

**THE INFLUENCE OF SERVICE QUALITY AND PRICE ON CUSTOMER LOYALTY
THROUGH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE IN
ONLINE TRANSPORTATION GRABBIKE**

(Study on Management Students at Makassar State University)

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Abstract

The purpose of this study was to determine the effect of service quality and price on customer loyalty through customer satisfaction as an intervening variable in Grabbike online transportation (for management students, Makassar State University). The sample used was 100 Grabbike customers who had been selected based on predetermined criteria. The data analysis technique was carried out by questionnaire, observation and literature study. The data analysis technique used in this study uses SmartPLS version 3. Based on the results of the study, it shows that the service quality variable has a positive and significant effect on customer loyalty. Service quality variables have a positive and significant effect on customer satisfaction. The price variable has a positive but insignificant effect on customer loyalty. The price variable has a positive and significant effect on customer satisfaction. The customer satisfaction variable has a positive and significant effect on customer loyalty. Service quality variables have a positive and significant effect on customer loyalty through customer satisfaction. The price variable has a positive and significant effect on customer loyalty through customer satisfaction.

Keywords: Service Quality, Price, Customer Loyalty, Customer Satisfaction.

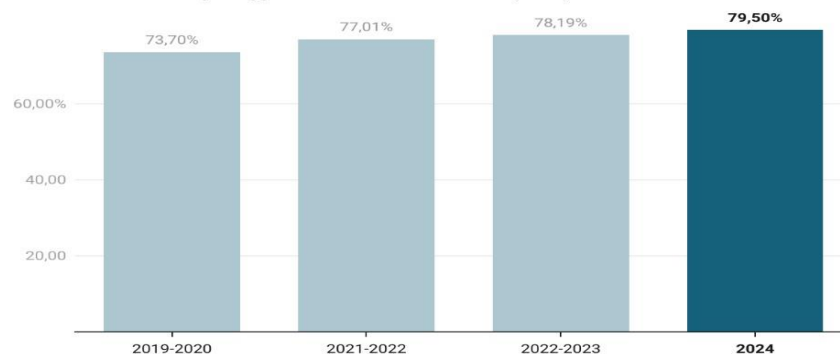
INTRODUCTION

In this digital era, the internet is rapidly evolving and impacting society, changing daily habits in conducting transactions that were previously done directly (offline) to indirectly (online). Currently, almost the entire Indonesian population already has smartphones and is connected to the internet, and people are increasingly interested in using simple online service applications as a result of internet growth, which makes their activities easier and more practical.

In Indonesia, the number of internet technology users has been increasing rapidly year by year, along with the growing number of people utilizing internet technology. In the future, this could lead to the development of internet technology in Indonesia, which is expected to continue advancing and evolving from previous years. Based on data obtained from the Internet Service Providers Association (APJI), the number of internet users in Indonesia in 2024 reached 221,563 people out of a total population of 278,696 people in Indonesia in 2023. Since 2018, internet users reached 64.8%, then in 2020 it reached 73.7%, in 2022 it reached 77.01%, and 78.19% in 2023, resulting in an increase of 1.4% in the number of internet users in Indonesia.

Figure 1.1 Number of Internet users in Indonesia 2019-2024

Sumber: Asosiasi Penyelenggara Jasa Internet Indonesia (APJII)



Source: lintasutara (accessed in August 2024)

