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DATA IN SUMMARY | ACCOUNTING, MANAGEMENT, BUSINESS, ECONOMIC

The Influence of Price Perception and Customer Satisfaction on Customer Loyalty

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Abstract: The purpose of this study is to analyze the influence of price perception and customer satisfaction on customer loyalty among Go-jek service users in Jatimakmur. This research employs a quantitative approach using a survey method and questionnaires distributed to 154 respondents who are Go-jek users in Jatimakmur, with data analysis conducted through descriptive statistics and multiple linear regression. The independent variables used in this study are price perception and customer satisfaction, while the dependent variable is customer loyalty. The results of the study show that both price perception and customer satisfaction have a positive and significant effect on customer loyalty, both simultaneously and partially. This is indicated by the t-estimated $>$ t-calculated for price perception ($4.401 > 1.975$) and customer satisfaction ($4.009 > 1.975$). Based on the F-test, price perception and customer satisfaction simultaneously have a significant effect on customer loyalty. This is shown by an F-calculated value of 51.210, which is greater than the F-table value of 3.06, and a significance value of 0.000, which is less than 0.050. Meanwhile, the adjusted R^2 coefficient is 0.381, meaning that price perception and customer satisfaction can explain 38.1% of the customer loyalty variable, while the remaining 62.9% is influenced by other factors not included in this study.

Keywords: Price Perception, Customer Satisfaction, Customer Loyalty, Go-Jek.

1. INTRODUCTION

The development of the current digital era is marked by technological advances that increasingly facilitate all community activities, especially for urban communities. The urban lifestyle that tends to be practical encourages the creation of new innovations to support all mobility and community needs, one of which is by presenting online motorcycle taxi services. The online motorcycle taxis that the community expects here can connect consumers who need transportation services with drivers, can connect consumers who need goods delivery services, can connect consumers and producers who want food purchasing and delivery services by utilizing one technology, namely smartphones through applications. This application is easy to find by downloading it via the Play Store or App Store.

According to comScore data as of December 2023, it was recorded that 2,340,000 residents used online motorcycle taxi applications on Android smartphones. Among them are Go-jek 957,000, Maxim 892,000, InDrive 321,000, Grab Driver 170,000, Taxsee Driver 135,000. on all online motorcycle taxi application customers. Along with others, one in four smartphone users in Indonesia have an online motorcycle taxi transportation application on their Android smartphone. This data is also followed by comparative data on the number of users during December 2023.



Table 1. Percentage of Online Motorcycle Taxis

No.	Data Name	Amount of Data	%
1	Gojek	957.000	59,13
2	Maxim	892.000	32,24
3	InDrive	321.000	6,93
4	Grab Driver	170.000	1,47
5	Taxsee Driver	135.000	0,23

The review of the Research and Development Agency (Balitbang) of the Ministry of Transportation (Kemenhub) conveyed that the majority of the most abundant people use the Gojek online transportation application. It was written that 59.13 percent of respondents confirmed the choice of the imitation application of the decacorn company in this calculated dry. After Gojek, residents use the Grab application (32.24 percent), Maxim (6.93 percent), InDriver (1.47 percent) and Taxsee Driver (0.23 percent). Preferred payment methods Cash and electronic money (41.69%), electronic money (32.532%), and cash (25.69%) are the most widely used payment methods. Men are the majority of online motorcycle taxi users (53%) and the group with the lowest monthly income below IDR 3 million are those who work as private employees (35.40%). Online taxis are used on average one to three days a week. The majority of consumers (51.41 percent) spent between 10,000 and 25,000 rupiah on online motorcycle taxi bookings, while 41.47 percent spent less than 25,000 rupiah on other forms of transportation. The majority of respondents (37.29 percent) and (32.28 percent) said they used online motorcycle taxis because they were more convenient and faster. They also used them from home to work (70.62 percent) and from work (29.57 percent). The furthest 4–8 km (41.24 percent) for work or business purposes (57.74 percent). However, 52.32% of the population considered the fare reasonable. In response to the latest service charges (tariffs), they chose to maintain usage by 49.76 percent and changed or decreased usage by 50.24 percent.

