The Effect of Price, Service Quality and Customer Value on Gojek Customer Satisfaction in Bekasi Regency

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Abstract

This study was conducted to analyze the effects of price, service quality, and customer value on GOJEK customer satisfaction in Bekasi Regency. Affordable prices and quality of service that meets customer expectations have a positive influence on customer satisfaction. The sampling method is nonprobability sampling. The sampling technique used in this study is convenience sampling. The number of samples used in this study is as many as 100 samples of Go-Jek customers in the Bekasi Regency area who have used Go-Jek services. The data analysis method used in this study uses multiple linear regression analysis techniques. This study produced conclusions based on the results of the F test, simultaneously showing statistical test results that are significant and feasible to use. Then, based on the results of the T test, it is partially concluded that the price system, service satisfaction, and customer value have a statistical value greater than the p-values, so it can be said that the price variable has a significant influence on customer satisfaction.

I. Introduction

The increasing needs of the wider community in transportation have presented developments in the transportation industry, such as online motorcycle taxis. The need for transportation is increasing so rapidly that online motorcycle taxi service providers are competing to get customers with various attractive offers. You can access the online ojek service through the application downloaded on your smartphone. The community gives various responses to online motorcycle taxis. Some people consider that this is one of the efforts to meet the need for transportation, which is considered time-saving because there is no need to pick up and drop off other passengers.

The company that utilizes the web as its motorcycle taxi base is PT. Gojek Indonesia was created by Nadiem Makarim in 2010 in Jakarta. At first, it only provided two-wheeled vehicle services via telephone, then switched to a smartphone application. Some features of the service, such as payment, expedition, delivery of goods, and food, were developed to attract the hearts of its customers. The wider community, especially in big cities in Indonesia such as Jakarta, is no stranger to GO-JEK, but the company must continue to carry out various innovations, pricing strategies, and improvements in the fields of service, comfort, security, and customer satisfaction. So that consumers continue to use their services and subscribe loyally, which in the future will make GO-JEK more advanced and become a role model for service provider companies in Indonesia that want to start their struggle.

A goal must be set by the company when marketing its products about the way users are fulfilled with the profits obtained. After all, each user has a fulfillment award for a benefit available. According to Lupiyoadi (2013a) fulfillment is an expression of an individual's taste that arises from a comparison of a product or service obtained and that they wishful think.

Price is a factor that greatly affects consumer satisfaction. GO-JEK is a benefit company that provides safe price offers in the pocket compared to others. Various discounts attract the attention of consumers to take advantage of its administrative services. (Solikha 2020) conducted a study on the impact of price on customer satisfaction, so it is known that price has a great impact on consumer satisfaction as per research conducted by (Metarini 2020). It is further concluded by (Uran 2017). So, it is stated that the part that the buyer focuses on is the price. A fairly high price without suitable quality will disappoint customers. Another determining factor for customer satisfaction is the quality of services (Lupiyoadi 2013b). According to Goetsch & Davis stated (Tjiptono, Fandy, and Greforius 2016), quality is an energetic state related to services, goods, individual assets, as well as places or circles that go beyond desire.

Chang, Y. H., & Yeh (2017) provides a definition of whether the quality of service has a long-term impact on realizing a sense of satisfaction and loyal customers for the company. In the event that the service obtained or received matches the will and expectations, the service is considered satisfactory, but if it exceeds the wishes of the customer, the quality of service becomes perfect. On the contrary, if the benefits obtained are below his expectations, they are considered ugly and not in accordance with expectations, which will damage the quality of service. How the quality of service depends on the company's expertise in fulfilling the wishes of its customers continuously. Sugiarto et al. (2015). As a number of previous studies have described service quality as having an impact on consumer satisfaction, such as his research (Sintya & Lumintang 2018). Following that Prayogie & Lie (2018) examining the impact of service quality and satisfaction on customer fulfillment, it appears that service quality affects customer satisfaction. This can be strengthened because his research Haqi (2020a) also states that if the quality of service affects the fulfillment of consumers,

In addition to these two things, there is a customer value that is able to determine customer satisfaction. This can be achieved if the point of view on the value obtained exceeds the sacrifice. (Ningrum, 2018). According to Tjiptono et al. (2016), customer value is the difference between the full price and all costs that arise from the process of using or buying goods or services carried out by consumers. The total score results are in the form of scores or values generated from goods, services, sales personnel, and company image. While the total price includes the price to be paid, the price of time, energy passed and mental or inner costs,

In order to maximize value, customers have a desire for the value they then obtain. The selected offers will then be evaluated, which then has an impact on their satisfaction. Some researchers state that the value of customers has an impact on their satisfaction. The result is that it has an impact on customer satisfaction. As Harpadeles (2016a) concluded, the value of customers has a positive influence on customer satisfaction. Mokoagouw et al. (2018) found that customer value and quality influence customer satisfaction.

