

THE INFLUENCE OF PRICE AND QUALITY OF SERVICE ON CUSTOMER SATISFACTION OF ONLINE TAXI TRANSPORTATION SERVICES (GRABCAR)

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Abstract

The title of this research is "The Effect of Price and Service Quality on Customer Satisfaction of Online Taxi Transportation Services (Grabcar)". This study aims to test and find out more clearly how the influence of Price and Service Quality on Customer Satisfaction. This research uses quantitative methods involving 96 respondents. Data collection is done by using questionnaires. The data obtained were analyzed using statistical formulas, namely by using multiple regression analysis, the management of which was carried out with the SPSS Version 21. The quantitative analysis results showed that prices were partially positive and significant impact on Grabcar consumer satisfaction. The t-value of the price variable (X1) is 2.270 and the value of ttable is 1.66, then $t_{count} > t_{table}$ ($2.731 > 1.66$) and the value of Sig. < 0.05 ($0.026 < 0.05$). The magnitude of the effect of price (X1) on customer satisfaction (Y) of 0.195, which means that every time there is a price (X1), it will increase consumer satisfaction (Y) of 0.195 units. Service quality is partially positive and significant impact on Grabcar consumer satisfaction. The value of the tcount of the variable of human resource development (X2) is 7,967 and the value of the table is 1.66, then $t_{count} > t_{table}$ ($7,967 > 1.66$) and the value of Sig. < 0.05 ($0,000 < 0.05$). The magnitude of the effect of service quality (X1) on customer satisfaction (Y) of 0.480, which means that every time there is an increase in service quality (X2), it will increase customer satisfaction (Y) by 0.480 units. Price and Service Quality are simultaneously significantly affected Grabcar consumer satisfaction. The calculated F value of 32.338 with a significant level of 0,000, greater than the F value of the table with a significant level of 95% ($\alpha = 0.05$) is 59,071 = ($59,071 > 2.81$).

Keywords: Price, Service Quality and Customer Satisfaction

INTRODUCTION

Customer satisfaction is one of the secrets of the success of a business. However, there are still many companies who intentionally or unintentionally forget this. Many business failures occur because customers are disappointed so they look for alternatives to other similar products. Customer satisfaction or dissatisfaction is part of the customer experience of a product or service offered. Based on the experience gained, customers have a tendency to build certain values. This value will have an impact on customers to make comparisons with competitors from products or services that they have experienced.

Companies need to learn the importance of changing consumer tastes or behavior both from product quality, price and effective promotion in order to compete with other companies. Companies must strive to learn and understand the needs and desires of their customers, by understanding the needs and desires of customers, it can provide important input for companies to design marketing strategies in order to create satisfaction for their customers. Companies must place an orientation on customer satisfaction as the main goal.

Good product quality, competitive prices and effective promotions are ways to provide satisfaction to customers to win the competition or competition in the business world.

One of the factors that can affect customer satisfaction according to Kotler (2011) is service quality. Service quality is an important part of marketing a product and service. Kotler and Keller (2011) argue that service is any action or activity that one party can offer to another, which is essentially intangible and does not result in any ownership. Service quality is the basis for service which is everything that can make consumers want to buy again because they are satisfied with the services they get from the product or service. Service quality has a close relationship with customer satisfaction. Quality provides an impetus to consumers to establish strong ties with the company. This drive in the long term allows companies to understand carefully the wants of consumers and their needs. Companies can increase customer satisfaction where the company maximizes a pleasant customer experience and minimizes a less pleasant customer experience. If a company provides products or services of good quality, it is expected to be able to meet customer expectations and ultimately be able to provide maximum value and create satisfaction for customers compared to its competitors. Perception of quality is a process that arises as a result of sensation, where sensation is the activity of feeling or causing an uplifting emotional state (Sangadji and Sopiah, 2013). Perception of quality is the customer's perception of the quality of the product as a whole with respect to the intended purpose. Where is relative to alternatives (Sasongko and Khasanah, 2012).

Review of prices is also important, because a certain price level, if the perceived benefits increase, the value will also increase. The higher the perceived value of a customer can create maximum customer satisfaction (Tjiptono, 2010). Price is the real and material sacrifice given by consumers to obtain or have a product, by considering and comparing prices before buying. The quality of service has been well established and the price offered is in accordance with consumer expectations, it will create a customer satisfaction.