PT. Karya Anak Bangsa application, or an online transportation company known as Gojek, is an internet transportation company that uses socially conscious technology with the aim of improving the welfare of Indonesian workers in several unorganized industries. Michaelangelo Moran and Nadiem Makarim developed Gojek in 2011. Initially, Gojek services were only available via phone. Similar to hailing a taxi. However, Gojek continued to grow, and the Gojek Android application was launched in early 2015. Users will easily understand why smartphones are now a necessity for living in metropolitan areas. Gojek drivers and founders gradually benefited from this innovation. Gojek's activities are based on three core values: Speed, Creativity, and Emotional Impact. Gojek revolutionized the ease and speed of consumers in ordering transportation using mobile phones. Cities with heavy traffic, such as Jakarta and other places where we operate, depend on Gojek's core services. Gojek has a lot to offer to both service providers and clients.

2. LITERATURE REVIEW

2.1. Understanding Price Perception

Lee et al (2011) price perception is a consumer's evaluation of whether the rates proposed by traders and balanced by other parts are reasonable, obtainable, or fair, which states that it is an emotional form that is related. According to Kotler, P and Keller, K, (2016), Price is the amount of money that a person or business is willing to pay to transfer ownership of a product or service to another party. Dedicated clients will also consider the cost of the goods they use. Both points of view lead to the conclusion that the price of a product is its monetary value. Gain, (2017) indicators used to measure prices include:

Prices that match benefits; Perception of price and benefits; Affordable prices; Price competition; Price suitability with quality

2.2. Customer Satisfaction

Customer satisfaction is a positive or negative opinion that arises from a comparison between the projected performance of goods or services with customer expectations is called customer satisfaction. When a product does not perform as expected, customers become unhappy (Kotler, P., & Keller, 2016). Tjiptono, (2011) stated: Client happiness or unhappiness is the client's reaction to the development of a lack of synchrony/inconsistency between previous expectations (other performance criteria) and the actual performance that is tried from the product after use Factors That Influence Customer Satisfaction is Satisfaction with price; Satisfaction with service; Satisfaction with promotion and satisfaction with product.

2.3. Customer Loyalty

Giddens, (2002) said that customer loyalty is the reason why customers choose top stamps over other stamps in a certain manufacturing size because they believe that the listed series embodies things with various advantages and advantages through reasonable rates. Customer loyalty is also an indicator of the energy of the series, because without the power of the series, customer loyalty will not be formed. According to Rizkya, (2016) there are several indicators of loyalty. They are: Conveying positive things to others; Recommending to others; Making repeat purchases; Being the first choice.

3. RESEARCH METHODS

3.1. Research Location and Research Time

This research was conducted in the Jatimakmur Village, Pondok Gede District and the subjects studied were online motorcycle taxi (gojek) customers. The time studied during the study was 3 months starting from May 2024 to July 2024.

3.2. Research Design

According to Sugiyono, (2008), research approaches are divided into two types, namely:

1. Positivist ideology encourages the use of quantitative research strategies, namely techniques for examining a selected population or sample. Research instruments are used for data collection, quantitative/statistical data analysis is performed, and random sampling procedures are usually used to test the proposed hypothesis.
2. Postpositivism theory is the basis of qualitative research methodology, which is used to study things in their natural environment. This approach uses the researcher as the primary tool, the capture of data source samples as deliberate, and triangulation (combination) as the data collection technique. Inductive and qualitative methods are used to analyze the data, and research findings emphasize interpretation of meaning rather than generalization.

The researcher used a quantitative research strategy in this study, and the technique applied was a questionnaire, namely several recorded questions asked to certain individuals known as respondents.

3.3. Data Analysis Techniques

According to Ardhana, (2002) The process of placing data in a certain order and classifying it into basic units of description, patterns and categories is known as data analysis. Descriptive statistics is the data analysis method used in this investigation. A subfield of statistics known as descriptive statistics, or deductive statistics, examines the best ways to collect and present data in a way that makes sense. Descriptive statistics focuses on describing and presenting information about data, conditions or phenomena, so that it can provide information about the conditions, symptoms or problems being researched (Misbahuddin Iqbal Hasan, 2002). Test instruments will be used to test the data. The test instruments used in this research are as follows:

1. Validity Test

According to Arikunto, (1995), the level of validity of the research instrument in calculating what will be measured is called validity. Using SPSS 26.0 for Windows software, the Pearson correlation approach is used as a validity test strategy in this study. The significance value < 0.05 and the R-calculated value are compared to determine the results of this test. An item is considered valid if the R-calculated exceeds the R-stimated; conversely, an item is considered invalid if the R-calculated is less than the R-stimated.

