



UDC 332

ANALYSIS OF SERVICE QUALITY, PRICE, AND BRAND IMAGE ON GOJEK CUSTOMERS SATISFACTION IN BALI

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ABSTRACT

Digitalization is one of the most important things used to increase sales in various businesses. This study aims to determine the effect of service quality on customer satisfaction, the effect of price on customer satisfaction, and brand image on customer satisfaction. The research method is quantitative, with a population of all Gojek users who have used the service at least five times. The research sample was 170 respondents. This study uses SPSS multiple linear regression analysis. 26. The results of the study state that the analysis of service quality, price, and brand image has a positive and significant effect on customer satisfaction. This study found that Gojek provides the best quality in satisfying customers by being responsive, friendly, and protecting customers.

KEY WORDS

Digitalization, service, expectations, satisfaction, marketing performance.

The development of information technology and telecommunications is beneficial for entrepreneurs effectively and efficiently in improving performance in the Company. The internet is the technology that supports these needs. The development of technology, especially the Internet, is experiencing rapid development in Indonesia. The internet makes it easier for us to communicate regardless of the distance and time we experience. Currently, the development of the internet is speedy and can reach the whole world, and every business person wants their products to be known by the public at large, especially Indonesia; from the data that has been obtained through a survey, Indonesia ranks seventh most significant in the world in terms of internet usage. Therefore, the opportunity to develop business through the Internet or telecommunications media is enormous in terms of its development. There are currently many online motorcycle taxi service providers, some known as Gojek, Maxim, Grab, etc. All provide almost the same service with the same ordering system, namely ordering via mobile phone or smartphone applications, websites or telephone to the service provider company. The data obtained by researchers on online transportation users in Indonesia is as follows: Table 1

Table 1 – Online Transport Applications in Indonesia (2022-2023)

No.	Name of Service Providers	2022	2023
1	Gojek	1.358.000	957.000
2	maxim	773.000	892.000
3	inDrive	297.000	321.000
4	Grab Driver	207.000	170.000
5	Taxsee Driver	113.000	135.000

Source: Databoks (2023).

Gojek is Indonesia's most widely used online transportation application. Based on this, researchers want to know the Gojek customer satisfaction provided in increasing sales. In addition to the phenomena that occur, there are also several research gaps, such as the findings by Suhardi et al. (2021), Aisyah and Tuti (2022), Apriliani et al. (2022), Hadiwijaya (2022), Sukaesih et al. (2022), Hafiz and Fikri (2023), Japa, et al. (2023), Kharista and Hadisuwarno (2023), Putri and Suartina (2023) and Zentra, et al. (2023) state that service



quality has a positive and significant effect on customer satisfaction, which means that the better the quality of service, the better customer satisfaction, in contrast to the results of research by Andika et al (2023) and Natasya (2023) showing that service quality does not affect customer satisfaction. Price can affect customer satisfaction according to research by Aisyah and Tuti (2022), Hadiwijaya (2022), Pratiwi and Rivai (2022), Hafiz and Fikri (2023), Kharista and Hadisuwarno (2023), and Pratiwi and Soliha (2023), this means that the better the price given, the more customer satisfaction increases, in contrast to the results of research by Suhardi et al. (2021), Apriliani, et al. (2022) and Andika, et al (2023) show that price does not affect customer satisfaction. The findings by Suhardi et al. (2021), Fauzi et al. (2023), Japa et al. (2023), Putri and Suartina (2023), Zentra et al. (2023) state that brand image has a positive and significant effect on customer satisfaction, which means that the better the brand image, the more customer satisfaction increases. In contrast, the results of research by Pratiwi and Rivai (2022) and Pratiwi and Soliha (2023) show that brand image does not affect customer satisfaction. Based on the research gap and the phenomenon, the problems are: a) How does quality affect customer satisfaction with Gojek transportation services in Bali? b) how does price affect customer satisfaction with Gojek transportation services in Bali? c) how does brand image affect Gojek's customer satisfaction in Bali?