In previous research, many researchers have carried out research on the effects of price, service quality, and customer value on customer satisfaction. However, there is still little research on the effects of price, service quality, and customer value on Go Jek customer satisfaction. The research conducted Solikha (2020) and research Sintya,

Lumintang (2018) only examined the impact of price and service quality on Go-Jek customer satisfaction. This study will add customer value variables that are associated with Gojek customer satisfaction. So, there is a difference with the previous research with the addition of customer value variables and combining price, service quality, and customer value with customer satisfaction. This study also raised the topic of online transportation because there are still many previous studies that have not examined customer satisfaction of online vehicle transportation, especially GoJek in Bekasi Regency. In addition, the samples used are not all the same. The method used is nonprobability sampling, which means that not all GoJek customers in Bekasi Regency have the opportunity to be sampled in this study.

Malhotra (2015) states that nonprobability sampling is "sampling techniques that do not use chance selection procedures." Rather, they rely on the personal judgement of the researcher. " The author chose to conduct research in Bekasi Regency because Bekasi Regency is one of the buffers of the capital city of Jakarta, which is an industrial area, so the mobility of the people in Bekasi is very dense. So many people choose to use online transportation to carry out daily activities. This study's sampling uses convenience sampling techniques; this way allows the study to decide who to choose as a sample of members of the population, where it is expected that the selected sample can provide accurate information. Based on the research gaps above, the purpose of the research conducted is to assess the price, service quality, and customer value for Go-Jek customer satisfaction.

II. Review of Literature

2.1 Customer Satisfaction

Customer satisfaction is a sense of customer joy or disappointment in the suitability of their wishes and the product provided. Whereas Kotler (2012), i.e., the taste that arises after comparison, the results he wants. Gerson (2015) explains that customer satisfaction is the view that expectations are met or exceeded and continues to be in contact with the company; on the contrary, if the customer is not satisfied, then business with the company will be stopped. (Ratih, 2015) argues that consumer satisfaction is an assessment that is or is related to security involvement and/or customer satisfaction. As for the statement of Swasta (2010), if consumer satisfaction is obtained from accumulating customers when using goods and services, If the quality provided is good, customers will be satisfied and will share their shopping experience with others.

2.2 Price

Price is all forms of money related to costs generated by customers to obtain, claim, use some mixture of goods or services. Kotler and Amstrong (2014b) narrowly, price is defined as an amount that is burdened on goods or services while broadly defined as the entirety of all the value of the consumer to obtain profit when owning or utilizing the product or its service.

When determining the value of a product and service, customers compare the usefulness of a good and service for the fulfillment of their needs with the expertise of a substitution of goods and services. According to Tjiptono (2016) said that price is a measuring instrument that can be exchanged for the right to own goods and services. (Buchari 2016) in his research also mentioned that price is an element of finance that is a benchmark that can obtain the right to own goods and services that can satisfy customers. Opinion (Sudaryono 2016) in his research also said that price is a value that can be exchanged by equalizing money or other things that are useful in a good or service. Price

according to Oentoro (2012) is an exchange rate in the form of cash or other merchandise in order to benefit from an item or for a group of individuals at a certain time and place.

2.3 Quality of Service

It is an activity that the company strives to meet the needs of its customers. Service quality according to (Zeithaml, Bitner 2009), service quality is benefit quality centers particularly on measurement of benefit, based on this see, seen benefit quality could be a component of client fulfillment. Benefit quality maybe a centered assessment that reflects the client discernment unhearing quality, confirmation, responsiveness, sympathy, and tangibles. According to (Lupiyoadi 2013a) the meaning of the quality of service to the extent to which consumers compare reality with their desire for the services they get. While (Kotler, Philip and Amstrong 2014a) defines service quality as "the customer's judgement about an entity's overall excellence or superiority and suggest that perceived quality. "According to (F. and G. C. Tjiptono 2016) what is meant by Service Quality is "a form of business / effort to meet the needs and desires of shoppers as well as the accuracy of delivery in adjusting consumer demand". (Usmara 2013) explained that the quality of service is the result of a comparison of the expected quality with the performance felt by consumers of a company.