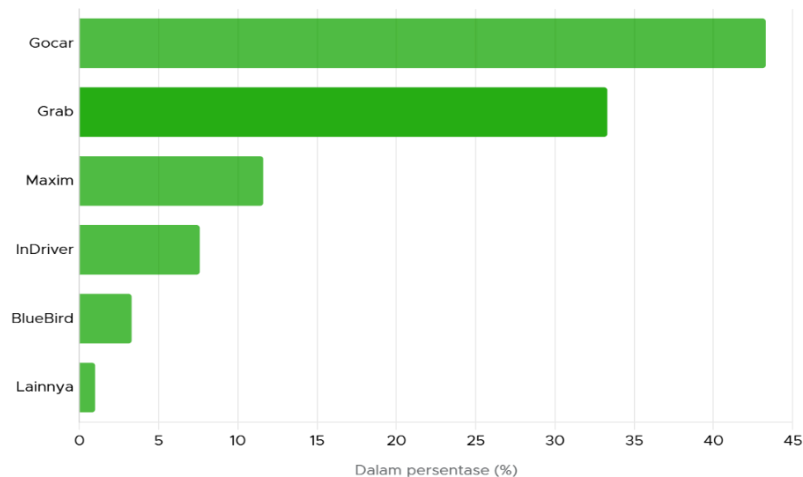
Based on Figure 1.1, there is a significant increase in internet users compared to the previous year. Based on data from the Indonesian Internet Service Providers Association (APJII), the year 2023 found that the number of internet users reached 79.19 percent of the total population. Meanwhile, in 2021-2022, the penetration rate reached 77.01. Meanwhile, in the years 2019-2020, the internet usage rate reached 73.70 percent. Thus, from 2019 to 2024, the number of internet users in Indonesia increased by more than 5 percent of the total population.

Currently, technology and information are developing very rapidly, which has led to the emergence of many online service applications and significantly influenced society in conducting internet-based transactions using smartphone technology. With

the presence of smartphones that increasingly make it easier for people to utilize internet-based application service providers. Over the past few years, especially in Indonesia, a large number of digital businesses have developed in recent years, therefore many service provider applications compete with each other to innovate and be creative in order to attract customers.

One of the service applications that is frequently used in Indonesia is Grab. Grab is a Malaysian company that was established in mid-2012, and it is headquartered in Singapore. When it was launched, Grab was known as GrabTaxi. Currently, Grab is available throughout Southeast Asia. At the beginning of 2014, Grab was launched in Indonesia, first as GrabTaxi and then as GrabCar and GrabBike. Until mid-2015, Grab continued to innovate to attract customer interest and increase their desire to use its services by offering various attractive features.

Figure 1.2 Transportation Services Frequently Used in Indonesia



Source: goodstats (accessed in August 2024)

Based on Figure 1.2, which shows the results of the Goodstast Survey on the behavior patterns of Indonesian society when using online transportation, the results indicate that Gocar is the most chosen online transportation application by the Indonesian public, with a percentage of 43.3%. This figure is followed by Grab, which occupies the second position with a percentage of 33.3% (Veryani et al., 2022).

Currently, Grab is available in 125 cities in Indonesia, one of which is Makassar City, the only major city with many modes of transportation, including busway, pete-pete, ojek, bentor, and taxis. The large population in Makassar makes public transportation uncomfortable because people have to jostle with others to use it, especially considering the traffic congestion. Traffic congestion is one of the several problems in big cities that makes it difficult for people to use public transportation. In addition, the lack of supporting facilities makes it better for people to use online transportation.

The development of Grab in the city of Makassar on July 23, 2016, the Grab service was

officially launched through a ceremony held at the Mandala Monument courtyard, Jalan Jenderal Sudirman. This independent company has five business units: GrabCar as an online vehicle rental booking service, GrabTaxi as an online taxi service, GrabFood as an online food ordering and delivery service, Grab Express as a package delivery service, and GrabBike which offers motorcycle delivery services (Winda, 2018).

Based on the pre-observation results from 30 Management students at Makassar State University who use the Grab application. From the results, 30 respondents stated that the quality of grabbike service met their expectations, with 100% of respondents feeling that grabbike drivers were friendly and polite. This creates a positive relationship regarding the quality of grabbike service in terms of interacting with customers. Driving safety: 100% of respondents feel that grabbike drivers drive safely, indicating that grabbike has good safety standards.

The majority of respondents also stated that the price of Grabbike is more affordable compared to other modes of transportation, with 93.3% of respondents agreeing. This represents a competitive advantage achieved by Grab in the online transportation market. Additionally, 86.7% of respondents often use promotions or discounts when using Grabbike, indicating that promotions and discounts are effective strategies in attracting and retaining customers. Furthermore, 100% feel that the prices charged by Grabbike are in line with the service provided, confirming that customers feel they are getting good value for what they expected.