2. Reliability Test

Reliability according to Sugiyono, (2005) is a group of measurements or a series of measuring instruments that show constant when treated repeatedly. Test reliability is the maximum extent to which an assessment can be relied on to manifest a relative, stable, and unchanging score even when given in various situations. Using SPSS Windows version 26.0, a reliability test was conducted for this study. An instrument is considered reliable if its Cronbach's alpha reliability coefficient is more than 0.60.

3. Classical Assumption Test

In order for the regression similarity resulting from the regression analysis to be suitable for use in prediction, a number of assumptions must be met. If the linear regression model completes the BLUE (Best Linear Unbiased Estimator) criteria, the listed model can be considered good, especially if it is a multiple regression. If the classical assumption conditions are met, the BLUE criteria can be met. These are the four traditional assumption tests that need to be run by the multiple regression model, namely:

a. Normality Test

Data normality test is a process to understand whether the circulation of data described follows a normal distribution pattern or not. In this study, normality is evaluated by applying a graphical method called Normal Probability Plot. This technique allows one to compare the actual cumulative turnover of data with the cumulative turnover of normal distribution. The actual cumulative distribution of data is represented by mapping the data, while the normal distribution is represented by a straight diagonal line that stretches from the bottom left to the top right. When the line representing the actual data approaches or follows the diagonal line, the data is said to be regularly distributed. The purpose of this study's normality test is to ascertain whether the data for the dependent variable-consumer behavior and independent variables such as e-commerce

usage, which include notification advantages, convenience, rates, and product advantages are regularly distributed.

b. Heteroscedasticity Test

The purpose of the heteroscedasticity test is to determine whether the residual variance in the regression model differs between two observations. Homoscedasticity is a state in which the residual variance is constant over a range of predictor values. Conversely, heteroscedasticity refers to the variation in the residual variance. A regression model that meets the requirements of homoscedasticity or does not show heteroscedasticity is considered very good (Ghozali, 2006). Heteroscedasticity does not exist when the residual variance between two observations is constant; this condition is known as homoscedasticity. By using the regression equation to regress the residual values against the independent variables, the Glejser test is used to check for heteroscedasticity. This test shows that the model is more likely to be correct if the independent variables are less significant.

c. Multicollinearity Test

In this study, it is necessary to check whether there are symptoms of multicollinearity in the regression model. Multicollinearity refers to the presence of a linear relationship between independent variables in multiple regression. A good regression model should not show a high correlation between independent variables. To detect the presence or absence of multicollinearity in the regression model, two main indicators can be used, the Tolerance value and the Variance Inflation Factor (VIF). A regression model is considered free from multicollinearity if the VIF value is less than 10 and the Tolerance value is more than 0.10 (Imam Ghozali, 2013).

4. Hypothesis Testing Tools

a. Multiple Linear Regression Analysis

The statistical method for relating two or more independent variables (X_1, X_2, \dots, X_n) to one dependent variable (Y) is multiple regression analysis. The purpose of this analysis is to identify variables that influence consumer behavior when shopping online through e-commerce. In general, the following equation can be used to express a multiple linear regression model for a population:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Description:

Y = Dependent Variable (Price Loyalty)

a = Constants

b = Regression Coefficient

X_1 = Price

X_2 = Customer satisfaction

e = Std. Error

b. T-Test (partial)

Use the t-test (partial test) to determine whether the independent variable has a substantial impact on the dependent variable. If the significance value (Sig) or the t-calculated value is less than 0.05, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted in this test. Conversely, H₀ is accepted and H₁ is rejected if Sig is greater than 0.05 or the t-calculated is smaller than the t-estimated. In this study, the t-test is used to test part of the impact of each independent variable (price perception and customer satisfaction) on the dependent variable. (customer loyalty).

c. F-test (Simultaneous)