2.4 Customer Value

The presentation according to (Buttle Francis 2014) about customer value is the consumer's point of view about the balance of the benefits obtained and the sacrifices made to obtain the benefits. Meanwhile, according to (Kotler 2015) states that a customer value (customer value) is a differentiator between profits and costs incurred by customers. (Zeithaml, Bitner 2009) Customer Value is an assessment given by a customer on all the benefits he receives be it quality, tariffs or others. Rangkuti's opinion on the value of customers is the overall dissection of the usefulness of the goods, based on the customer's point of view of what he earns and the tariffs he provides. (Ratih, 2015) defines customer value as the difference between the total value and the overall tariff where the total consumer value is the set of benefits that the consumer dreams of, and the overall tariff is the pool of money given to evaluate, acquire, use and no longer use the service or product.

2.5 Interconnection Between Variables and Hypothesis Development
a. The relationship between price and Customer satisfaction

F. Tjiptono (2014) states a theory that if the price provisions offered by the company are commensurate with the quality obtained then there is an increase in the satisfaction of consumers and vice versa. Therefore, if the benefits feel soaring, then the value will also soar. If the customer feels that the value is getting better, then the realization of customer satisfaction is more perfect. As for the statement from Lupiyoadi There is one of the 5 factors that need attention, namely price because it has to do with customer satisfaction. in its dimensions, namely affordability, price suitability with benefits, price conformity with quality and competitive prices. His research journals Solikha and Suprapta emphasized the impact of prices on customer satisfaction. It is also supported by the same statement from the results of research (Metarini 2020), (Surbendi and Asmara Hendra Komara 2019), (Uran 2017), as well as research.In accordance with the previous explanation, the hypotheses to be chosen are:
H1: There is an effect of price on Gojek customer satisfaction

b. The relationship between service quality and customer satisfaction

The quality of service has a position that is viewed to realize customer satisfaction. The customer's view of the quality of the company's services depends on the alignment and service it gets. Service provider companies, the services provided are used as a benchmark for customer satisfaction. (Lupiyoadi 2013a) stated that in the service system, service providers and customers there need to be a strong correlation. (F. Tjiptono 2014) said that if the service for customers is considered, then the satisfaction score provided will be better on measuring assurance, responsiveness, empathy, tangible, reliability. Research conducted by (Haqi 2020b) referred to in the previous discussion, a hypothesis was chosen, namely:

H2: There is an influence of service quality on Gojek customer satisfaction

c. The relationship between Customer Value and Customer satisfaction

Consumers who are satisfied with making transactions if they get a greater profit than the transaction costs incurred. The increase in customer value levels is thought to increase customer satisfaction some research concludes that customer scores have an impact on customer satisfaction. The study (Harpadeles 2016b) concluded that customer scores have a good impact on customer satisfaction. (Mokoagouw, Steve Engelhart Adolf 2018) in his research on the effect of customer value and service quality on consumer satisfaction, concluded that customer value has an impact on customer satisfaction. Then in (Prasevie 2018) said if customer value has an impact on the satisfaction of its customers. Recognition of the value is very strong in the satisfaction of customers.

The more customers see the usefulness of the service beyond its sacrifice or the money used to obtain the benefit, the higher their understanding of the value of the benefit, which in turn will manifest good satisfaction. Kirana (2015a) in her research concluded about the influence of customer values on customer satisfaction. Referring to the discussion, the hypothesis to be chosen is:

H3: There is an influence of customer value on Gojek customer satisfaction

d. The relationship between price, quality of service and customer value with job satisfaction

Consumers who are satisfied with making transactions if they get a greater profit than the transaction costs incurred. The increase in customer value levels is thought to increase customer satisfaction some research concludes that customer scores have an impact on customer satisfaction. The study (Harpadeles 2016a) concluded that customer scores have a good impact on customer satisfaction. (Mokoagouw, Steve Engelhart Adolf 2018) in his research on the effect of customer value and service quality on consumer satisfaction, concluded that customer value has an impact on customer satisfaction.

