THE EFFECT OF SERVICE QUALITY AND PRICE PERCEPTION ON CUSTOMER SATISFACTION OF GOJEK APPLICATIONS IN SURABAYA

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Abstract. As the growth and development of the Indonesian state is getting higher, problems arise that require solutions that can facilitate and accelerate movement from one place to another quickly despite the long distance traveled. Service quality and price perceptions are very important to maintain, increase customer satisfaction and the increasing quality of service provided will increase customer satisfaction with the Gojek application in Surabaya. The price match with the benefits obtained makes customers will make the Gojek application their first choice. This study aims to analyze the effect of service quality and price perceptions on customer satisfaction of the Gojek application in Surabaya. This study uses quantitative methods with the sampling technique used, namely Probability Sampling. A sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample with a Purposive Sampling approach. The sample of this study amounted to 70 respondents who are customers or have made transactions more than once in the Gojek application and live in Surabaya. The technique used for data collection uses primary data obtained through questionnaires distributed to respondents. The analysis technique used in this study uses smartPLS through validity tests, reliability tests, hepotisis tests. Based on the research, it can be concluded that service quality has a positive and significant effect on customer satisfaction. Likewise, the price perception variable has a positive and significant effect on customer satisfaction for the Gojek application in Surabaya.

Keywords: Customer Satisfaction, Service Quality, Price Perception

I. INTRODUCTION

Indonesia is a developing country with high population growth. Every year several provinces in Indonesia continue to experience an increase in their population, such as DKI Jakarta with a population growth rate of 0.31%, West Java 1.13%, Central Java 0.99%, West Nusa Tenggara 1.60%, East Kalimantan 1.93 and East Java with a growth rate of 0.75% [3]. With the high increase in population growth which will certainly cause some problems in the future, it needs to be accompanied by an increase in public services in all fields along with the needs of today's society.

A problem that often arises in densely populated areas such as East Java, especially Surabaya City is the problem of congestion. The activities carried out by people living in Surabaya are relatively higher than other areas in East Java. Because Surabaya is the second largest city in Indonesia after Jakarta and the capital of East Java province. So that Surabaya City becomes the center of trade, education and government. With a high level of mobility and congestion in the city of Surabaya, of course, requires a solution that can facilitate and accelerate movement from one place to another quickly despite the long distance traveled.

Currently, there are many companies with online transportation service options in Indonesia such as Gojek, Grab, and Maxim listed in the Top Brand Awards.
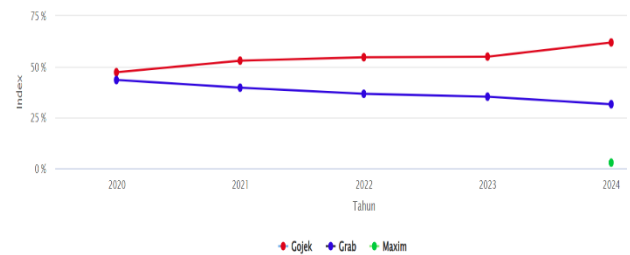

Fig. 1 Top Brand Index for Online Transportation Services

Top Brand Index in the retail category of online transportation service sites consisting of Grab, which has experienced a decline in Brand Index in several years, Maxim, which started entering the Top Brand Award in 2024, and Gojek in recent years has increased in the Top Brand Index. Where Gojek has increased from 47.3% in 2020 to 62% in 2024. In contrast to Grab, a competing company that shows a decrease in its brand index from year to year. This graph illustrates the intense competition in the retail application platform of online transportation services in Indonesia and shows changes in customer behavior and preferences from year to year [9].

Fig. 2 On-Demand Services and Logistics Performance Overview

This phenomenon is also recorded in **[15]**. Where in the performance overview section there is a fluctuating value in the total gross revenue of the company with the gross transaction value (GTV) of individuals on services at Gojek.

The amount of gross revenue on Gojek services has increased in 2023. Although there was a decrease in the gross transaction value (GTV) of Gojek's on-demand services in 2023. This shows that although the gross transaction value (GTV) made by customers has decreased, the company's gross revenue has increased. To increase the number of service users and provide satisfaction to Gojek customers, Gojek must pay attention to quality service factors and prices that are in accordance with the benefits that customers will receive. Given the increasing number of similar competitors that have sprung up in the market. One of the factors causing the decline in service users is the intense competition between similar online application service providers that provide the best service as well as discounted rates costs.

Based on the phenomena described, the authors are interested in researching and knowing whether or not the effect of service quality and price on customer satisfaction of the Gojek application. So in this study, the authors took the title "The Effect of Service Quality and Price Perceptions on Gojek Application Customer Satisfaction in Surabaya".

A. Service Quality

According to Kotler (2008) in **[18]** quality is all of the features and characteristics of a service or product that depend on its ability to meet customer needs that can be felt in real or implied terms. Meanwhile, service is any activity offered by a party to another party on an intangible basis and does not result in ownership **[1]**. Service quality is a benchmark in determining the level of service provided by the company to customers and conformity with customer expectations. Service quality is determined by the company's ability to provide services and meet customer expectations. The indicators used in research to recognize service quality according to book **[10]** are

1) Reliability is the reliability of Gojek companies in realizing promises.

