



THE INFLUENCE OF PERCEIVED PRICE AND E-SERVICE QUALITY ON CUSTOMER SATISFACTION AND THEIR IMPACT ON CUSTOMER LOYALTY IN USING GO-JEK SERVICES IN DKI JAKARTA PROVINCE

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Abstract

This study aims to analyze and prove the effect of perceived price and e-service quality on customer satisfaction and their impact on customer loyalty in using Go-Jek services in DKI Jakarta Province. This research method uses the causality method. The population of this research is Go-Jek customers in DKI Jakarta while the number of samples used is 200 respondents. The data analysis method used in this study is SEM-PLS. This study resulted in the following conclusions: Price Perception has a positive and significant influence on Go-Jek Customer Satisfaction in DKI Jakarta Province. E-Service Quality has a positive and significant influence on Go-jek Customer Satisfaction in DKI Jakarta Province. Simultaneously Perceived Price and E-Service Quality have a positive and significant influence on Go-jek Customer Satisfaction in DKI Jakarta Province. Price Perception has a positive and significant influence on Go-jek Customer Loyalty in DKI Jakarta Province. E-Service Quality has a positive and significant influence on Go-jek Customer Loyalty in DKI Jakarta Province. Customer Satisfaction has a positive and significant influence on Go-jek Customer Loyalty in DKI Jakarta Province. Simultaneously Perceived Price, E-Service Quality, and Customer Satisfaction have a positive and significant influence on Go-jek Customer Loyalty in DKI Jakarta Province. Perceived Price has a positive and significant influence on Customer Loyalty through Go-Jek Customer Satisfaction in DKI Jakarta Province. E-Service Quality has a positive and significant influence on Customer Loyalty through Go-jek Customer Satisfaction in DKI Jakarta Province. Therefore, the variable of customer satisfaction is a full mediating variable.

Keywords: Perceived Price; E-Service Quality; Customer satisfaction; Customer loyalty

INTRODUCTION

The development of internet technology in Indonesia is getting higher due to the need for this technology. The Internet is a means of exchanging information for people around the world. In Indonesia, the internet has a high usage rate so it has a high potential for Indonesia's digital progress. The higher the use of the internet makes people can not be separated from the need for the internet, (Adnyana & Suprpti, 2018). The development of information and communication technology is now changing the lifestyle of Indonesian people to become technology-based. Online transportation is one of the transportation services that use technological advances. Currently, many types of online transportation have sprung up that can help people's daily lives, (Septiani, 2020).

One of the transportation businesses that is growing rapidly in this country is Go-Jek. PT. Gojek Indonesia was founded in 2011 by Nadiem Makarim and Michaelangelo Moran. This company is engaged in transportation services and acts as an intermediary between

motorcycle taxi drivers and online customers. Gojek is already operating in densely populated cities such as Jakarta, Bandung, Surabaya, Solo, Yogyakarta, Denpasar, Medan, Palembang, Makassar, and other big cities, (Baistama & Martini, 2021). The research results put forward by ABI research show that Grab leads the online transportation market in Indonesia, with a market share of 64.7%. Gojek as Grab's main competitor only has a market share of 35.3%, (Anggraini & Budiarti, 2020).



Figure 1 Online Ojek Startup Ranking
 (Source: Andoridrank.org, 2021)

Based on the Ojek Online Startup Ranking, it shows that the first position is occupied by Grab at 5.44%, Gojek is in second place with a ranking percentage of 2.92%, while Maxim is in third place with a ranking percentage of 0.19%. shows that Indonesian people prefer to Grab over Gojek. Competition in the transportation industry will encourage companies to carry out strategies to get and retain customers or create loyal customers through the satisfaction that customers feel after using online transportation services. This must be done by the company to survive and gain profits for the company. Having loyal customers will benefit the company. In addition to the products or services offered to survive in the eyes of customers, the company will also be able to compete with competitors in the market.

Customer loyalty greatly affects the progress of a business, companies must continue to maintain and retain their customers. Customer loyalty is a customer's decision to voluntarily continue to subscribe to a particular company for a long period (Aprileny, et al, 2022). Go-Jek itself does not only provide shuttle facilities using motorbikes or cars, but Go-Jek has provided other facilities that have never existed before. Such as delivering goods, buying

goods, and so on. Not only that, but Go-Jek also provides a service for cleaning the house, which is called Go-Clean.