III. Research Method

A quality research model will explain the linkages between the variables to be studied, the goal of easily gaining an understanding of the research. So, the results of the relationship between variables based on the review above, this research model is presented in figure 1:
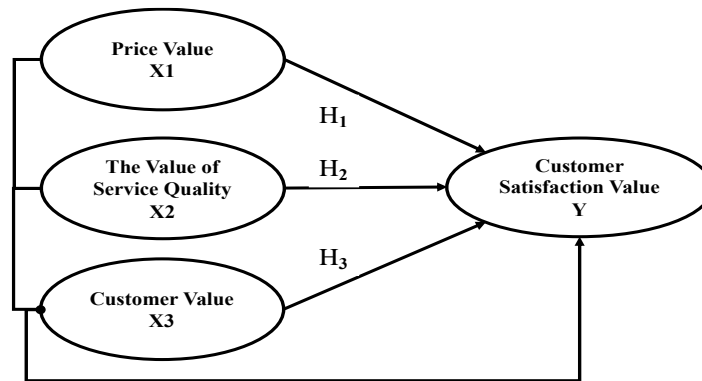
Figure 1. *Research Framework*

IV. Result and Discussion

4.1 Validity Test

The validity test is applied through factor analysis of the instrument by linking the number of scores from the questionnaire with the total score obtained. The relationship of each statement item to the total value of the variable can be done with the correlation technique, namely corrected item-total correlation, to identify whether or not the variable to be tested is valid. The results of the correlation (r count) are then combined with the product moment correlation table numbers for Degree of Freedom (df) = n and the significance level of 5% (r table). The statement item is declared valid when the calculated value of r is greater than the r of the table. Conversely, the statement item is declared invalid when the calculated r value is smaller than the table r. It is known that Cronbach's Alpha coefficients for variable price, quality of service, customer value, and customer satisfaction include reliability test requirements because the coefficients of Cronbach's Alpha ≥ 0.60. So, if each item in the statement is used to measure the same variable, the result will be fairly stable.

4.2 Reliability Test

From the table mentioned above, it is identified that Cronbach's Alpha coefficients for the variables of price, service quality, customer value and customer satisfaction have included reliability test criteria because the coefficient of Cronbach's Alpha ≥ 0.60.

4.3 Descriptive Statistics

Descriptive statistics are a summary of respondents' answers to the questionnaire questions. The answer is based on a scale of 1 to 5, which means disagree until strongly agreed. The purpose of descriptive statistics is to describe data derived from averages and standard deviations. In descriptive statistical analysis, the mean value is the average value of all respondents from the variable under study, while the standard deviation describes the degree of variation in the answers of the respondents. Note separately for the standard deviation that there is no limit to the standard value, but if the data spread is diverse or varied, it means that the standard deviation value is away from zero. The top answer or scale chosen by the respondent is referred to as the minimum value.

Based on the table above, it can be seen if the variable Price, with the smallest total value of 8 and the largest total value of 40 out of 8 statements. With an average yield of 33.88, it means that the respondent's answer to the variable is agreed, with a standard deviation value of 5.080. The quality of service gets a minimum total score of 16 and the maximum total value is 1 statement. With an average of 64.72, it means that the

28765

respondent's answer to the variable is to agree, with a standard deviation value of 9.411. The Customer value variable, with a minimum total value of 8 and a maximum total value of 39 out of 8 statements. With an average of 30.81, it means that the respondent's answer to the variable is to agree, with a standard deviation value of 5.220. Customer satisfaction, find a minimum total value of 8 and a maximum total value of 40 out of 8 statements. With an average of 32.89, it means that the respondent's answer to the variable is to agree, with a standard deviation value of 5.097.

4.4 Test of Classical Assumptions

Before conducting a multiple regression test aimed at identifying the influence of price, service quality and customer value for the dependent variable, namely customer satisfaction, the main stage is to test classical assumptions. This test is useful to ensure that the model obtained meets the standard assumptions of regression analysis such as normal distributed data, not multicollinearity, and not heteroskedasticity.