According to research conducted by Deni Raharjo (2016), states that consumer satisfaction is influenced by price. Price plays an important role in influencing consumer satisfaction. Consumers will be satisfied if the price of a product is able to reflect an increase in consumer satisfaction because consumers feel satisfaction with the price of the product in accordance with the expectations of the consumer. However, the price will be a negative perception that is expensive if it is not in accordance with the expectations that consumers want or is not in accordance with the consumer's perception of the price for the assessment of the product.

One company that views the importance of customer satisfaction is the Grab application company. This company is an applicator company that can connect drivers with customers with the services offered. One of the features in the Grab application is Grab Car, which is a feature in the online transportation application owned by the Grab company which serves transportation services using a car as a vehicle mode. This company realizes the importance of increasing customer satisfaction so that customers remain loyal and loyal to using the Grab Car application so that it can increase market share for the company and expand market share for the company.

To increase customer satisfaction, the company ensures that it provides quality service for customers, one of which is the terms and classification of the cars used for their operations must comply with security and safety standards for customers, this is in accordance with the provisions so that customers feel comfortable while driving. Grab Car also provides several services by ensuring that drivers can pick up customers quickly and can reach alleys and in residential complexes and can be ordered at any time according to the

customer's wishes. This is one form of good service by the Grab company to customers in the hope of increasing customer satisfaction. Some of the service supporting factors that can improve Grab Car services include the largest number of drivers in Southeast Asia, trained drivers and collaboration with security forces with the government, facilitating payments, can be paid in cash or using a credit card with a user interface, Grab Car has a more elegant design compared to other taxis.

However, there are some weaknesses in terms of service that are felt by customers, such as the many reports received by the Indonesian Consumers Foundation, namely many complaints from the public that are not responded to. Such as reports from customers who were treated badly by drivers who did not pick up customers but the ovo and reward balances had been used. The following is a price or tariff comparison between several application companies that offer online transportation services.

Tabel 1 Comparison of Tariffs for Using Online Transportation Applications

No	Characteristics	<i>GrabCar</i>	<i>GoCar</i>	<i>Indriver</i>
1.	Minimum Rate	Rp.17000	Rp.16000	Rp.14000

Research Objectives

Based on the formulation of the problem described above, the objectives of the study are:

- a. To find out whether the price has a partial effect on customer satisfaction of online taxi transportation services (Grabcar).
- b. To find out whether service quality partially affects customer satisfaction online taxi transportation services (Grabcar).

RESEARCH METHOD

The type of research that the author uses in this research is quantitative research. Quantitative research is causality associative which aims to determine the degree of relationship and the pattern of influence between independent variables (independent) on the dependent variable (dependent). Quantitative data analysis is used when researchers use survey research approaches, experimental research, quantitative research and several other studies that contain data in the form of Manuntun figures (2014). According to Russiadi (2017), associative/quantitative research is research that aims to determine the relationship between two or more variables, where with this research a theory will be built that functions to explain, predict and control a symptom. This study discusses the effect of product quality, price and promotion on consumer satisfaction. This research was conducted at Jln CBD Polonia, Medan Polonia, North Sumatra Province.

According to Marihot and Manuntun (2014) stated that the sample is representative of a population. Another opinion by Sugiyono (2016) states that the sample is part of the number and characteristics possessed by the population. Samples taken from the population must be truly representative. Sample size is the number of samples to be taken from a population. The sampling technique used in this research is using non-probability sampling method with the sampling method used is purposive sampling. According to Sugiyono (2012:122) nonprobability sampling is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as samples. The definition of purposive sampling method according to Sugiyono, (2010: 78) is: "The technique of determining the sample with certain considerations". This technique selects a sample from a population based on certain considerations, both expert considerations and scientific considerations. This technique provides quite strict requirements so that the selected sample is in accordance with the desired characteristics in the analysis. The special characteristics in taking the sample of this research are Grabcar users aged 16-55 years, who have

used Grabcar more than 5 times. From the calculation results, the minimum sample size is 96 people.