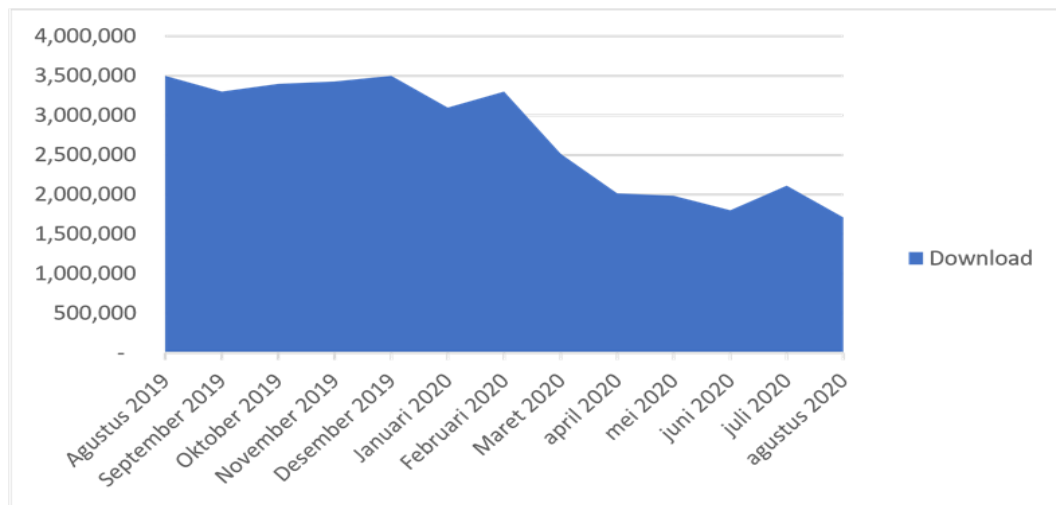


Figure 2 Downloaded and Installed Gojek Applications by the Community
(Source: Pro.similarweb.com, 2021)

Downloading or downloading and installing applications is an act of consumer decision to subscribe to an application service and is one of the most influential indicators in determining the position to lead the market (Market lead) in application-based startups. Based on Figure 1.7, the public download and installation of the go-jek application show a decline from January 2020 to August 2020, this will reduce the position value in leading the market (Market lead), the lower the download and install rates, the lower the position of Gojek in the Indonesian market, this is also a form of low customer satisfaction.

Factors that influence customer satisfaction and customer loyalty are price perceptions (Nugroho & Tjahjaningsih, 2022). Price perception is a psychological factor from various aspects that has an important influence on consumer reactions to prices, (Juniantari et al, 2020). Perceived price is a customer's tendency to use price in assessing the suitability of product benefits, (Septiani, 2020). The evaluation of the price of a product's benefits can be said to be expensive, cheap, or moderate for each individual, depending on the perception of each individual based on the environment and the individual himself (Dewi, 2020). In other words, customers in assessing the price of a product do not depend only on the face value of the price, but on their perception of the price. Companies must set appropriate prices to be successful in marketing goods and services, (Dimayati & Subagio, 2016).

With the development of online service application technology, one of the factors that can influence is E-service quality, (Dinesh & Raju, 2022). To get customer satisfaction and loyalty, companies must have good and superior service compared to others, one of which is e-service quality, (Fidia, 2022). Gojek as a company engaged in internet-based services can be measured for the quality of its electronic services with the measurement dimension of E-service Quality. E-service quality measures the extent to which a website facilitates shopping, purchasing, and delivery efficiently and effectively (Giao, et al, 2020). Gojek as an internet-based service still often experiences problems with its server, customers often find it difficult to place an order, or when they successfully place an order, they get a driver who is too far away, so the wait is too long.

The concept of loyalty, which is part of the customer relationship management theory, has been widely researched, but there are still some that show inconsistent results in previous studies, including research conducted by Asadpoor & Abolfazli (2017); Kao & Lin (2016); Yen & Lu (2008), showed results that loyalty is influenced by customer satisfaction. However, the results of this study are not in line with research conducted by Putra (2021) and Dharma (2017) which state that customer satisfaction has no significant effect on customer loyalty.