4.5 Normality Test

In this study, in testing the data, it was normally distributed using a one-sample Kolmogorv-Smirnov Test and referred to the distribution of data from diagonal sources on the PP-Plot of Regression Standardized Residual chart with a significance value of > 0.05. The basis for obtaining a normal distribution test decision is as follows: H0 is accepted if the significance of the Kolmogorov-Smirnov Sig.$\geq$ test is 0.05. H0 is rejected if the significance of the Kolmogorov-Smirnov Sig. test is 0.05. The results of the normality test using the SPSS version 20 application for variables of trust, commitment, and environmental uncertainty in supply chain management activities are as follows: The results of the Kolmogorov-Smirnov Test One-Sample test obtained the data are normally distributed with a significance value of $0.434 \geq 0.05$ and are depicted on the P-P Plot chart below. The points are scattered with diagonal lines, or called normal distributed data. so that H0 is accepted.

4.6 Multicollinearity Test

This test is useful for testing the existence of significant correlations between free variables that basically, a good regression model has no relationship with free variables. Decisions can be made by reviewing the tolerance values and VIF (Variance Inflation Factor) which are as follows:
a. If the tolerance value > 10, it means that there is no multicollinearity
b. If the VIF value < 10 means that there is no multicollinearity

The variable used turned out to be > 0.10 and the VIF value 10. It can be seen in the table that almost the entirety of the variables is not subjected to multicollinearity. It is from this that one can conclude that Ho is accepted. It is this that can indicate the absence of symptoms of multicollinearity.

4.7 Heteroskedasticity Test

Used to conduct research on regressions that identified differences in variance from several observations. If a fixed variance is obtained, then it is said to be homoskedasticity. Scatterplot indicates the presence of a spread at the points that appear in the upper regions and the regions below zero, so it is said that there is no occurrence of heteroskedasticity, so that H0 is accepted.

4.8 Multiple Linear Regression Test

The formulation of the double regression equation is obtained, which is as follows:

$$Y = 3.973 + 0.231X1 + 0.217X2 + 0.229X3 + e$$

4.9 Hypothesis Test

This test is a temporary estimate of the formulation of the problem in the study that must be examined more deeply for its validity. This study used multiple linear regression to test its hypothesis. The test consists of three (three) parts of hypothesis testing results, namely the results of the coefficient of determination test (adjusted $R2$). Test F (Simultaneous), Test t

a. Coefficient of Determination Analysis (R2)

The coefficient of determination test (R2) is used to assess the goodness of the regression equation model, which gives a proportion or percentage of the total variation on the dependent variable described by the independent variable. The value of the coefficient of determination (R2) is seen in the results of multiple linear regression tests for independent variables against their dependent variables.

b. Simultaneous Significance Test (F Test)

This test was carried out to identify the existence of independent variables, namely the accounting information system and internal control system, for company performance with the moderation variable. Good Corporate Governance is declared influential if the significance level is 0.05 or has no effect if the significance value is > 0.05. The results of the simultaneous significance test (F test) can be seen in table 8 as follows: Referring to table 8 mentioned above, the statistical test result is F 44.447 with a significance level of 0.000. It is said that all free variables have an effect on the bound variable simultaneously or are good to use.

c. Partial Test (T Test)

This test is useful for identifying the impact on independent variables of dependent variables. The condition of the T test is that Ha is accepted if the sig t value is 0.05, or in other words, the independent variable has an effect on the dependent variable. The hypothesis is rejected if the sig t > 0.05, or in other words, its independent variable has no effect on the dependent variable. Based on the results of the t test, it can be analyzed the test of the effect of price on customer satisfaction. It is found that H1 is accepted because the variable has a t-statistical value of 2.418 and a p-value of 0.018. This is in accordance with the requirements of the t-test, where the t-statistical value obtained is more than 1.96 or the limit of the criterion value and the p-values are less than 0.05 or 5%. This means that these variables have a big influence on customer satisfaction. Referring to the results of the service quality variable test on customer satisfaction, it was found that H2 was accepted because the variable had a t-statistical value of 3.826 and a p-value of 0.000. This is in accordance with the requirements of the t-test, where the value of the t-statistical value obtained is more than 1.96 or the limit of the criteria, and the p-values are less than 0.05 or 5%. This means that these variables have a big influence on customer satisfaction. As a result of the variable test of customer value to customer satisfaction, it was found that H3 was accepted because the variable had a t-statistical value of 2.651 and a p-value of 0.009. This is in accordance with the requirements of the t-test, where the t-statistical value obtained is more than 1.96 or the limit of the criteria and the p-values are less than 0.05 or 5%. This means that these variables have a big influence on customer satisfaction.

