

The Effect of Service Quality and Price on Customer Satisfaction of Grabbike Online Transportation Services in Cimahi City

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Abstrak. Hal utama yang harus diperhatikan perusahaan demi memenangkan persaingan adalah dengan memberikan kepuasan kepada konsumen melalui pemberian kualitas pelayanan dengan baik dan harga yang bersaing. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan harga terhadap kepuasan konsumen transportasi Online GrabBike di Kota Cimahi. Populasi dalam penelitian ini adalah pengguna layanan transportasi online GrabBike di Kota Cimahi dengan jumlah sampel sebanyak 97 orang. Pengambilan sampel dilakukan dengan teknik purposive sampling. Hasil penelitian melalui analisis deskriptif menunjukkan bahwa kualitas pelayanan, harga dan kepuasan konsumen dalam kategori sangat baik. Teknik analisa yang digunakan adalah analisis regresi linear. Pengujian asosiatif menunjukkan pengaruh kualitas pelayanan berpengaruh terhadap kepuasan konsumen sebesar 25.6%, pengaruh harga terhadap kepuasan konsumen sebesar 41.5%. dan besaran pengaruh kualitas pelayanan dan harga terhadap kepuasan konsumen adalah 67,1% sedangkan sisanya 32,9% dipengaruhi oleh variabel lain yang tidak diteliti.

Kata kunci: Kualitas Pelayanan; Harga; Kepuasan Konsumen.

Abstract. The main thing that must be considered by the company to win the competition is to provide satisfaction to consumers through providing good service quality and competitive prices. This study aims to determine the effect of product quality and price on consumer satisfaction of GrabBike Online transportation in Cimahi City. The population in this study is GrabBike online transportation service users in Cimahi City with a sample of 97 people. Sampling is done by purposive sampling technique. The results of research through descriptive analysis show that the quality of service, price and customer satisfaction in the category is very good. The analysis technique used is linear regression analysis. Associative testing shows the effect of service quality affects customer satisfaction by 25.6%, the effect of price on consumer satisfaction by 41.5%. And the amount of influence of service quality and price on customer satisfaction is 67.1% while the remaining 32.9% is influenced by other variables that are not studied.

Keywords: Service Quality; Price; Customer Satisfaction.

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Introduction

Transportation facilities are the most connecting medium for human exercises. As innovation creates, transportation facilities gotten to be easier to intertwine. Indeed since old times, community portability has happened by moving individuals from one place to another. The mobility of this community is additionally taken after by the versatility of products carried by them. Therefore, transportation has been required by all people. Within the present time when the versatility of individuals and products is exceptionally high, and no longer happens as it were within one locale but also between islands and indeed between countries, the implies of transportation play a really vital part (Setiawan & Septiani, 2018)

Online motorcycle transportation services are transformations from conventional motorcycle taxis that are usually located at the base to wait for customers. The services provided are not only passenger transportation, but also ordering food, cleaning services, delivery of goods, documents, and so on (Mandasari *et al.*, 2022). The results of research conducted by Google, Temasek, and Bain & Company detailed that the value of online transportation exchanges such as taxi services and online bike taxis in Indonesia is estimated at US \$ 8 billion or around IDR 124.84 trillion in 2022 (exchange rate of IDR 15,606 / US \$). The figure moreover includes food delivery services, such as GoFood, GrabFood, and Shopee Food.

The report titled e-Conomy Southeast Asia 2022 proves that the number of online bike taxi and food delivery transactions in Indonesia was US\$ 7 billion last year. "The value is anticipated to extend 19% to US \$ 8 billion this year," A couple of years earlier, specifically in 2019, online bike taxi transactions and food delivery in Indonesia were as it were US \$ 6 billion. This esteem increased by 9% until the accomplishment of 2021. The esteem of online transportation transactions in Indonesia is anticipated to extend by 22% from 2022 to US \$ 15 billion in 2025 (Annur, 2022). Grab (GrabBike) ranks second in the choice of online transportation use by Indonesians

because it is considered to have many advantages and is able to compete with its other competitors. In addition, Grab also provides a variety of services to meet the needs and facilitate people's daily activities, including transportation services, food delivery, delivery of goods in the city and various other services.

Despite of that, some consumers consider the delivery speed is not great because there are differences within the maps accessible in the application and the actual situation. Frequently the application cannot detect in case there's a road that is under contractions and cannot be passed by vehicles. A Few customers are disappointed with the responsiveness in serving customers. This alacrity can be in the form of the short time required by drivers to pick up customers, drivers who offer help when customers bring a lot of goods, and various other forms of alacrity when driving. Drivers must be able to apply the Code of Conduct regarding readiness and alertness so that consumers feel fulfilled with the services given.

Based on the results of previous research on consumer satisfaction conducted by (Ichsan & Nasution, 2022) stated that the results showed that service quality had a positive effect on customer satisfaction, price had a negative effect on customer satisfaction, and service quality and price had a significant effect on customer satisfaction. Another study conducted by (Gofur, 2019) regarding the effect of service quality and price on customer satisfaction at PT Indosteger Jaya can be concluded that service quality and price have a positive and significant effect on customer satisfaction.