The theory of Planned Behavior (Ajzen & Fishbein, 1991) provides solutions in this study. The Theory of Planned Behavior focuses on individuals' intention to perform certain behaviours (Pangestu, 2020). Ajzen and Fishbein state that the Theory of Planned Behavior is a theory that emphasizes the rationality of human behaviour and the belief that behaviour is under the control of individual consciousness. Behaviour depends on one's intentions and uncontrollable factors (Pangestu, 2020). Based on the Theory of Planned Behavior, an intention to act influences a person's behaviour.

According to Putri (2018), service quality is the level of excellence expected to fulfil customer desires. According to Setyowati (2019), service quality is an effort made by the company to meet customer needs and expectations. Supranto (2018) states that service quality is a service that is carried out to meet customer needs. According to Ratminto (2018), service quality is a series of activities resulting from interactions between consumers and employees in providing to customers. According to Suryani (2018), measuring service quality is as follows: a) manifestation or evidence of fission, b) reliability or reliability, c) responsiveness, d) assurance and knowledge, and e) empathy.

Price is a component of the marketing mix that interacts with other components. Cost, margin or price, and competition are critical factors when setting prices. Calculating costs directly related to goods and services are the initial stage of pricing (Sudaryono, 2018). According to Schiffman and Kanuk (2018), perceived price is the view of prices by consumers in obtaining purchase satisfaction. According to Yaqoob (2018), indicators are used to measure prices as follows: a) affordability, b) price suitability, c) price competitiveness, and d) price suitability.

Brand image or image is related to the reputation of a brand or company (Indrasari, 2019). Tjiptono and Diana (2020) state that brand image refers to a person's perception of the brand to ensure that consumers have strong and positive associations with the Company's brand. Brand image indicators by Fitria (2018) are as follows: a) Company image, b) user image, and c) product image.

Customer satisfaction is a person's perception of fulfilling the same or greater than expected (Irwan, 2018). Indicators of customer satisfaction (Kotler, 2017), namely: a) general satisfaction in meeting needs, b) satisfaction with products, c) satisfaction with services, d) satisfaction with added value, and e) satisfaction with product prices.

HYPOTHESIS DEVELOPMENT

According to Tjiptono (2018), service quality is the differences between what customers think about how the organization provides services and what they anticipate from the business in providing services. Customer satisfaction is primarily based on the company's efforts to meet customer expectations and delivery accuracy (Indrasari, 2019). The quality of



service in serving wants and needs makes customers feel that the service is as expected, so they become satisfied (Hadiwijaya, 2022). Good service to consumers when using Gojek service users makes consumers feel comfortable and satisfied. The results of research by Suhardi et al. (2021), Aisyah and Tuti (2022), Apriliani et al. (2022), Hadiwijaya (2022), Sukaesih et al. (2022), Hafiz and Fikri (2023), Japa, et al. (2023), Kharista and Hadisuwarno (2023), Putri and Suartina (2023), Zentra, et al (2023) state that service quality has a positive and significant effect on customer satisfaction, the better the quality of service, the more customer satisfaction increases. The findings by Andika et al. (2023) and Natasya (2023) state that service quality does not affect customer satisfaction. Based on the theory and research results, a hypothesis can be formulated:

H1: Service quality has a positive and significant effect on customer satisfaction of Gojek users in Bali.

Price is one of the influences on customer satisfaction. Price is a component of the marketing mix that generates revenue for the company (Tjiptono, 2018). Price is an essential factor in decision-making to match what is received. Setting a price for a product is very important for the company. According to Kotler and Keller (2017), the price factor through the marketing mix is a company management system that determines the right base price for products or services in determining discount strategies and transportation payments. The price offered is balanced with the quality of service. The price is balanced, so customers remember the company and repeat buying the product (Suhardi et al., 2021). The results of research by Aisyah and Tuti (2022), Hadiwijaya (2022), Prastiwi and Rivai (2022), Hafiz and Fikri (2023), Kharista and Hadisuwarno (2023), Pratiwi and Soliha (2023) state that price has a positive and significant effect on customer satisfaction, which means that the better the price, the more customer satisfaction increases. The results of research by Suhardi et al. (2021), Apriliani et al. (2022), and Andika et al. (2023) state that price does not affect customer satisfaction. Based on the theory and research results, the following hypothesis can be formulated:

H2: Price has a positive and significant effect on customer satisfaction of Gojek service users in Bali.