Another study conducted by Dimayati & Subagio (2016); Adnyana & Suprapti (2018); Septiani (2020), shows the results that loyalty is influenced by price perceptions. However, the results of this study are not in line with research conducted by Nugroho & Magnadi (2018) and Gea (2021) which state that price perceptions have no significant effect on customer loyalty. Research conducted by Carlson & O'Cass (2010); Chang, Lee, & Lai (2012); and (Juniantari, 2020) from the results of this study can be concluded that e-service quality has a positive and significant effect on customer loyalty. However, the results of this study are not in line with research conducted by Murhadi & Reski (2022) and Vikramaditya (2021) stating that e-service quality has no significant effect on customer loyalty.

Several previous studies have also shown that e-service quality can affect customer loyalty through customer satisfaction (Zehir & Narcıkara, 2016; Juniantari, Anggraini, & Hendrawan, 2020), and price perceptions affect loyalty through customer satisfaction (Dimayati & Subagio, 2016; Juniantari, Anggraini, & Hendrawan, 2020). However, the results of this study are not in line with research conducted by Nugroho & Tjahjaningsih (2022) and Aprileny, Rochim, & Emarawati (2021) which states that customer satisfaction

has not been able to mediate the effect of perceived price and e-service quality on customer loyalty.

By looking at the phenomenon of this problem, the purpose of this research is to test and analyze the effect of perceived price and e-service quality on customer satisfaction and loyalty, both direct and indirect influence with customer satisfaction as a mediating variable.

THEORETICAL REVIEW

Customer loyalty

Customer loyalty is a customer's deep commitment to resubscribe or repurchase selected products/services consistently in the future, even though situational influences and marketing efforts have the potential to cause behavior changes, (Gultom et al, 2022). Customer loyalty is a set of attitudes related to regular buying behavior that systematically benefits a company compared to competing companies (Watson et al., 2015). Kotler and Keller (2016) state that customer loyalty is a customer's commitment to repurchasing a product or service even though there is influence or marketing from competitors that can cause switching behavior. Customer loyalty is also defined as the purchase of a product on an ongoing basis and a psychological process that is the result of a commitment to the product (Thakur, 2016).

Customer satisfaction

Kotler and Keller (2016) state that in general satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or result) against their expectations. Consumer satisfaction has a definition, namely that there is a level of someone's feelings that exist after comparing with the performance results that will be compared with the expectations of the person himself, (Juniantari et al, 2020). One of the three levels of general satisfaction can be felt by consumers such as performance below expectations, so consumers will feel disappointed, but if the resulting performance can be in line with expectations or targets, consumers will feel satisfied and if the resulting performance can exceed expectations then consumers will feel very happy or satisfied, (Billyarta & Sudarusman, 2021). Irawan (2003) reveals that customer satisfaction is a customer's feelings in response to the goods or services that have been consumed. According to Kasih and Moeliono (2020) and Arianto *et al.* (2022a), customer satisfaction is

a feeling as a form of evaluating product or service performance based on customer expectations.

Price Perception

Septiani and Nurhadi (2020) state that perception is a process by which we select, organize, and translate input information to create a meaningful picture of the world. Perceived price is the consumer's tendency to use price in assessing the suitability of product benefits. The evaluation of the price of a product's benefits can be said to be expensive, cheap, or moderate for each individual, depending on the perception of each individual based on the environment and the individual's conditions (Septiani, 2020). Price perception is about understanding price information consumers like and making it meaningful. Regarding price information, consumers can compare published prices with imagined product prices or price ranges, price perceptions will form public perceptions of an appropriate price for a product (Peter and Olson, 2014; Arianto, 2022b).

E-Service Quality

E-service quality or also known as E-ServQual is a new version of Service Quality. E-SerQual was developed to evaluate a service provided on the Internet network. According to Rintasari & Farida (2020), e-service quality is defined as the extension of a site's ability to facilitate shopping, purchasing, and distribution activities effectively and efficiently. Septiani (2020) states that e-service quality is defined as the extent to which a website facilitates shoppers, purchases, and deliveries efficiently and effectively. According to Billyarta and Sudarusman (2021), e-servqual is the level of how effectively and efficiently a website can provide convenience to customers in the shopping process, the buying process, in the product and service delivery process.