In relation to customer satisfaction and loyalty, 100% of respondents feel that the Grab app is easy to use, which is an important factor for ensuring customer satisfaction with Grab's digital services. Regarding the payment system, 90% of respondents find the Grabbike payment system easy and practical, indicating that Grab has successfully provided an easy and convenient payment option for its users. For user retention, 76.7% of respondents will continue using Grabbike, while 23.3% are unsure or do not plan to continue using it. This shows that although most are satisfied, there are areas that Grab needs to improve to retain all its customers. Regarding recommendations, 86.7% of respondents would recommend Grab to their friends, while 13.3% would not. This is an indicator of customer loyalty and potential growth through recommendations.

Overall, the pre-observation results indicate that customer satisfaction levels with the grabbike service are very high. Users are satisfied with the friendliness of the drivers, driving safety, ease of using the application, affordable prices, and the easy and practical payment system. However, there are several things that need to be addressed by Grab, such as retaining customers who are not yet sure about continuing to use the service and increasing customer loyalty so that more people are willing to recommend Grabbike.

Service quality is one of the most important factors in building customer satisfaction so that customers will continue to use the application. According to research conducted by

(Munawaroh et al., 2023) and (Khoir et al., 2023). The research results show that service quality has a positive and significant effect on customer satisfaction, in contrast to the studies conducted by (Simanjutntak et al., 2023) and (Akmal et al., 2023). The results of this study indicate that service quality has a negative and insignificant effect on customer satisfaction.

Some research findings are also related to price conducted by (Fikri et al., 2020), (Annur et al., 2022), and (Silmi et al., 2024). The research results show that price significantly affects customer satisfaction and customer loyalty. Several research findings related to customer satisfaction were conducted by (Fikri et al., 2020), (Yuni et al., 2022), and (Aditya et al., 2022). The research results show that customer satisfaction has a positive and significant effect on customer loyalty (Veryani et al., 2022).

RESEARCH METHOD

In this study, a quantitative approach is used. According to Sugiyono (2018), quantitative data is data in the form of numbers that will be measured using statistics as a calculation testing tool and research data related to the problem being studied to draw a conclusion. In this research, the researcher uses a survey approach, which collects primary data by asking questions to respondents and using a questionnaire as a data collection tool. This study aims to determine the effect of service quality and price on customer loyalty through customer satisfaction among users of the GrabBike online transportation service among Management students at Makassar State University.

Research design is the process of analyzing and collecting data to identify the variables that will be the subjects of the research. Research design according to Silaen (2018) is the entire process that must be planned and executed when conducting research. design refers to all the procedures necessary to organize and conduct research (Permana, 2019).

According to Hartati (2019), research design is a systematic framework used to conduct research. The research design provides an overview of the procedures to obtain the information or data needed to answer all research questions. This research uses a quantitative approach that addresses research problems requiring precise measurement of the variables of the studied objects to produce conclusions (Nurdin et al., 2019).

Sugiyono (2019) explains that the quantitative research method is a positivist research approach used to study a specific population or sample, collect data from that sample using research instruments, and analyze the data quantitatively or creatively with the aim of testing hypotheses (Husen, 2023).

Based on the above explanation, it can be concluded that the quantitative approach is a method for testing hypotheses using accurate statistical data tests.

According to Sugiyono (2020), a population is a region consisting of subjects or objects with certain qualities and characteristics recorded by researchers to be studied and then used in a research study (Suriani et al., 2022). Based on that definition, the population in this study consists of active students from the Management Department, Universitas Negeri Makassar, whose exact number is not yet known.

According to Sugiyono (2017), a sample is a part of the quantity and characteristics possessed by the population used for research. For the sampling in this study, purposive sampling technique is required in the sample selection process to meet the information requirements and reflect the research objectives. Based on the above statement, in determining the number of samples to be taken in this study, the Lameshow formula is used as a measuring tool to calculate the sample size. Since the population of active Management Department students is not precisely known, the Lameshow formula used to determine the research sample is as follows:

$$n = \frac{Z^2 p (1 - p)}{d^2}$$

Explanation:

n = Sample Size

z = The z-score at a 95% confidence level = 1.96

p = Maximum estimate 0.5

e = Error rate 10%

Known:

$$n = \frac{Z^2 p (1 - p)}{d^2}$$

$$n = \frac{1,96^2 \cdot 0,5 (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = 96,04 \approx \mathbf{100}$$

By using the Lameshow formula above, it is determined that the sample size (n) in this study is 100 respondents. The criteria for respondents in this study are as follows:

- a) Active students of the Management Department
- b) Have used Grabbike at least 3 times in the last month

According to Sugiyono (2020), the analysis technique is the process of systematically searching for and organizing information obtained from field notes, interviews, and documentation by categorizing the information, then arranging it into patterns, and selecting what is important to study and drawing conclusions so that it is easily understood by oneself and others (Handoko, 2017).