Brand image can describe customer perceptions and associations with particular brands (Tjiptono, 2018). Companies can develop a brand image by utilizing their various assets, such as logos, attractive designs, unique brands that are easy for customers to remember, product packaging, and clinical nuances to impress customers and make them feel comfortable. Whether or not a brand succeeds in attracting customers to buy its goods depends on the customer's impression of the brand. A strong brand image is one of the techniques to attract more new customers (Pratiwi & Soliha, 2023). The results of research by Suhardi et al. (2021), Fauzi et al. (2023), Japa et al. (2023), Putri and Suartina (2023), Zentra et al. (2023) state that brand image has a positive and significant effect on customer satisfaction, meaning that the better the brand image, the more customer satisfaction increases. The difference in findings by Prastiwi and Rivai (2022) and Pratiwi and Soliha (2023) shows that brand image does not affect customer satisfaction. Based on the theory and research results, the following hypothesis can be formulated:

H3: Brand image has a positive and significant effect on customer satisfaction of Gojek service users in Bali.

METHODS OF RESEARCH

Research location in Bali on Gojek users. The object of research is service quality, price, brand image, and Gojek customer satisfaction in Bali. The operational definitions of the variables in this research are as follows: 1) Service Quality is carried out by Gojek drivers in Bali to meet customer needs and expectations. According to Suryani (2018), the indicators for measuring service quality are: a. Tangibility or physical evidence (X1.1), namely, Gojek transportation drivers in Bali are professional in serving customers. b. Reliability or reliability (X1.2): Gojek drivers in Bali respond quickly and accurately to customer needs. c. Responsiveness (X1.3): Gojek transportation drivers in Bali quickly respond to customer



complaints. d. Guarantee and knowledge (X1.4). Assurance and knowledge (X1.4), namely, Gojek transportation drivers in Bali have good knowledge related to transportation. e. Empathy (X1.5), namely, Gojek Bali drivers pay attention to customers. 2) Price (X2) Price is the user's opinion regarding the value paid for using Gojek services in Bali. According to Wijana (2018), indicators are used to measure prices as follows: a. Price affordability (X2.1), namely the aspect of pricing carried out by Gojek services in Bali by the purchasing ability of consumers. b. Price compatibility with product quality (X2.2), namely the pricing carried out by Gojek services in Bali by the quality of services that consumers can get. c. Price competitiveness (X2.3), namely, the price offer provided by Gojek services in Bali, is more affordable or competitive for buyers with prices provided by other online motorcycle taxi transportation services. d. Price compatibility with benefits (X2.3), namely, the price offer provided by Gojek services in Bali is more affordable or competitive for buyers with prices provided by other online motorcycle taxi transportation services. Price compatibility with benefits (X2.4), namely the aspect of pricing carried out by Gojek services in Bali by the benefits obtained by consumers. 3) Brand Image (X3) is the user's perception of quality related to the Gojek service brand in Bali. According to Fitria (2018), the indicators measure brand image as follows: a. Company Image (X3.1), namely the user's perception of the popularity and credibility of Gojek transportation services in Bali. b. User Image (X3.2), namely the user's perception of the convenience of using Gojek services in Bali. c. Product Image (X3.3), namely the user's perception of the attributes of the services, benefits and guarantees provided by Gojek in Bali. 4) Customer Satisfaction (Y) is a feeling of pleasure about the experience of using Gojek in Bali. According to Kotler (2017), the indicators of customer satisfaction are as follows: a. General satisfaction (Y1.1), namely, customers are satisfied with the price, service, and quality of Gojek services in Bali. b. Satisfaction with services (Y1.2): Gojek customers in Bali are satisfied with using quality services. c. Satisfaction with Gojek services in Bali; satisfied with the service (Y1.3). d. Satisfaction with added value (Y1.3). Satisfaction with added value (Y1.4): Using Gojek in Bali has a high level of service. e. Price satisfaction (Y1.5), Gojek services in Bali set relatively cheap prices

