4.3 Effect of Service Quality and Price on Customer Satisfaction

According to the findings [7] that service quality and price have an influence on Shopee e-commerce customer satisfaction at Cendana Polytechnic. For this reason, in this case, the researcher wants to test the same thing whether the independent variables in this study have an effect on the dependent variable that has been determined. Based on the description above, the simultaneous hypothesis in this study is as follows:

H3: Service quality and price have an effect on Customer Satisfaction on Gojek Users at Batam State Polytechnic.
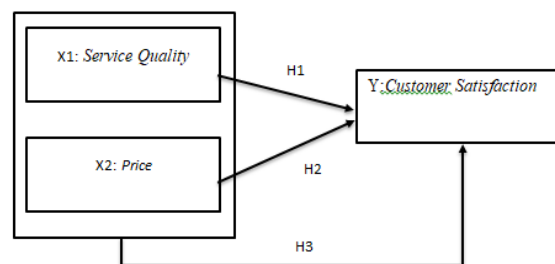

Fig. 1. Research model.

5 Research Methods

The researcher raised two independent variables and one dependent variable. The independent variables were service quality and price, while the dependent variable was customer satisfaction. The researcher uses quantitative data with primary (questionnaire) and secondary data sources (journal, article, etc), and the instrument used is in the form of a questionnaire, which is carried out by distributing web-based questionnaires to all respondents to be filled out. The population in the study were all Batam State Polytechnic students majoring in business management, employee class, D4 Managerial Accounting, D4 Applied Business Administration, D4 International Trade Logistics and D3 Accounting Classes in 2018 and 2020, totaling 214 students.

The purposive sampling method was used in this research to determine the research sample, namely students who were recorded as still actively participating in Teaching and Learning Activities and had used Gojek at least 3 times. Determination of the number of samples taken using the Slovin formula, so that the number of respondents based on the formula was 68.6 rounded to 69, but according to the number of respondents who participated in this study, the number of respondents was 100 students.

6 Results and Discussion

Based on the results of the study showed that 100 respondents participated in the study. Adjusted for taking the number of samples that refer to the Slovin sample measurement guidelines. So, the processing of the questionnaire data in this study took 100 respondents. The following is a description of the characteristics of the respondents:

Table 1. Characteristics of respondents.

No	Criteria	Amount	%
	Gender		
1	Man	15	15%
	Woman	85	85%
	Total	100	100%
	Successful Transaction		
2	Min. 3 times	100	100%
	Total	100	100%
	Study program		
	D3 Accounting for Employee Class 2018	16	16%
3	D4 Applied Business Administration Employee Class 2018	32	32%
	D4 Managerial Accounting for Employee Class 2018	33	33%

No	Criteria	Amount	%
	D4 International Trade Logistics Employee Class 2020	19	19%
	Total	100	100%

Source: Data processed by the author, (2022)

Based on Table 1, the majority of respondents are women. The majority of the study programs that filled out the questionnaire were Managerial Accounting.

6.1 Validity test

Table 2. Validity test results.

Question Group	Number of Statements	Invalid Statement	Valid Statement
Service Quality	18	0	18
Price	4	0	4
Customer Satisfaction	3	0	3

Source: Data processed by the author, (2022)

In Table 2 it is stated that the indicators of price, service quality and customer satisfaction are valid because the value of r count > r table (0.1966).

6.2 Reliability Test

Table 3. Reliability test results.

Reliability		
Cronbach's Alpha	N of Items	Information
0.949	25	Reliable

Source: Processed with SPSS 24

Based on Table 3, it is stated that all indicators used in this study are reliable because the Cronbach's Alpha value for all variables is 0.60.

6.3 Classic Assumption Test

The results of the classical assumption test for the normality test show that the significance level is 0.184. This shows that the data is normally distributed 0.184 0.05. Based on the results of the multicollinearity test, the value of VIF service quality is 1.893 with a tolerance value of 0.528 and a price of 1.893 with a tolerance value of 0.528. That way, the value of VIF < 10.00 and the value of Tolerance is > 0.100 which means that because the data does not contain many connections, it can be used in this study and in this study all variables were declared free from the symptoms of multicollinearity. The significance level was obtained in accordance with the results of the service quality heteroscedasticity test of 0.690 and price of 0.191. The results of the heteroscedasticity test showed that there was no heteroscedasticity for each variable in this study, because the significance of all independent variables in this study was 0.05.