Effect of Perceived Price on Customer Satisfaction

The relationship between price and customer satisfaction has been shown by several previous studies. Research conducted by Dhurup et al, (2014) shows that price has a positive and significant effect on customer satisfaction. Research by Wang et al, (2017) also shows that in markets that have high price sensitivity, changes in price increases are very sensitive to the level of customer satisfaction, the more appropriate the price offered and the benefits, the greater the profit. Recent research by Prasilowati et al (2021) also shows that price has a

positive impact on customer satisfaction. Meanwhile, research conducted by Dimiyati et al (2016) shows that offering attractive prices can create customer satisfaction.

H₁: There is an influence of price perceptions on customer satisfaction

Effect of E-service Quality on Customer Satisfaction

The use of electronic services provides many benefits for customers including better service delivery, provision of advanced user interactions, efficient information management, increased accountability and transparency, increased availability of accessibility 24 hours a day and increased and wide geographic coverage, and increased customer satisfaction (Taherdoost, 2018). Several previous studies have shown a relationship between electronic service quality and customer satisfaction, including Hammoud et al, (2018) showing that e-service quality has a significant positive effect on customer satisfaction. Asadpoor et al, (2017) also show that E-service quality has a positive impact on customer satisfaction. Then the research of Zehir et al, (2016) shows the result that E-service quality has a significant positive effect on customer satisfaction. In research Zhou et al (2018) also concluded that the quality of electronic services has a positive relationship with customer satisfaction. Then in Dinesh and Raju's research (2022) E-Service Quality has a positive and significant effect on Customer Satisfaction.

H₂: There is an influence of E-Service Quality on customer satisfaction

The Effect of Perceived Price on Customer Loyalty

The relationship between price perception and customer loyalty has been shown by several previous studies such as the research of Adnyana and Suprapti (2018) which yielded the result that price has a positive and significant effect on customer loyalty. Septiani's research (2020) found a positive effect on price perceptions on customer loyalty at Gojek Yogyakarta. Then research by Anggraini and Budiarti (2020) The results of this study show that price has a significant and positive effect on customer loyalty. Furthermore, in Aprileny's research (2022), the results of this study indicate that price has a significant and positive effect on customer loyalty. This shows that the better the price perception at Gojek, the more customer loyalty will increase.

H₃: There is an influence of price perceptions on customer loyalty

Effect of E-service Quality on Customer Loyalty

The relationship between E-service quality and customer loyalty has been shown by several previous studies such as research from Pee et al., (2019) that maintaining a high-quality website is very important for online business success. Most previous studies have shown that customer loyalty is determined by customer experience with electronic service quality (Jeon & Jeong, 2017; Kedah et al., 2015; Mihajlović, 2017) yielding results that E-service quality has a positive and significant effect on customer loyalty.

H4: There is an influence of e-service quality on customer loyalty

The Effect of Customer Satisfaction on Customer Loyalty

The relationship between customer satisfaction and customer loyalty has been shown by several previous studies such as research from Septiani (2020) which showed that there is a positive effect of customer satisfaction on customer loyalty at Gojek Yogyakarta. Adnyana and Suprapti's research (2018) also gives the result that customer satisfaction has a positive and significant effect on Gojek's customer loyalty in Denpasar City. Furthermore, Baistama and Martini's research (2021) concluded that customer satisfaction has a significant effect on customer loyalty in the Gojek application.

H5: There is an influence of customer satisfaction on customer loyalty

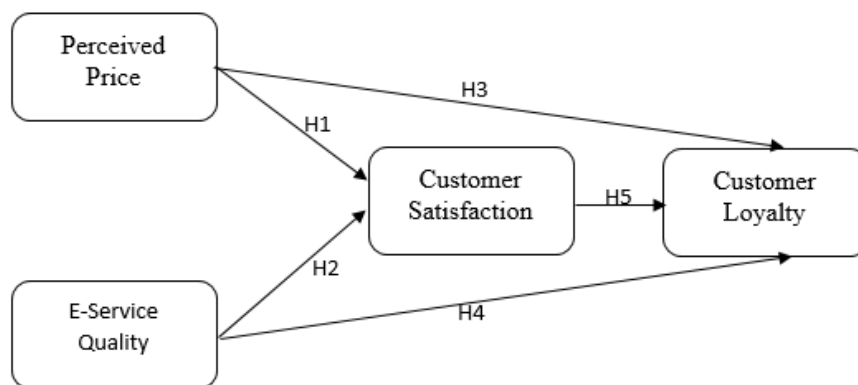


Figure 3 Research Paradigm

METHOD

This study uses a quantitative approach. According to Sugiyono (2018) the quantitative method can be interpreted as a research method based on the philosophy of positivism, used to research certain populations or samples, collect data using research instruments, data analysis is quantitative or statistical, aims to test established hypotheses. The type of research used in this study is a causal relationship or a causal relationship. Causal research has the main goal of proving causal relationships or relationships that influence and are influenced by

the variables studied (Paramita and Rizal, 2019). The population of this study is all Go-Jek customers in DKI Jakarta, in this case students at PTN and PTS in DKI Jakarta. While the number of samples used was 200 respondents.