The population in the study of Gojek users in Bali. The population used is not known with certainty. This study's sampling technique used purposive sampling with respondent criteria: 1) Male / Female, 2) 17 years old, 3) Domiciled in Bali, 4) Have transacted at least five times using Gojek. The theoretical basis used to determine the amount of sampling in this study is based on the theory by Sekaran (2021) in determining the sample size: 1) A sample size of more than 30 and less than 500 is appropriate for most studies. 2) If the sample is divided into subsamples (male/female, junior/senior, and so on). A minimum sample size of 30 for each category is appropriate. 3) In multivariate studies (including multiple linear regression analysis), the sample size should be 10x larger than the number of indicators in the study. 4) For simple experimental research with strict experimental control, successful research is with a small sample size of between 10 and 20 samples. Based on this, the sample in this study was 170 respondents.

RESULTS OF STUDY

The validity of this study has a total score and correlation coefficient of more than 0.3. Reliability Test The reliability test is carried out on question items that are declared valid. This test is used to measure a questionnaire, an indicator of the variable. A questionnaire will be declared reliable or reliable if someone's answer to a statement is consistent or stable over time. An instrument is said to be reliable or reliable if it has a Cronbach's alpha (α) greater than 0.60. Respondents who were sampled in this study were customers at Gojek Customers in Bali, 170 respondents in total. This research was conducted by submitting a questionnaire where the service quality variable consists of 5 statements, the price variable consists of 4 statements, the brand image variable consists of 3 statements and the Gojek customer satisfaction variable consists of 5 statements.

Service quality variables are measured by 5 indicators: manifestation or physical evidence, reliability or reliability, responsiveness, assurance and knowledge, and empathy.



Table 2 – Research Instrument Validity Test Results

No	Variable	Item	Validity	
			Coef. Correlation	Information
1	Service Quality (X1)	X1.1	0,819	Valid
		X1.2	0,847	Valid
		X1.3	0,762	Valid
		X1.4	0,822	Valid
		X1.5	0,725	Valid
2	Price (X2)	X2.1	0,821	Valid
		X2.2	0,924	Valid
		X1.3	0,602	Valid
		X1.4	0,914	Valid
3	Brand Image (X3)	X3.1	0,943	Valid
		X3.2	0,888	Valid
		X3.3	0,851	Valid
4	Customer Satisfaction (Y)	Y1.1	0,885	Valid
		Y1.2	0,899	Valid
		Y1.3	0,826	Valid
		X1.4	0,876	Valid
		X1.5	0,594	Valid

Source: Data processed, 2024.

Table 3 – Reliability Test Results of Research Instruments

No	Variables	Cronbach's Alpha	Information
1.	Service Quality (X1)	0,851	Reliable
2.	Price (X2)	0,841	Reliable
3.	Brand Image (X3)	0,873	Reliable
4.	Customer Satisfaction (Y)	0,877	Reliable

Source: Data processed, 2024.

Table 4 – Questionnaire Answer Criteria

Criteria	Assessment Category
1,00 - 1,80	Not very good
1,81 - 2,60	Not Good
2,61 - 3,40	Good Enough
3,41 - 4,20	Good
4,21 - 5,00	Very Good

Sources: Sugiyono (2017).

Table 5 – Respondents' Answers about Service Quality

No	Indicator	Respondent's Answer					Total Score	Average Score	Information
		1	2	3	4	5			
1	Tangibility or physical evidence	0	7	13	86	64	717	4,21	Very Good
2	Reliability	0	9	23	65	73	712	4,18	Good
3	Responsiveness	0	8	11	84	67	720	4,23	Very Good
4	Assurance and knowledge	0	30	7	72	61	674	3,96	Good
5	Empathy	0	8	11	79	72	725	4,26	Very Good
Average								4,17	Good

Source: Primary data processed, 2024.