6.4 Multiple Linear Regression Analysis

Table 4. Multiple linear regression results.

Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2,369	0,666		3,556	0,001
	Service Quality	-0,005	0,012	-0,055	-0,400	0,690
	Price	-0,062	0,047	-0,180	-1,317	0,191

Source: Processed with SPSS 24

From the output above it is known that as follows:

Table 5. Data processing results.

Variable	Regression Coefficient	T Count	Sig
Constant	-6,113	-5,192	0.000
X1	0.156	7,081	0.000
X2	0.422	5.059	0.000
F Calculate	118.282		
R²	0.703		

Source: Data processed by the author, (2022)

Based on Table 5 shows that the regression equation is as follows:

$$CS= -6{,}113 + 0{,}156\ (SQ) + -0{,}422\ (P)$$

Table 6. Test result.

Hypothesis	Sig	Conclusion
Service Quality (H1)	0.000	Supported
Price (H2)	0.000	Supported
Service Quality and Price (H3)	0.000	Supported

Source: Data processed by the author, (2022)

7 Discussion

Based on statistical tests conducted by researchers, the results of hypothesis testing are summarized as follows:

7.1 Service Quality affects Customer Satisfaction on Gojek users

Based on the results of the study in Table 5 proves that Service Quality has a significant positive effect on Customer Satisfaction on Gojek users at Batam State Polytechnic. This finding is in accordance with characteristics service industry where service quality is one of the important factors that has an influence on customer satisfaction. Furthermore, the service quality includes tangibles, reliability, responsiveness, empathy and assurance [8]. Based on the disconfirmation theory, the results of this study include positive disconfirmation because the product or service can function better than expected (positive disconfirmation) [13].

This finding is in accordance with the results of the study [9] which states that service quality and trust have a significant positive effect on customer satisfaction.

7.2 Price has an effect on Customer Satisfaction on Gojek users.

The results in Table 5 show that Price has a significant positive effect on Customer Satisfaction on Gojek users at Batam State Polytechnic. This can be interpreted that if the price of goods or services is affordable, has a price match with quality and benefits derived from price competition [15] then customer satisfaction will also increase .

This finding is supported by research results [3] which states that price (according to quality, competitive and affordable) has a significant effect on increasing customer satisfaction and loyalty.

7.3 Service Quality and Price affect Customer Satisfaction on Gojek users

The results of the study in Table 5 show the results that Service Quality and Price have an influence on Customer Satisfaction on Gojek users at Batam State Polytechnic. If the quality of service is good and the price is affordable, then customer satisfaction will increase. This means that the quality of services provided can provide benefits more for customers if the price set is in accordance with the benefits and quality obtained. If these factors are met, then satisfaction customers will increase.

This finding is supported by research results [7] which states that service quality and price affect e-commerce customer satisfaction on e-commerce applications Shopee at Cendana Polytechnic.

8 Conclusion

Based on the results of the research produced in the previous discussion, several conclusions can be drawn, namely in this study it was found that Service Quality significant positive effect on Customer Satisfaction, Price significant positive effect on Customer Satisfaction, and Service Quality and Price significant positive effect on Customer Satisfaction on Gojek users at Batam State Polytechnic.

The practical consequence is that service providers must provide quality services competent, such as paying attention to the cleanliness and tidiness of the car, providing responsive responses and services, coupled with punctual attendance and improving the ability of the driver. In addition, it is very necessary to maintain the trust of a customer by providing comfort, customer satisfaction and providing excellent and responsible service.

9 Suggestion

Further research, it is suggested to other researchers to be able to examine other factors that influence Customer Satisfaction on Gojek users. The object of research is further expanded, especially for the general public in Batam City.

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