The data analysis technique used in this research refers to the formulated research

objectives, which are to observe the depiction of the variables being studied and to see whether there is a relationship between the variables. Based on the research objectives, the data analysis technique used in this study includes the Structural Equation Modelling – Partial Least Square (SEM-PLS) technique using the SmartPLS application testing tool.

This analysis technique includes 3 stages: Measurement Model (Outer Model), Structural Model (Inner Model), and Hypothesis Testing.

A hypothesis is a temporary statement but can be tested to predict what is expected to be found in empirical data. It is hoped that by testing the hypothesis and confirming the suspected relationship, solutions to the problems faced can be found (Sekaran & Bougie, 2016). The results of bootstrapping using the SmartPLS application are used to obtain t-statistics. The purpose of testing with bootstrapping is to reduce the issue of deviations in the research.

Hypothesis testing can be seen from the t-statistic value and the probability value. T-statistics is a value used to determine the significance level in hypothesis testing by finding the T-statistics value through the bootstrapping procedure. In hypothesis testing, it can be said to be significant when the T-statistics value is greater than 1.96, whereas if the T-statistics value is less than 1.96, it is considered not significant (Ghozali, 2021). To reject or accept the hypothesis using probability, H_a is accepted if the p-value < 0.05 .

RESULT AND DISCUSSION

Based on the results of data analysis and various tests conducted using the SmartPLS method, the next step will be to discuss the data processing results in the research to provide a clearer picture of the influence or relationship between variables, both direct and indirect relationships mediated by the intervening variables present in this study. The variables in this study are service quality X_1 , price X_2 (independent), customer loyalty Y (dependent), and customer satisfaction Z (intervening).

1. The Relationship Between Service Quality and Customer Loyalty

The research results obtained show that the coefficient parameter for service quality (X_1) towards customer loyalty (Y) is 0.406, which means there is a positive influence of service quality (X_1) on customer loyalty (Y). Based on the calculations using bootstrap or resampling, where the estimated coefficient test results for X_1 against Y from the bootstrap are 0.406 with a t-value of 3.938 and a standard deviation of 0.103. Therefore, the p-value is $0.000 < 0.05$, so H_1 is accepted, which means the direct effect of service quality (X_1) on customer loyalty (Y) is statistically significant.

It can be said that the service quality variable has a positive and significant effect on Grab's customer loyalty, indicating that the higher the quality of service provided, the higher the level of Grab's customer loyalty will also increase.

The results of this study are in line with the research conducted by Budiarti & Anggraini (2020) titled "The Influence of Price, Promotion, and Consumer Quality of Gojek," which shows that service quality has a significant positive effect on Grab customer loyalty. This is evidenced by a calculated r value of 0.179 and a significant value

of $0.044 < 0.05$, indicating a significant positive correlation between service quality and customer loyalty among Gojek consumers. This indicates that service quality is an important factor for customers as a basis for evaluating a company.

2. The Relationship Between Service Quality and Customer Satisfaction

The research results obtained show that the coefficient parameter for service quality (X_1) towards customer satisfaction (Z) is 0.440, which means there is a positive influence of service quality (X_1) on customer satisfaction (Z). Based on calculations using bootstrap or resampling, where the estimated coefficient test result of X_1 against Z from the bootstrap is 0.436 with a t-value of 3.981 and a standard deviation of 0.111. Therefore, the p-value is $0.000 < 0.05$, so H_2 is accepted, which means the direct effect of service quality (X_1) on customer satisfaction (Z) is statistically significant.