The type and source of data used by the author in this study is primary data, where primary data is data obtained from the first source either from individuals or individuals, through the results of filling out a questionnaire. The main data collection technique in this study was through a survey method to obtain individual opinions using a research instrument in the form of a questionnaire. The technique used by researchers in collecting data is to use the Google Form. The data analysis technique in this study uses the Partial Least Square (PLS) application to test the hypothesis. PLS is a variance-based SEM statistical method designed to solve multiple regression when data-specific problems occur (Ghozali & Latan, 2017).

RESULTS AND DISCUSSION

Outer Model

Construct indicators calculated by PLS (Partial Least Square). According to Ghozali (2017), an indicator is said to have good validity if the value is greater than 0.70 and whereas a loading factor value of 0.50 to 0.60 is considered sufficient.

Table 1 Convergent Validity Test Results

Variable	Indicator	Loading Factor	Information
Perceived Price	PH ₁	0,828	Valid
	PH ₂	0,860	Valid
	PH ₃	0,879	Valid
	PH ₄	0,829	Valid
E-Service Quality	ESQ ₁	0,858	Valid
	ESQ ₂	0,830	Valid
	ESQ ₃	0,831	Valid
	ESQ ₄	0,916	Valid
	ESQ ₅	0,926	Valid
	ESQ ₆	0,815	Valid
	ESQ ₇	0,921	Valid
	ESQ ₈	0,926	Valid

Variable	Indicator	Loading Factor	Information
	ESQ ₉	0,817	Valid
	ESQ ₁₀	0,818	Valid
	ESQ ₁₁	0,816	Valid
	ESQ ₁₂	0,809	Valid
	ESQ ₁₃	0,829	Valid
Customer Satisfaction	KP ₁	0,814	Valid
	KP ₂	0,880	Valid
	KP ₃	0,869	Valid
Customer Loyalty	LP ₁	0,876	Valid
	LP ₂	0,865	Valid
	LP ₃	0,830	Valid
	LP ₄	0,844	Valid
	LP ₅	0,864	Valid

Based on the results of the convergent validity test, it can be seen that all indicators have fulfilled the convergent validity because they have a loading factor value above 0.70, so no indicators are issued. Therefore, it can be concluded that all indicators have passed the convergent validity test and are suitable for use for further research stages.

Table 2 Discriminant Validity Test Results

Indicator	Perceived Price	<i>E Service Quality</i>	Customer Satisfaction	Customer Loyalty
PH ₁	0,828	0,566	0,612	0,580
PH ₂	0,860	0,652	0,609	0,663
PH ₃	0,879	0,694	0,775	0,737
PH ₄	0,829	0,572	0,569	0,544
ESQ ₁	0,617	0,858	0,664	0,725
ESQ ₂	0,660	0,830	0,641	0,676
ESQ ₃	0,609	0,831	0,718	0,723
ESQ ₄	0,668	0,916	0,670	0,763
ESQ ₅	0,644	0,926	0,654	0,735

Indicator	Perceived Price	<i>E Service Quality</i>	Customer Satisfaction	Customer Loyalty
ESQ ₆	0,685	0,815	0,640	0,688
ESQ ₇	0,662	0,921	0,657	0,735
ESQ ₈	0,647	0,926	0,725	0,767
ESQ ₉	0,554	0,817	0,612	0,642
ESQ ₁₀	0,622	0,818	0,640	0,721
ESQ ₁₁	0,595	0,816	0,526	0,657
ESQ ₁₂	0,606	0,809	0,579	0,669
ESQ ₁₃	0,615	0,829	0,781	0,710
KP ₁	0,598	0,736	0,814	0,653
KP ₂	0,741	0,628	0,880	0,715
KP ₃	0,610	0,603	0,869	0,614
LP ₁	0,592	0,797	0,658	0,876
LP ₂	0,635	0,694	0,618	0,865
LP ₃	0,675	0,641	0,591	0,830
LP ₄	0,706	0,662	0,719	0,844
LP ₅	0,613	0,746	0,724	0,864

Based on Table 2, it shows that the value of cross loading on each item has a value > 0.70 and also each item has the greatest value when it is associated with its latent variable compared to when it is associated with other latent variables. This shows that each manifest variable in this study correctly explains the latent variable and proves that the discriminant validity of all items is valid.