4.10 Discussion
a. The effect of price on customer satisfaction

According to the analysis carried out, this research reveals that the price has a significant impact on customer satisfaction in the Bekasi Regency area because it has a significantly greater value. Price is a variable that can be controlled by business owners and can be a determination of the acceptance or rejection of a good or service by customers depending on the policies made by the company. GOJEK sets a friendly price in accordance with the quality of service provided and still pays attention to price competitiveness so that GOJEK remains the main choice for its customers. This confirms that if customers benefit from the services provided, they will add their own value. If the value obtained is high, customers will also have their own satisfaction. As (Lupiyoadi 2013a) argues, there are five factors that need to be underlined and considered in order to meet customer satisfaction, one of which is the price (affordable, according to what is felt, the quality obtained).

The effect of price on customer satisfaction is in accordance with research (Solikha 2020) which examines the effect of price on customer satisfaction. The results found that the price has a big effect on customer satisfaction. The next research (Metarini 2020) also said that price also has an impact on customer satisfaction. The conclusions are strengthened by research (Surbendi and Asmara Hendra Komara 2019) that shows the one thing that has the most influence on customer satisfaction is price. Then research (Uran 2017) showed that price has a great influence on customer satisfaction. Research (Kencana 2020) concluded that prices have an impact on customer satisfaction.

b. The effect of service quality on customer satisfaction

The results showed that the effect of service quality on customer satisfaction showed a significant influence, and the quality of service could be well received. Service quality plays an important role in creating customer satisfaction. The perception that the customer has of the good and bad service from the company depends on the desires that the customer himself has. If the quality of the service has not met the customer's expectations, then he will be disappointed, which has a bad impact on the company. Lupiyoadi (2013) mentioned that in the service system, service providers must be more closely related to the customer because the customer is an important person in the formation of a service. F. Tjiptono (2014) also mentioned that the services provided to customers must certainly pay attention to their quality by increasing the measurable consumer satisfaction index from quality dimensions such as tangible, empathy, reliability, responsiveness, and assurance. Service quality affects customer satisfaction. As supported by research (Sintya, Lumintang Intan, 2018), it was concluded that service quality affects customer satisfaction. The study (Prayogie, Zai, and Darwin Lie 2018) examined the effects of price and service quality on customer satisfaction. The results showed that the quality of the services provided turned out to have a major effect on customer satisfaction. Haqi (2020a) and other researchers have also found that the quality of service has an effect on customer satisfaction.

c. The effect of customer value on customer satisfaction

From the results of testing the hypothesis of the effect of customer value on customer satisfaction, it is known that customer value significantly affects customer satisfaction and is acceptable. Every customer who gets a higher profit than the costs incurred will feel more satisfied and comfortable when transacting. An increase in customer value is thought to increase customer satisfaction. Several studies have shown that customer value affects customer satisfaction. The study (Harpadeles 2016b) concluded that customer value has a

positive and significant impact on customer satisfaction. In his research on the influence of customer value and service quality on customer satisfaction, Mokoagouw concluded that customer value affects customer satisfaction. Then in (Prasevie 2018), it states that customer value affects customer satisfaction. The view of value greatly impacts customer satisfaction. If more customers perceive the benefits of the service beyond the effort, sacrifice, or costs incurred to obtain the service, the higher their view of the value of the service, which will then realize greater satisfaction. (Kirana 2015a).

V. Conclusion

In this study, we can simultaneously conclude that the impact of price, service quality, and customer value on GOJEK customer satisfaction in Bekasi Regency was significant because the results of the F statistical test showed a significant F value because the level of significance owned by the level of satisfaction was smaller than the level of significance. The price is accepted because it has a t-statistical value greater than the specified criteria limit and a p-value value less than the specified value, indicating that it has a partial effect on GOJEK customer satisfaction. So, it can be stated if the price variable has a significant impact on customer satisfaction. Based on the acquisition and assessment of service quality variables for customer satisfaction, it can be concluded that the service quality value is accepted because the quality of service has a t-statistical value greater than the p-values.

Based on the acquisition and assessment of variables of customer value for customer satisfaction, it is in accordance with the criteria that the t-statistical value must be greater than or the limit of the criterion value and the p-value value is smaller. So, this is a variable of customer value that has an impact on customer satisfaction.

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