Thus, it can be concluded that the service quality variable has a positive and significant impact on Grab's customer satisfaction, indicating that the higher the service quality provided by Grab, the greater the customer satisfaction will be. Factors that can influence this are because Grab provides trust, commitment, communication, and good complaint handling, thereby meeting customer expectations.

The results of this study are in line with the research conducted by Gofur (2019) titled "The Influence of Service Quality and Price on Customer Satisfaction at PT. Indosteger Jaya," which shows that service quality has a positive and significant impact on customer satisfaction, as evidenced by a significant value of $0.000 < 0.05$. It can be concluded that price has a positive and significant effect on customer satisfaction at PT. Indosteger Jaya.

3. The Relationship Between Price and Customer Loyalty

The research results obtained indicate that the coefficient parameter for price (X_2) against customer loyalty (Y) is 0.074, which means there is a positive influence of price (X_2) on customer loyalty (Y). Based on calculations using bootstrap or resampling, where the bootstrap results of the coefficient estimation test of X_2 against Y are 0.081 with a t-value of 0.810 and a standard deviation of 0.091. Therefore, the p-value is $0.418 > 0.05$, so H_3 is not accepted, which means the direct effect of price (X_2) on customer loyalty (Y) is not meaningful or statistically significant.

Thus, it can be concluded that the price variable has a positive but not significant effect on customer loyalty at Grab. This means that price has an influence on customer loyalty, but the impact is very small, at only 74%.

This is in line with the research conducted by Hadita and Sholikha (2023) titled "The Influence of Service Quality, Product Quality, and Price on Customer Loyalty Through Customer Satisfaction at Mie Gacoan Bekasi," which shows that price does not significantly affect customer loyalty, as evidenced by a significance value of $0.292 > 0.05$.

It can be concluded that price does not significantly affect customer loyalty at Mie Gacoan Bekasi.

4. The Relationship Between Price and Customer Satisfaction

The research results obtained show that the coefficient parameter for price (X_2) against customer satisfaction (Z) is 0.431, which means there is a positive influence of price (X_2) on customer satisfaction (Z). Based on the calculations using bootstrap or resampling, where the bootstrap results for the coefficient estimation test of X_2 against Z is 0.438 with a t-value of 3.568 and a standard deviation of 0.121. Therefore, the p-value is $0.000 < 0.05$, so H_4 is accepted, which means the direct effect of price (X_2) on customer satisfaction (Z) is statistically significant.

Thus, it can be concluded that the price variable has a positive and significant effect on customer satisfaction at Grab, indicating that the more affordable the prices offered by Grab, the higher the customer satisfaction will increase. Factors that can influence this are because Grab offers discounts such as promotions to customers.

The results of this study are in line with the research conducted by Supangkat and Arifin (2020), titled "Analysis of the Influence of Price on Customer Loyalty Through Customer Satisfaction at Warung Kopi Malang," which shows that price has a positive and significant effect on customer satisfaction at Warung Kopi Malang, as evidenced by a significant value of $0.00 < 0.05$. It can be said that price has a positive and significant effect on customer satisfaction.

5. The Relationship Between Customer Satisfaction and Customer Loyalty

The research results obtained show that the coefficient parameter for customer satisfaction (Z) towards customer loyalty (Y) is 0.398, which means there is a positive influence of customer satisfaction (Z) on customer loyalty (Y). Based on calculations using bootstrap or resampling, where the bootstrap test result for the coefficient estimate of Z on Y is 0.395 with a t-value of 3.467 and a standard deviation of 0.115. Therefore, the p-value is $0.001 < 0.05$, so H_5 is accepted, which means the direct effect of customer satisfaction (Z) on customer loyalty (Y) is statistically significant.

Thus, it can be concluded that the customer satisfaction variable has a positive and significant effect on Grab's customer loyalty. This indicates that the more satisfied customers feel towards Grab, the higher their loyalty will be.

The results of this study are in line with the research conducted by Senjaya and Febila (2020), titled "The Influence of Customer Satisfaction, Brand Image, and Customer Trust on Customer Loyalty on Membercard," which shows that customer satisfaction has a positive and significant effect on customer loyalty on the membercard, as evidenced by a significant value of $0.000 < 0.05$. It can be concluded that customer satisfaction has a positive and significant effect on customer loyalty towards the member card.