Literature Review

According to (Tjiptono, 2014) service quality is an effort to meet consumer needs and desires as well as the accuracy of delivery to meet consumer expectations. According to (Kotler & Gary Armstrong, 2013), price is money charged for a good or service from the value of money that consumers exchange for benefits from owning or using the product or service. According to (Kotler & Gary Armstrong, 2014) consumer satisfaction is a sense of happiness or disappointment that comes from a comparison

between perception and actualization of a product or service.

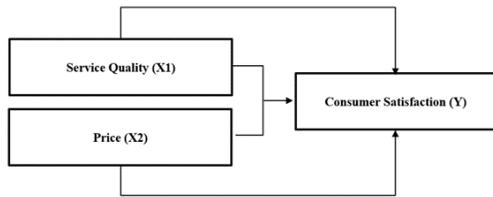


Figure 1. Conceptual Framework
Source: Theoretical Review

Hypothesis

- H1 : Service Quality has positive influence on Customer Satisfaction.
- H2 : Price has positive influence on Customer Satisfaction.
- H3 : Service Quality and Price has positive influence on Customer Satisfaction.

Research Methodology

This study uses quantitative or associative research methods and descriptive methods. The unit of analysis in this study is an individual, namely, consumers of GrabBike in Cimahi City. According to (Sugiyono, 2017) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions. This study used non-probability sampling techniques because the population is unknown in number, and with purposive sampling as a sampling technique. Based on the results of the calculation using Lemeshow formula, it was found that the sample of this study are 97 peoples.

This study uses self-report data. A self-report study is a type of survey, questionnaire, or poll in which respondents read the question and select a response by themselves without studier intervention. A self-report is a method which involves asking a participant about their feelings, attitudes, and beliefs and so on. According to (Soedibjo, 2013), to test the validity or absence of a measuring instrument, a statistical approach is used, namely through the value of the correlation coefficient of the score of the statement item with a total score 0.30, the statement is declared valid and if it is <

0.30 it means that the data can be said to be invalid. Scale reliability refers to the extent to which a scale can reproduce the same or similar measurement resulting in repeated trials. This study the measurement of reliability doing with the SPSS program with used method Cronbach’s Alpha, where the questionnaire is reliable if the value of Cronbach’s Alpha more than 0.6.

Multiple linear regression analysis is used to determine the state (rise and fall) of the dependent variable. Multiple linear regression analysis will be carried out if the number of independent variables with at least 2 variables (Sugiyono, 2017: 303). According to (Soedibjo, 2013: 225) the multiple linear regression equation is as follows:

$$'i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} \dots + \beta_p X_{pi} + e_i$$

Information :

- Y_i = Predicted dependent variable
- X_{1i}, X_{2i} = Independent variables
- B₀ = Constant Value
- β₁, β₂ = Regression coefficients
- e_i = Error rate.

Result and Discussion

The reliability test of each sequential variable is 0.803; 0,731; 0.758 which means that all variables such as service quality, price, and customer satisfaction have a value of >0.7 or are in the category of great reliability. This shows that research instruments on research variables are declared reliable or good, specifically in accordance with details. Based on the output, multiple linear regressions can be generated with the form $Y = 7.701 + 0.334X_1 + 0.514X_2$ with the meaning that each coefficient (0.334 for Quality of Service and 0.514 for Price) provides information about how changes in indicator variables service quality relate to changes in response variables price, accepting the regression model is representative and suitable for the existing data. The magnitude of the influence of service quality and price on customer satisfaction can be known through the calculation of the coefficient of determination. The coefficient of

determination of service quality on customer satisfaction shows a standardized Coefficients value of 0.381 with a zero-order result of 0.673, so the impact of service quality on customer satisfaction can be produced is $0.381 \times 0.673 \times 100\% = 25.6\%$.

It is known that the impact of price on consumer satisfaction includes a standardized Coefficients value of 0.551 with a zero-order result of 0.753, then the impact of price on consumer satisfaction is $0.551 \times 0.753 \times 100\% = 41.5\%$. The overall result of the impact of service quality and price on customer satisfaction is calculated by summing the results of each variable, specifically $0.256 + 0.415 = 0.671$ or seen from the R2 value of 67.1%. The results of the T test for the impact of service quality on consumer satisfaction gotten a calculated value of $T_{hitung},458 > T_{tabel} 1,985$, and for the impact of price on consumer satisfaction gotten a calculated value of $T_{hitung} 7,908 > T_{tabel} 1,985$ which both have a significant value of 0.000, to be specific. And the result of F test showed that $F_{hitung} 95.975 > F_{tabel}$ is 3.09. The significance value of service quality and price on customer satisfaction are $0.000 < 0.05$, at that point H_0 is rejected and H_1 is accepted, meaning that service quality and price have a significant impact on customer satisfaction.

Conclusion

Based on the results of calculations that have been carried out, it can be concluded that there is an impact of service quality on customer satisfaction which is 25.6% and there is an impact of price on customer satisfaction with a value of 41.5% so that the magnitude of the impact between the two variables of service quality and price on customer satisfaction is 67.1% with the remaining 32.9% influenced by other variables that were not studied in this study.

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