To determine whether the combined regression coefficient of the independent variables contains statistically significant efforts on the dependent variable, the F test is a simultaneous test that is carried out. The target of this test is to determine whether the customer loyalty of the dependent variable is significantly influenced by each independent factor (information quality, price, convenience, and product quality). In this study, the F test is used to simultaneously determine whether the overall coefficient of the independent factors affects the dependent variable. In this test, the results of the F calculation and the F table are compared using a 95% confidence level (degree of error α 5% or 0.05). When the F calculation is greater than the F table, it can be concluded that the independent factors together have a substantial influence on the dependent variable, thus rejecting the null hypothesis, which states that all regression coefficients are zero. However, if the F calculation is smaller than the F-estimated, indicating that the independent factors do not significantly affect the dependent variable, the null hypothesis cannot be ruled out.

4. RESULTS AND DISCUSSION

The results of the study prove that customer satisfaction and price perception have an influence on customer loyalty in online motorcycle taxi services (Go-jek) in Jatimakmur. Based on the results of the Google Form questionnaire, the data applied in this study involving 154 respondents as a whole are considered valid and reliable.

1. Price Perception Variable

The result of the r-calculated indicator for the first statement is 0.797, statement 2 has a value of 0.787, statement 3 has a value of 0.750, statement 4 has a value of 0.807, statement 5 has a value of 0.678, statement 6 has a value of 0.790, statement 7 has a value of 0.735, statement 8 has a value of 0.832, statement 9 has a value of 0.768, and statement 10 has a value of 0.766, and has a significant Cronbach's Alpha value of 0.927.

2. Customer Satisfaction Variable

The results of the r-calculated indicator for statement 1 have a value of 0.801, statement 2 has a value of 0.822, statement 3 has a value of 0.768, statement 4 has a value of 0.793, statement 5 has a value of 0.841, statement 6 has a value of 0.6780, statement 7 has a value of 0.837, and statement 8 has a value of 0.834 and has a significant Cronbach's Alpha value of 0.918.

3. Customer Loyalty Variable

The results of the r-calculated indicator for statement 1 have a value of 0.832, statement 2 has a value of 0.824, statement 3 has a value of 0.756, statement 4 has a value of 0.836, statement

5 has a value of 0.813, statement 6 has a value of 0.774, statement 7 has a value of 0.834, and statement 8 has a value of 0.860, and has a significant Cronbach's Alpha value of 0.928.

If the validity test results show that the *r*-calculated value of each variable is higher than the *r*-estimated value (0.158) and the degree of significance of each statement is less than 0.05, then the data is considered valid. Meanwhile, if the Cronbach's Alpha score of each variable is higher than 0.70, then the data is considered credible. This shows how consistently the measuring instrument produces accurate and reliable data. The following are the details of the reliability test results for each variable, namely:

a. *Price Perception*

Table 2. Results of the Reliability Test of the Price Perception Variable (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.927	10

Based on the reliability test results shown in table 2, the Customer Satisfaction variable (X2) can be determined. The reliability value (Cronbach's Alpha) in the table is 0.918 > 0.70, which proves the validity of the measuring instrument used in this study.

b. *Customer Loyalty*

Table 3. Results of the Reliability Test of the Customer Loyalty Variable (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.928	8

Based on the reliability test results shown in table 3, it can be determined that the Customer Loyalty variable (Y) reliability value (Cronbach's Alpha) in this table 3 is 0.928 > 0.70, which indicates that the measuring instrument in this study is reliable.

c. *Normality Test*

Table 4. Results of the Normality Test of Graphs and Statistics

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		154
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.65230759
Most Extreme Differences	Absolute	.062
	Positive	.046
	Negative	-.062
Test Statistic		.062
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

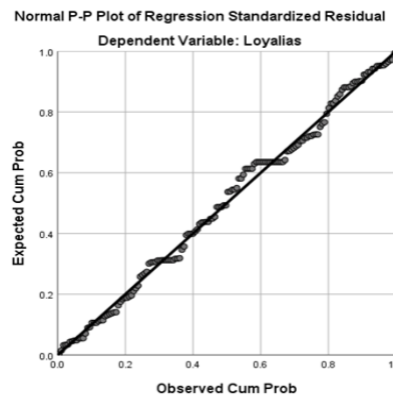


Figure 1. Normality Test

From the two normality tests (graphics & statistics) shown in figure 1 it can be interpreted that there are no obstacles in the distribution of questionnaire data related to the influence of independent variables (Price Perception and Customer Satisfaction) on the dependent variable (Customer Loyalty).