6. The Relationship Between Service Quality and Customer Loyalty Through Customer Satisfaction

The research results obtained show that the coefficient parameter for service quality (X_1) towards customer loyalty (Y) through customer satisfaction (Z) is 0.175, which means there is a positive influence of service quality (X_1) on customer loyalty (Y)

through customer satisfaction (Z).

(Z). Based on calculations using bootstrap or resampling, where the test result of the X1 coefficient estimate on Y through Z using bootstrap is 0.172 with a t-value of 2.610 and a standard deviation of 0.067. Therefore, the p-value is $0.009 < 0.05$, so H6 is accepted, which means the direct effect of service quality (X1) on customer loyalty (Y) through customer satisfaction (Z) is statistically significant.

Thus, it can be concluded that the service quality variable has a positive and significant effect on customer loyalty through customer satisfaction with Grab. Customers are said to be loyal if they continue to use Grab's services and are satisfied with the quality of service provided by Grabbike.

The results of this study are in line with the research conducted by Gea (2021) titled "The Influence of Service Quality and Price Perception on Customer Loyalty Through Customer Satisfaction at Caritas Market Gubungsitoli," which shows that service quality has a positive and significant effect on customer loyalty through customer satisfaction, as evidenced by a significant value of $0.001 < 0.05$. It can be concluded that service quality has a positive and significant effect on customer loyalty through customer satisfaction.

7. The Relationship Between Price and Customer Loyalty Through Customer Satisfaction

The research results obtained show the magnitude of the parameter coefficient for price (X2) on customer loyalty (Y) through customer satisfaction (Z).

(Z) of 0.172, which means there is a positive influence of price (X2) on customer loyalty (Y) through customer satisfaction (Z). Based on calculations using bootstrap or resampling, where the estimated coefficient test result of X2 on Y through Z is 0.172 with a t-value of 2.466 and a standard deviation of 0.070. Therefore, the p-value is $0.014 < 0.05$, so H7 is accepted, which means the direct effect of price (X2) on customer loyalty (Y) through customer satisfaction (Z) is statistically significant.

Thus, it can be concluded that the price variable has a positive and significant effect on customer loyalty through customer satisfaction with Grab. Customers become loyal when they feel that the rates set by Grab are in line with the benefits and quality of service they experience. The results of this study are in line with the research conducted by Ali and Pertiwi (2022) titled "The Influence of Price Perception and Service Quality on Customer Loyalty Through Customer Satisfaction in E-Commerce Shopee," which shows that price has a positive and significant effect on customer loyalty through customer satisfaction, as evidenced by a significant value of $0.000 < 0.05$. Therefore, it can be concluded that price has a positive and significant effect on customer loyalty through customer satisfaction.

CONCLUSION

Based on the research results, it can be concluded as follows:

1. The quality of service has a positive and significant impact on Grab's customer loyalty,

indicating that the higher the perceived quality of service, the greater the customer loyalty.

2. The quality of service has a positive and significant impact on Grab's customer satisfaction, indicating that the higher the quality of service provided by Grab, the greater the customer satisfaction will be.
3. Price has a positive but not significant effect on customer loyalty at Grab. Which means that price affects customer loyalty, but the impact is very small.
4. Price has a positive and significant effect on customer satisfaction at Grab, indicating that the more affordable the prices offered by Grab, the higher the customer satisfaction.
5. Customer satisfaction has a positive and significant impact on Grab's customer loyalty. This indicates that the more satisfied customers feel towards Grab, the higher their loyalty will be.
6. The quality of service has a positive and significant impact on customer loyalty through customer satisfaction with Grab. Which means the quality variable Service has a positive and significant impact on customer loyalty through customer satisfaction, which has a very large influence. The addition of the customer satisfaction variable in the relationship between service quality and customer loyalty can fully influence their relationship.
7. Price has a positive and significant effect on customer loyalty through customer satisfaction with Grab, which means that the price variable has a positive and significant effect on customer loyalty through customer satisfaction, having a very large impact. The addition of the customer satisfaction variable in the relationship between price and customer loyalty is able to fully influence the relationship between the two.

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