Table 6 – Respondents' Answers about Price

No	Indicator	Respondent's Answer					Total Score	Average Score	Information
		1	2	3	4	5			
1	Price affordability	0	6	20	74	70	718	4,22	Very Good
2	Price match with product quality	0	27	11	79	53	668	3,92	Good
3	Price competitiveness	0	6	13	79	72	727	4,27	Very Good
4	Price match with benefits	0	24	13	75	58	677	3,98	Good
Average								4,10	Good

Source: Primary data processed, 2024.



Table 7 – Respondents' Answers About Brand Image

No	Indicator	Respondent's Answer					Total Score	Average Score	Information
		1	2	3	4	5			
1	Corporate Image	0	23	5	90	52	681	4,00	Good
2	User Image	0	22	14	87	47	669	3,93	Good
3	Product Image	0	5	20	80	65	715	4,20	Good
Average								4,04	Good

Source: Primary data processed, 2024.

Table 8 – Respondents' answers about customer satisfaction

No	Indicator	Respondent's Answer					Total Score	Average Score	Information
		1	2	3	4	5			
1	General satisfaction	0	13	18	94	45	681	4,00	Good
2	Satisfaction with service	0	27	2	98	43	667	3,92	Good
3	Satisfaction with service	0	16	22	90	42	668	3,92	Good
4	Satisfaction with added value	0	12	20	98	40	676	3,97	Good
5	Price satisfaction	0	6	27	80	57	698	4,10	Good
Average Gojek Customer Satisfaction Variable								3,98	Good

Source: Primary data processed, 2024.

Table 9 – Multiple Linear Regression Analysis Results

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	1,700	0,975		1,743	0,083
Service Quality	0,350	0,073	0,341	4,809	0,000
Price	0,332	0,098	0,281	3,393	0,001
Brand Image	0,452	0,092	0,308	4,906	0,000

Source: Primary data processed, 2024.

Based on Table 9, the multiple linear regression equation is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e; Y = 1,700 + 0,350X_1 + 0,332X_2 + 0,452X_3$$

From the equation above, it can be interpreted as follows:

- $a = 1,700$ shows that if the value of service quality (X_1), price (X_2) and brand image (X_3) are both zero (0), then gojek customer satisfaction (Y) on Gojek Customers in Bali will increase by 1,700 units;
- $b_1 = 0,350$ means that if the service quality (X_1) is increased by one unit (1) while the price (X_2) and brand image (X_3) do not change, gojek customer satisfaction (Y) increases by 0.350 units. This means that every increase in service quality can increase Gojek customer satisfaction in Bali;
- $b_2 = 0,332$ means that if the price (X_2) is increased by one unit (1) while the service quality (X_1) and brand image (X_3) do not change, gojek customer satisfaction (Y) increases by 0.332 units. This means that every increase in price can increase Gojek customer satisfaction in Bali;
- $b_3 = 0,452$ means that if the brand image (X_3) is increased by one unit (1) while the service quality (X_1) and price (X_2) do not change, gojek customer satisfaction (Y) increases by 0.452 units. This means that every increase in brand image can increase Gojek customer satisfaction in Bali.

Before being analyzed with multiple linear regression analysis techniques, the regression equation model must pass the classical assumption test. The following presents the results of the classical assumption test for multiple linear regression equations processed with the help of the SPSS Version 26.0 for the Windows program.

The normality test was carried out using the one sample Kolmogorov Smirnov test using a significant level of 0.05. The data is said to be normally distributed if the significance is greater than 5% or 0.05 (Ghozali, 2021).



Table 10 – Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N	170	
Normal Parameters ^b	Mean	0,0000000
	Std. Deviation	1,92583264
Most Extreme Differences	Absolute	0,058
	Positive	0,045
	Negative	-0,058
Test Statistic	0,058	
Asymp. Sig. (2-tailed)	0,200 ^{c,d}	
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Primary data processed.