d. Multicollinearity Test

Table 5. Multicollinearity Test Results

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	11.937	2.359		5.061	.000		
	Price	.185	.048	.293	3.890	.000	.715	1.399
	Satisfaction	.421	.076	.416	5.533	.000	.715	1.399

a. Dependent Variable: Customer Loyalty

Based on table 5 above, it can be seen that the Variance Inflation Factor (VIF) value shows that the VIF value of price perception is 1.399 and the VIF value of customer satisfaction is 1.399. This shows that no independent variable has a VIF value of more than 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model. Judging from the tolerance value, the price perception is 0.715 and the tolerance value of customer satisfaction is 0.715. The cut-off value commonly used to indicate multicollinearity is the Tolerance value ≤ 0.1 or equal to the VIF value ≥ 10 . So it can be concluded that there is no multicollinearity from the tolerance assessment because it has a tolerance value greater than 0.1.

e. Heteroscedasticity Test

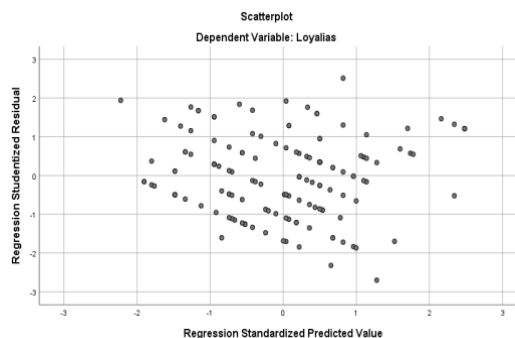


Figure 2. Scatterplot Heteroscedasticity Test Results

Based on the figure 2, it can be seen that the points are spread randomly and are spread both above and below the numbers on the Y axis. This can be said that there is no heteroscedasticity in the regression model. Hypothesis testing in this study based on the results of the coefficient test (Adjusted R²) simultaneously found that the independent variable (X) is able to explain changes in the dependent variable (Y) with a value of 0.381 or 38.1%, while the remaining 0.629 or 62.9% is influenced by other variables not taken into a calculated in this study. While the results of the partial t-test show that the t-calculated value of each variable is all greater than the t-estimated determination of 1.975 and the probability value of Sig. Each variable is also not greater than the probability determination of Sig 0.05. The results of the t-test for each X variable against the Y variable are as follows:

Table 6. Results of Partial Significance of T-Test

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.524	2.337		4.931	.000
	Price	.261	.059	.366	4.401	.000
	Satisfaction	.337	.084	.333	4.009	.000

a. Dependent Variable: Customer Loyalty

1. The Price Perception variable (X1) has a calculation of 4.401 with a Sig. value of 0.000.
2. The Customer Satisfaction variable (X2) has a calculation of 4.009 with a Sig. value of 0.000.

Table 7. Simultaneous of F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	276.271	2	138.136	51.210	.000 ^b
	Residual	407.313	151	2.697		
	Total	683.584	153			

a. Dependent Variable: Customer Loyalty
 b. Predictors: (Constant), Satisfaction, Price

Based on the results of the simultaneous F-test, the independent variables of price perception (X1) and customer satisfaction (X2) together have a significant influence and relationship to the dependent variable of customer loyalty (Y). This can be seen from the results of the F-calculated of 51.210 which is greater than the F-table of 3.06 with a Sig. value of 0.000 which is smaller than the probability value of 0.05.

5. CONCLUSION

Based on the results of research and discussion regarding price perception and customer satisfaction towards customer loyalty of online motorcycle taxi services (go-jek) in the community in Jatimakmur, the following conclusions can be drawn: Partially, price perception has a positive and significant effect on customer loyalty because of the ease of hiring online motorcycle taxi services (go-jek) that are ready to serve anything. Customer satisfaction also has a positive and significant effect on loyalty because the price given is in accordance with the service so that it has an impact on customer loyalty.

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