2) Responsiveness is the responsiveness of the Gojek company in providing services to customers.
3) Assurance is confidence or ability to provide service guarantees for customers.
4) Emphaty is the attention of Gojek companies in understanding customer desires.
5) Tangibles is a physical display of services for customers.

B. Price Perception

Perception is a process of individuals in selecting, organizing and translating incoming information into a comprehensive picture. Price is a measuring tool that can be exchanged for products to obtain ownership rights. According to Kotler (2006: 266) in **[1]** Price is defined as the amount of money charged for a service, or the amount of value exchanged by consumers for the benefits of owning or using the service. Each individual has a view that the price is expensive and cheap is not the same, because it depends on the individual's perception which is based on the individual's living environment and conditions. Price perception has an important role in marketing products, price perception also influences customers in making decisions to use services. The indicators used in research on price perception according to **[11]** are

1) Price competitiveness is a price that has a competitive nature against other similar service prices.
2) Price affordability is the affordability of the price determined by the Gojek company.
3) Price compatibility with quality is the higher the price of the service makes customers have a perception of higher quality.
4) Price compatibility with benefits is that the company sets the price for a service by looking at the benefits.

C. Customer Satisfaction

According to Kotler and Keller (2012) in **[19]**, satisfaction is a feeling of pleasure or disappointment that arises after someone compares the performance of the product received with the expected performance. If the product performance does not meet expectations, the customer will feel dissatisfied. Conversely, if the product performance matches expectations, the customer will feel satisfied. If the product performance exceeds expectations, the customer will feel very satisfied. According to **[26]**, customer satisfaction occurs when customers feel that their needs and desires have been met properly according to their expectations. There are several indicators in measuring customer satisfaction according to Kotler (1995: 187) in **[25]** include:

1) The stability of a service is the stability in a service that makes Gojek companies distinguishable from competing companies.
2) The habit of buying services is the habit of customers in buying services, one of the separate encouragements from customers to make purchases.
3) Giving recommendations to others is a customer providing recommendations and explaining steps to others.
4) Making repeat purchases is a purchasing activity that is carried out more than once or several times.

5) Empathy is the ability of Gojek companies to pay attention to customer needs.

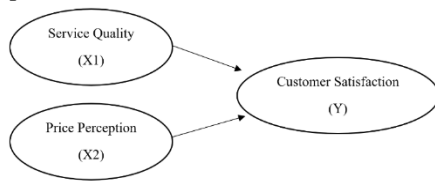The conseptual framework used in the research is as follows

Fig. 3 Conceptual Framework

Hypothesis 1 : Service quality has a positive effect on Gojek application customer satisfaction in Surabaya.

Hypothesis 2 : Price perception has a positive effect on customer satisfaction with the Gojek application in Surabaya.

II. RESEARCH METHOD

This research uses quantitative methods with the sampling technique used, namely Non Probability Sampling. A sampling technique that does not provide equal opportunities / opportunities for each element or member of the population to be selected as a sample with a Purposive Sampling approach. The research sample amounted to 70 respondents who are Gojek application customers who have made transactions more than once and live in Surabaya. The technique for collecting data uses primary data obtained through questionnaires distributed to respondents. The technique for analysis used in this study uses the smartPLS or Partial Least Square application and through validity tests, reliability tests and hypothesis testing.

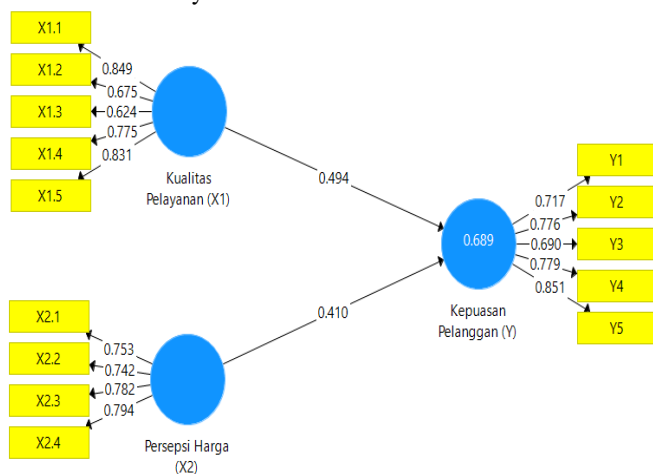## III. RESULT AND DISCUSSION

A. PLS Model Analysis

Fig. 4 PLS Model

From the PLS output image above, it can be seen the magnitude of the factor loading value for each indicator which

is located above the arrow between the variable and the indicator, it can also be seen the magnitude of the path coefficients which are above the arrow line between the exogenous variables and the endogenous variables. In addition, it can also be seen the magnitude of the R-Square which is right inside the endogenous variable circle (Customer Satisfaction variable).