Table 3 Discriminant Validity (Fornell Larcker Criterion)

	Perceived Price	E Service Quality	Customer Satisfaction	Customer Loyalty
Perceived Price	0,849			
E-Service Quality	0,736	0,856		
Customer Satisfaction	0,764	0,768	0,855	
Customer Loyalty	0,751	0,830	0,775	0,856

In Table 3 it can be concluded that the square root of the average variance extracted (AVE) for each construct is greater than the correlation between one construct and another in the model. The AVE value is based on the table above, it can be concluded that the construct in the estimated model meets the discriminant validity criteria.

Table 4 Average Variance Extracted (AVE)

No	Variabel	AVE
1	Perceived Price	0,721
2	E-Service Quality	0,733
3	Customer Satisfaction	0,731
4	Customer Loyalty	0,732

From table 4 above, it can be seen that the Average Variance Extracted (AVE) value of each variable has a value above 0.50, so there is no convergent validity problem in the model that has been tested. Thus, it can be stated that each variable has good discriminant validity.

Table 5 Composite Reliability and Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability	Information
Perceived Price	0,872	0,912	Reliable
E-Service Quality	0,969	0,973	Reliable
Customer Satisfaction	0,815	0,891	Reliable
Customer Loyalty	0,909	0,932	Reliable

Based on table 5 above, it can be seen that the results of testing composite reliability and Cronbach's alpha show a satisfactory value, that is, all latent variables are reliable because all values of latent variables have composite reliability values and Cronbach's alpha 0.70. So it can be concluded that the questionnaire used as a research tool has been reliable and consistent.

Structural Model Evaluation (Inner Model)

Table 6 R² Value of Endogenous Variables

Variable	R Square	R Square Adjusted	Information
Customer Satisfaction	0,676	0,673	Tinggi
Customer Loyalty	0,750	0,746	Tinggi

Based on the table it can be seen that the influence model of the independent latent variable Price Perception and E Service Quality on Customer Satisfaction gives an R-square value of 0.676 included in the high category, which can be interpreted that the construct variability of Customer Satisfaction which can be explained by the construct variability of Price Perception and E Service Quality is 67.6% while 32.4% is explained by other variables outside those studied.

Furthermore, the influence model of the independent latent variable Price Perception, E Service Quality and Customer Satisfaction on Customer Loyalty gives an R-square value of 0.750 included in the high category, which can be interpreted that the construct variability of Customer Loyalty can be explained by the construct variability of Price Perception, E Service Quality and Customer Satisfaction by 75% while 25% is explained by other variables beyond those studied.

Table 7 Hypothesis Testing Results

Konstruk	Original Sample	T Statistics	P Values	Information
Perceived Price -> Customer Satisfaction	0,432	5,318	0,000	accepted
E Service Quality -> Customer Satisfaction	0,450	5,506	0,000	accepted
Customer Satisfaction -> Customer Loyalty	0,238	2,787	0,006	accepted
Perceived Price -> Customer Loyalty	0,204	2,607	0,009	accepted
E Service Quality -> Customer Loyalty	0,496	6,022	0,000	accepted
Price Perception -> Customer Satisfaction -> Customer Loyalty	0,103	2,635	0,009	accepted
E Service Quality -> Customer Satisfaction -> Customer Loyalty	0,107	2,263	0,024	accepted

Based on Table 7 shows that the construct or variable Price Perception has a positive and significant influence ($OS = 0.432$) with the construct or variable Customer Satisfaction. The t-statistic value on the effect of this construct is $5.318 > 1.96$, and the p-value is $0.000 < 0.05$. So the hypothesis which states that Perceived Price has a positive and significant influence on Go-Jek Customer Satisfaction in DKI Jakarta Province is accepted. The construct or variable E Service Quality has a positive and significant influence ($OS = 0.450$) with the construct or variable Customer Satisfaction. The t-statistic value on the effect of this construct is $5.506 > 1.96$, and the p-value is $0.000 < 0.05$. So the hypothesis which states that E Service Quality has a positive and significant influence on Go-Jek Customer Satisfaction in DKI Jakarta Province is accepted.