RESULT

Multiple linear regression aims to calculate the magnitude of the effect of two or more independent variables on one dependent variable and predict the dependent variable using two or more independent variables. The multiple regression analysis formula is as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

Table 2 Multiple Linear Regression

Coefficientsa							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.670	2.067		2.259	.026		
Price	.195	.086	.182	2.270	.026	.738	1.356
Service Quality	.480	.060	.638	7.967	.000	.738	1.356

Based on Table 2, multiple linear regression is obtained as follows $Y = 4.670 + 0.195 X_1 + 0.480 X_2 + e$. The interpretation of the multiple linear regression equation is:

Table 3 Uji Parsial

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	4.670	2.067		2.259	.026
Price	.195	.086	.182	2.270	.026
Service Quality	.480	.060	.638	7.967	.000

Dependent Variable: Kepuasan Konsumen

1) The Effect of Price on Consumer Satisfaction.

Significant testing with decision making criteria: H1 is accepted and H0 is rejected, if $t_{count} > t_{Table}$ or $Sig. t < 0.05$. The value of t_{count} is 2.270 while t_{Table} is 1.661 and significant is 0.026, so that t_{count} is $2.270 > t_{Table}$ is 1.661 and significant is $0.026 < 0.05$, then H1 is rejected and H0 is accepted, which states partially the price has a significant effect on consumer satisfaction.

2) The Effect of Service Quality on Consumer Satisfaction.

Significant test with decision making criteria: H2 is accepted and H0 is rejected, if $t_{count} > t_{Table}$ or $Sig. t < 0.05$. The value of t_{count} is 7.967 while t_{Table} is 1.661 and significant is 0.000, so that t_{count} is $7.967 > t_{Table}$ is 1.661 and significant is $0.00 < 0.05$, then H2 is accepted and H0 is rejected, which partially states that service quality has a significant effect on customer satisfaction.

The coefficient of determination (R2) is used to determine the relationship between the independent variable (independence and organizational commitment) and the dependent variable (performance). If the value of R2 is getting closer to one, then the independent variables can provide almost all the information needed to predict the dependent variable and vice versa if R2 is getting closer to zero, the independent variables cannot provide the

information needed to predict the dependent variable. The magnitude of the coefficient of determination (R²) is between 0 to 1.

Tabel 4. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748	.560	.550	3.030

Based on Table 4 above, it can be seen that the adjusted R Square figure of 0.550 which can be called the coefficient of determination which in this case means that 55.0% of customer satisfaction can be obtained and explained by price and service quality. While the remaining 100% - 55% = 45% is explained by other factors or variables outside the model, such as price, location, and others.

RESULT

The Effect of Price on Consumer Satisfaction

The results of this study indicate that price has an effect on Grabcar consumer satisfaction. This can be seen from the multiple linear regression analysis through the t-test which is positive with a t-value of 2.270 with a sig of 0.026. Based on these results, it can be concluded that Hypothesis 1 (one) in this study is tested and can be accepted. The positive direction shows that every time there is an increase in prices made by Grabcar, it will simultaneously increase Grabcar consumer satisfaction by 0.195 units. In other words, when the price consists of indicators of price affordability, price competitiveness, price conformity with quality, it can increase Grabcar consumer satisfaction. The results of this study are in accordance with the research of Sintya, Lumintang Intan, et al. (2018) which states that price has a significant effect on consumer satisfaction of online Go-jek users on FEB Unsrat students <.

The results of this study are in accordance with the research objective to find out whether the price has a positive and significant effect on consumer satisfaction Grabcar has been implemented and at the same time has resolved/answered the problems identified in point number (2), namely the increasing number of online transportation application providers has an impact on intense competition. prices, so that customers will be more selective in choosing other online taxi transportation application providers at more affordable prices, this means that prices are very sensitive to consumer decisions in choosing transportation services. Low prices can make customers make repeat purchases. This needs to be maintained so that consumers remain loyal to the use of Grabcar services. Pricing is very important, especially to maintain and improve the company's position in the market, which is reflected in the company's market share, in addition to increasing sales and company profits.

The Effect of Service Quality on Consumer Satisfaction

The results of this study indicate that service quality affects Grabcar consumer satisfaction. This can be seen from the multiple linear regression analysis through the t-test which is positive with a tcount of 7.967 with a sig of 0.000. Based on these results, it can be concluded that Hypothesis 2 (two) in this study was tested and can be accepted. The positive direction shows that every time there is an increase in service quality by Grabcar, it will simultaneously increase Grabcar consumer satisfaction by 0.480 units. In other words, when service quality consists of indicators of reliability (reliability), responsiveness (responsiveness), assurance (guarantee), and empathy (empathy) it can increase Grabcar

consumer satisfaction. The results of this study are in accordance with the research of Sintya, Lumintang Intan, et al. (2018) which states that service quality has a positive and significant effect on consumer satisfaction of online Gojek passengers on FEB Unsrat Manado students.