B. Validity Test

TABEL 1
Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Customer Satisfaction (Y)	**0,585**
Service Quality (X1)	**0,571**
Price Perception (X2)	**0,590**

The next measurement model is the Avarage Variance Extracted (AVE) value, which is a value that shows the amount of indicator variance contained by the latent variable. Convergent AVE values greater than 0.5 indicate good validity adequacy for latent variables. In reflective indicator variables, it can be seen from the Avarage variance extracted (AVE) value for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5.

C. Reliability Test

TABEL 2
Composite Reliability

	Composite Reliability
Customer Satisfaction (Y)	0,875
Service Quality (X1)	0,868
Price Perception (X2)	0,852

Construct reliability is measured by the composite reliability value, the construct is reliable if the composite reliability value is above 0.70, so the indicator is called consistent in measuring the latent variable.

D. R-Square Value

TABEL 3
R-Square Value

	R Square
Customer Satisfaction (Y)	0,689

R2 value = 0.689. It can be interpreted that the model is able to explain the phenomenon of Customer Satisfaction which is influenced by independent variables including Service Quality and Price Perception with a variance of 68.9%, while the remaining 31.1% is explained by other variables outside this study (other than Service Quality and Price Perception).

E. Laten Variable Correlations

TABEL 4
Laten Variable Correlations

	(Y)	(X1)	(X2)
Customer Satisfaction (Y)	1,000	0,775	0,748
Service Quality (X1)	0,775	1,000	0,684
Price Perception (X2)	0,748	0,684	1,000

In PLS, the relationship between variables or constructs with one another can be correlated with one another, be it exogenous variables with endogenous, or exogenous variables with exogenous as shown in the latent variable correlations table above. The relationship between variables with each other has a maximum correlation value of 1, the closer to the value 1, the better the correlation.

F. Hypothesis Test

TABEL 5
Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Service Quality (X1) -> Customer Satisfaction (Y)	0,494	0,502	0,098	5,050	0,000
Price Perception (X2) -> Customer Satisfaction (Y)	0,410	0,416	0,096	4,288	0,000

From the hypothesis test table, the following hypotheses can be concluded:

Hypothesis 1 : Service quality has a positive effect on Gojek application customer satisfaction in Surabaya can be accepted, with path coefficients 0.494, and a T-statistic value of 5.050> 1.96 (from the table value $Z\alpha$ = 0.05) or a P-Value of 0.000 <0.05, **with significant (positive) results.**

Hypothesis 2 : Price perception has a positive effect on Gojek application customer satisfaction in Surabaya can be accepted, with path coefficients 0.410, and a T-statistic value of 4.288> 1.96 (from the table value $Z\alpha$ = 0.05) or a P-Value of 0.000 <0.05, **with significant (positive) results.**

G. The Effect of Service Quality on Customer Satisfaction

Based on the results of research that has been conducted with PLS, it shows that there is a positive and significant influence between service quality variables on customer satisfaction. The results obtained show that there is a positive relationship between the two variables, so that if the quality of service is improved, it will have an impact on the customer satisfaction of the Gojek application in Surabaya, thus the first hypothesis can be accepted. It can be seen from the answers of the respondents on the positive answer score in the questionnaire, it indicates that most of the respondents who are Surabaya residents who have made transactions more than once will use Gojek services again in the future because they are satisfied with the services that have been carried out by Gojek.

The results in this study are supported by research conducted by [20] showing that service quality has a significant effect on customers who use GrabBike online motorcycle taxi transportation services in Medan City. Then, research conducted by [18] service quality has a positive effect on customer satisfaction at SB Mart Cijambe Bandung Branch. These results are in line with research by [21] that service quality affects Transjakarta customer satisfaction. Similar results are also shown by the research of [14] that service quality affects customer satisfaction, because customer satisfaction has a positive influence on re-rental intentions on car rental at CV. Tepat Trans in Sidoarjo Regency.

H. Effect of Price Perception on Customer Satisfaction

Based on the results of the research that has been conducted, the results show that the second hypothesis which states that price perception has a positive effect on customer satisfaction of the Gojek application in Surabaya is accepted. The results of processing questionnaire data with analysis using PLS show that price perception has a positive and significant effect on customer satisfaction.

The results of this study are in line with research conducted by [12] that price perception has a positive and significant effect on customer satisfaction at Warunk Upnormal Semarang. These results are also in line with research conducted by [20] that price perception has a positive and significant effect on customer satisfaction. Likewise, the results of research from [18] price perception variables have a positive and significant effect on customer satisfaction.

IV. **CONCLUSIONS**

After conducting the research described in the discussion above, it can be concluded that service quality contributes to customer satisfaction on the Gojek application in Surabaya. The more the quality of service provided increases, the more customer satisfaction of the Gojek application in Surabaya will increase. This study also shows that price perception contributes to customer satisfaction on the Gojek application in Surabaya. The price match with the benefits obtained makes customers will make the Gojek application their first choice. It is recommended for future researchers to add other variables that have not been examined in this study in order to expand the research and obtain relevant results, such as promotional variables, Electronic Word of Mouth (e-WOM), customer loyalty, product innovation and so on.

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