The construct or variable of Customer Satisfaction has a positive and significant influence ($OS = 0.238$) with the construct or variable of Customer Loyalty. The t-statistic value on the effect of this construct is $2.38 > 1.96$, and the p-value is $0.006 < 0.05$. So the hypothesis which states that Customer Satisfaction has a positive and significant influence on Go-Jek Customer Loyalty in DKI Jakarta Province is accepted. The construct or variable of Price Perception has a positive and significant influence ($OS = 0.204$) with the construct or variable of Customer Loyalty. The t-statistic value on the effect of this construct is $2.607 > 1.96$, and the p-value is $0.009 < 0.05$. So the hypothesis which states that Perceived Price has a positive and significant influence on Go-Jek Customer Loyalty in DKI Jakarta Province is accepted. The construct or variable E Service Quality has a positive and significant influence ($OS = 0.496$) with the construct or variable Customer Loyalty. The t-statistic value on the influence of this construct is $6.022 > 1.96$, and the p-value is $0.000 < 0.05$. So the hypothesis which states that E Service Quality has a positive and significant influence on Go-jek Customer Loyalty in DKI Jakarta Province is accepted.

The price perception variable on customer loyalty through customer satisfaction has an Original Sample value of 0.103, a Tstatistic value of $2.635 > 1.96$ and a PValues value of $0.009 < 0.05$, which means that the price perception variable has a positive and significant effect on customer loyalty through customer satisfaction. This shows that customer satisfaction is able to mediate the effect of price perceptions on Go-jek customer loyalty in DKI Jakarta Province. The E-Service Quality variable on customer loyalty through customer satisfaction has an Original Sample value of 0.107, a Tstatistic value of $2.263 > 1.96$ and a PValues value of $0.024 < 0.05$ which means that the E Service Quality variable has a positive and significant effect on customer loyalty through satisfaction customer. This shows that

customer satisfaction is able to mediate the effect of E Service Quality on Go-jek customer loyalty in DKI Jakarta Province.

Discussion of Research Results

The Influence of Perceived Price on Customer Satisfaction

Based on the first hypothesis test (H_1) in this study, the results show that price perception has a positive and significant effect on customer satisfaction. This is evidenced by the original sample value of 0.432, the t-statistic value of $5.318 > 1.96$, and the p-value of $0.000 < 0.05$. This means that the better the price perception, the customer satisfaction will increase, and vice versa, the poorer the price perception, the lower customer satisfaction will be. The results of this study were reinforced by previous research conducted by Adnyana and Suprapti (2018) which stated that price perceptions had a positive and significant effect on Gojek customer satisfaction in Denpasar, Bali. Research conducted by Anggraini & Budiarti (2020) also states that price has a positive and significant effect on Gojek customer satisfaction. Then research by Wijayanto and Rozi (2022) also states that price has a positive and significant effect on Grab customer satisfaction.

Effect of E-Service Quality on Customer Satisfaction

Based on the second hypothesis test (H_2) in this study, the results show that E-Service Quality has a positive and significant effect on customer satisfaction. This is evidenced by the original sample value of 0.450. The t-statistic value is $5.506 > 1.96$, and the p-value is $0.000 < 0.05$. This means that the better the E-Service Quality, the higher Customer Satisfaction will be, and vice versa, the less good the E-Service Quality is, the lower customer satisfaction will be. The results of this study are in line with research conducted by Laurent (2016) which states that e-service quality has a positive influence on Gojek customer satisfaction. Septiani's research (2020) states that e-service quality has a positive and significant effect on Gojek customer satisfaction in Yogyakarta. Then research by Baistama and Martini (2021) also states that e-service quality has a positive and significant effect on Gojek customer satisfaction.