The results of this study are in accordance with the research objective to find out whether service quality has a positive and significant effect on customer satisfaction. Grabcar has been implemented and at the same time has resolved/answered the problems identified in point number (3), namely not optimal fast and responsive service (responsiveness).) to customers, causing negative perceptions of service quality, this is the need to convey understanding to drivers by the grab company so that tasks and functions can be conveyed clearly which leads to customer satisfaction.

Service quality is an important consideration factor for consumers to use a grab car as a means of transportation. With the existence of quality services for grabcar consumers, it will have an impact on consumers who want to use the grab car again as a means of transportation because they feel satisfied with the services they get from these products or services.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on data analysis and discussion of research results, the following conclusions can be drawn:

1. Price partially has a positive and significant impact on Grabcar consumer satisfaction. Tested and acceptable based on the tcount value of the price variable (X1) is 2.270 and the value of tTable is 1.66, so $tcount > tTable$ ($2.270 > 1.66$) and the value of Sig. < 0.05 ($0.026 < 0.05$). The magnitude of the influence of price (X1) on consumer satisfaction (Y) is 0.195, which means that every time there is a price (X1), it will increase consumer satisfaction (Y) by 0.195 units.
2. Service quality partially has a positive and significant impact on Grabcar customer satisfaction. Tested and acceptable based on the tcount value of the human resource development variable (X2) is 7.967 and the tTable value is 1.66, so $tcount > tTable$ ($7.967 > 1.66$) and the value of Sig. < 0.05 ($0.000 < 0.05$). The magnitude of the influence of service quality (X1) on customer satisfaction (Y) of 0.480, which means that every time there is an increase in service quality (X2), it will increase customer satisfaction (Y) by 0.480 units.

Suggestion

Based on the conclusions of the study results, both for practical purposes and for further study purposes, the following suggestions are submitted:

1. It is recommended to PT. Grab Indonesia to evaluate and pay attention to the factor of determining fares or prices must be in accordance with several indicators of price affordability for consumers, price competitiveness, price compatibility with quality in order to have an impact on increasing consumer satisfaction. Determination of affordable fares can be an important factor for consumer satisfaction because the class and segmentation of Grabcar consumers are diverse and many are from the lower middle class so that changes in tariffs will have a sensitive effect on consumer satisfaction. To reduce the influence of price sensitivity on consumer satisfaction, Grabcar needs to increase promos, this will definitely attract consumers' attention

using grab services not only that, grab must reward consumers for customer loyalty given to grab in the form of free travel to improve service quality in accordance with consumer expectations so that consumers feel that the rates charged by Grabcar are in accordance with the quality of service received by passengers so that they feel satisfied and not disappointed with the amount of fees they pay to use Grabcar services. The determination of tariffs must be adjusted to the services of competitor applications so that consumers do not run to competitors so that the Grabcar market remains satisfied and has an impact on consumer confidence in Grabcar services.

2. It is recommended to PT. Grab Indonesia to maintain service quality in accordance with good service standards so that consumers remain satisfied with the concept of a fast service that does not make consumers wait long or on time, this certainly helps consumers in terms of their daily mobility. However, there are several things that must receive attention and evaluation for Grabcar, namely how to improve the quality of service for all drivers so that consumers are satisfied using Grabcar services. Service quality must still pay attention to several important indicators such as reliability (reliability), responsiveness (responsiveness), assurance (guarantee), and empathy (empathy) to increase Grabcar customer satisfaction. It is hoped that the Grabcar driver and application will be able to meet consumer needs through the concept of a service that is reliable, fast and responsive to consumer needs to be served quickly, accurately, and comfortably, providing guarantees for consumers in the form of guarantees for satisfactory service and empathy for consumer needs through friendliness and convenience. good communication with passengers.
3. It is recommended to PT. Grab Indonesia aims to increase consumer satisfaction by always responding to consumer needs for transportation services that are still cheap, safe, comfortable, and of high quality through a service concept that puts the interests of consumers first. Companies need to provide advice and training to drivers in order to maintain communication and be polite to consumers when traveling and to be honest and fast when problems occur such as items left behind by accidents and bad behavior as soon as possible to be happy with online transportation services.

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