Table 11 – Multicollinearity Test Results

Variables	Collinearity Statistics		Information
	Tolerance	VIF	
Service Quality	0,370	2,705	No multicollinearity
Price	0,271	3,694	No multicollinearity
Brand Image	0,471	2,122	No multicollinearity

Source: primary data processed

Heteroscedaticity test in this study is said not to contain symptoms of heteroscedaticity if the significance value is more than 0.05.

Table 12 – Heteroscedasticity Test Results

Variable	Sig.	Information
Service Quality	0,572	No heteroscedasticity
Price	0,524	No heteroscedasticity
Brand Image	0,161	No heteroscedasticity

Source: Primary data processed.

Table 13 – Results of Analysis of the Coefficient of Determination (R2) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,832 ^a	0,692	0,686	1,94316

Predictors: (Constant), Brand Image, Price, Service Quality. Dependent Variable: Customer Satisfaction.
Source: Primary data processed.

Table 14 – ANOVA

Model	Some of Squares	df	Mean Square	F	Sig.
1 Regression	1408,619	3	469,540	124,353	0,000 ^b
Residual	626,793	166	3,776		
Total	2035,412	169			

Source: Primary data processed.

Table – 15 t-test Results

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	1,700	0,975		1,743	0,083
Service Quality	0,350	0,073	0,341	4,809	0,000
Price	0,332	0,098	0,281	3,393	0,001
Brand Image	0,452	0,092	0,308	4,906	0,000

Source: Primary data processed.



DISCUSSION OF RESULTS

Based on the results of the analysis, it is stated that service quality has a positive and significant effect on customer satisfaction, which means that the better the quality of service provided, the more Gojek customer satisfaction in Bali will increase.

Customer satisfaction is largely based on the company's efforts to meet and exceed customer expectations and delivery accuracy (Indrasari, 2019). The quality of service provided in serving the wants and needs makes customers feel satisfied using Gojek in Bali (Hadiwijaya, 2022).

The results of this study are in accordance with the findings by Suhardi, et al (2021), Aisyah and Tuti (2022), Apriliani, et al (2022), Hadiwijaya (2022), Sukaesih, et al (2022), Hafiz and Fikri (2023), Japa, et al (2023), Kharista and Hadisuwarno (2023), Putri and Suartina (2023), Zentra, et al (2023) show that service quality has a positive and significant effect on customer satisfaction. This means that the better the quality of service, the more customer satisfaction will increase.

Based on the results of the analysis of this study, it states that price has a positive and significant effect on Gojek customer satisfaction in Bali. This means that the better the price provided, the more customer satisfaction using Gojek in Bali will increase. The results of the study are in accordance with the findings by Aisyah and Tuti (2022), Hadiwijaya (2022), Pratiwi and Rivai (2022), Hafiz and Fikri (2023), Kharista and Hadisuwarno (2023), Pratiwi and Soliha (2023) show that price has a positive and significant effect on customer satisfaction. This shows that the better the price, the more customer satisfaction increases.

Based on the analysis results, it is found that brand image has a positive and significant effect on Gojek customer satisfaction in Bali, which means that the better the brand image, the more customer satisfaction using Gojek in Bali will increase. The results of the study are by the results of research by Suhardi, et al (2021), Fauzi, et al (2023), Japa, et al (2023), Putri and Suartina (2023), Zentra, et al (2023) state that brand image has a positive and significant effect on customer satisfaction. This shows that the better the brand image, the more customer satisfaction increases.

CONCLUSION

This study found that in satisfying customers, Gojek provides the best quality by having responsiveness, friendliness, and customer protection. Quality in responding to customers quickly and can be fulfilled according to customer expectations so that customers become comfortable using Gojek services. The hospitality provided to Gojek customers provides a sense of comfort and calm, so there is a sense of interest in using Gojek on an ongoing basis. Protection that is safe and gives a good impression so that customers can pay according to the services and standards provided. Based on this customer satisfaction Gojek continues to provide the best service to the digital transport user community.

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