The Effect of Price Perceptions on Customer Loyalty

Based on the third hypothesis test (H_3) in this study, it shows that price perception has a positive and significant effect on customer loyalty. This is evidenced by the original sample

value of 0.204, the t-statistic value of $2.607 > 1.96$, and the p-value of $0.009 < 0.05$. This means that the better the price perception, the customer loyalty will increase, and vice versa, the less good the price perception will be a decrease in customer loyalty. The results of this study were reinforced by previous research by Septiani (2020) which stated that price perceptions had a positive and significant effect on customer loyalty for Gojek Online Transportation Services in Yogyakarta. It is also supported by the research of Adnyana and Suprpti (2018) which states that price perceptions have a positive and significant effect on Gojek customer loyalty in Denpasar, Bali. Furthermore, research conducted by Aprileny, Rochim and Emarawati (2022) also states that prices have a direct effect on Grab customer loyalty.

Effect of E-Service Quality on Customer Loyalty

Based on the fourth hypothesis test (H_4) in this study, the results show that E-Service Quality has a positive and significant effect on Customer Loyalty. This is evidenced by the original sample value of 0.496. The t-statistic value is $6.022 > 1.96$, and the p-value is $0.000 < 0.05$. This means that the better the E-Service Quality, the more Customer Loyalty will increase, and vice versa, the worse the E-Service Quality, the lower Customer Loyalty will be. The results of this study are reinforced by previous research by Septiani (2020) stating that E-Service Quality has a positive and significant effect on customer loyalty for Gojek Online Transportation Services in Yogyakarta. It is also supported by the research of Adnyana and Suprpti (2018) which states that e-service quality has a positive and significant effect on Gojek customer loyalty in Denpasar, Bali. Then the results of this study support previous research conducted by Laurent (2016) which stated that E-Service Quality has a positive influence on Gojek customer loyalty.

The Effect of Customer Satisfaction on Customer Loyalty

Based on the fifth hypothesis test (H_5) in this study, the results show that customer satisfaction has a positive and significant effect on customer loyalty. This is evidenced by the original sample value of 0.238, the t-statistic value of $2.787 > 1.96$, and the p-value of $0.006 < 0.05$. This means that the better customer satisfaction will increase customer loyalty, and vice versa the less good customer satisfaction will be a decrease in customer loyalty. This shows that customer satisfaction is a very influential supporting factor for efforts to increase customer loyalty. When customers feel satisfaction, loyalty will arise, so that higher customer

satisfaction is expected to have a positive impact on increasing customer loyalty. The results of this study are supported by research conducted by Basir et al. (2015) which states that customer satisfaction has a positive and significant effect on customer loyalty in transportation services. Research conducted by Adnyana and Suprpti (2018) also states that customer satisfaction has a positive and significant effect on Gojek customer loyalty in Denpasar, Bali. Then research conducted by Laurent (2016) states that customer satisfaction has a positive influence on Gojek customer loyalty.

CONCLUSION

Based on the results of the research described in the previous chapter, the following conclusions can be drawn: Price Perception has a positive and significant influence on Go-Jek Customer Satisfaction in DKI Jakarta Province. This means that the better the perception of Gojek's prices, the greater Gojek customer satisfaction in DKI Jakarta Province. E Service Quality has a positive and significant influence on Go-jek Customer Satisfaction in DKI Jakarta Province. This means that the better Gojek's E Service Quality, the greater Gojek customer satisfaction in DKI Jakarta Province. Price Perception has a positive and significant influence on Go-jek Customer Loyalty in DKI Jakarta Province. This means that the better the perception of Gojek's price, the greater the loyalty of Go-jek customers in DKI Jakarta Province. E-Service Quality has a positive and significant influence on Go-jek Customer Loyalty in DKI Jakarta Province. This means that the better Gojek's E Service Quality, the greater Gojek customer loyalty in DKI Jakarta Province. Customer Satisfaction has a positive and significant influence on Go-jek Customer Loyalty in DKI Jakarta Province. This means that the better the satisfaction of Gojek customers, the greater the loyalty of Go-Jek customers in DKI Jakarta Province. Perceived Price has a positive and significant influence on Customer Loyalty through Go-Jek Customer Satisfaction in DKI Jakarta Province. This means that the better Price Perception will increase customer satisfaction, so that increased customer satisfaction can encourage the creation of customer loyalty. E-Service Quality has a positive and significant influence on Customer Loyalty through Go-jek Customer Satisfaction in DKI Jakarta Province. This means that the better the E-Service Quality will increase customer satisfaction, so that increased customer satisfaction can encourage customer loyalty.

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