

Increasing Gojek Customer Satisfaction through Improving Service Quality, Price Perception, and Promotions

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ABSTRACT

This study aims to analyse the effect of service quality, price perception, and promotion on customer satisfaction of Gojek online transportation services in the Greater Jakarta area. This research uses quantitative methods with data collection techniques through surveys using questionnaires distributed to active Gojek users in Jabodetabek. The population in this study is Gojek users in Jabodetabek who have used the service at least twice. The samples in this study are 230 Gojek users.

This study's theoretical concept involves three main variables affecting customer satisfaction: service quality, price perception, and promotion. Data analysis was conducted using regression statistical techniques to test the relationship between these variables using SPSS 26. The study's results stated that service quality, price perception, and promotion both partially and simultaneously positively and significantly affected Gojek customer satisfaction in Jabodetabek. The study results will provide deeper insight into the factors affecting Gojek customer satisfaction in Greater Jakarta. The practical implications of this research can help Gojek management improve aspects of service quality, address price perception, and design more effective promotional strategies to increase customer satisfaction. In addition, the research is expected to contribute to further understanding in marketing and service management, especially in the dynamic and competitive online transportation industry.

1. INTRODUCTION

The growth of the application-based transportation service industry in Indonesia, especially in the Greater Jakarta area, has experienced rapid development in recent years. Currently, such a lucrative business opportunity invites the interest of many parties to take part in this business. The world's first ride-hailing operator was European-born UBER. In Indonesia, the first online transportation operator is GOJEK, which GRAB, MAXIM, and In-Drive then follow. With the presence of new operators, competition arises among these operators. Each operator brings up their innovations to attract and retain their respective customers, such as providing discounts, adding and changing the forms of services, and making it easier for customers in terms of payments and cashback. One significant service provider is Gojek, an application platform that offers various services, including online motorcycle taxis, food delivery, and other transportation services. In the increasingly fierce competition in this industry, a deep understanding of the factors that affect customer satisfaction becomes very important for business continuity and service quality improvement.

On October 13, 2010, Nadiem Makariem established GOJEK. From 2010 until now, GOJEK has undergone a very rapid change by increasing the quality of its services and adding various facilities in the application such as go-med, go-food, go-car, and the most innovative is Gopay where Gopay is equivalent to a digital currency that can make it easy for users to make daily transactions. GOJEK succeeded in embracing various large corporate companies, such as Bluebird, in 2016. This collaboration allows Bluebird drivers to receive Gocar services. In 2017, Go-Bluebird was launched with a feature that allows users to order a taxi directly through the Gojek application. Entering 2021, Gojek and Tokopedia began to merge into GoTo. This technology-based company is the largest in Indonesia. In addition, Gojek also creates a goto ecosystem that helps people deal with their daily businesses. Thus, the company will

try to provide the best service to its customers so that customers can trust and be satisfied using its services. This is a fundamental goal in competition with other companies.

One of the crucial factors influencing client happiness is service quality. A good understanding of the extent to which Gojek provides efficient, safe, and friendly services can provide valuable insights to improve user experience. According to Novia et al. [1], the goals of service quality are to satisfy the wants and demands of the customer while maintaining the accuracy of the delivery to fulfill their expectations. The degree to which the business's serviceability may satisfy these customers' expectations is known as service quality. When the service meets or exceeds expectations, customers will reuse it and can be interpreted as loyal [2].

Meanwhile, according to Prawiranta & Diana [3], the degree to which customers' expectations and reality diverge from the services they receive defines the quality of the service.

The most crucial element influencing client satisfaction is service quality. If the service provided is good, surely customers will feel satisfied. To know the quality of good service and the form of effective quality management, we need to know the details and activities directly related to the service provided, in this case, customer feedback. When customers perceive that the organization offers high-quality services, they will be happy [4]. This is supported by previous research, which states that the quality of service provided by Gojek is good, so customers feel satisfied [5]–[11]. However, there are also previous studies that state that service quality does not affect Gojek customer satisfaction [12].

In addition, price perception also has an important role in shaping customer satisfaction. In the context of Gojek services, understanding how customers assess the relationship between the service's cost and the quality received can help the company determine a more effective pricing strategy. In order to build a good price perception in the minds of consumers, the manager must be able to provide prices appropriate to the facilities provided so that consumer desires can be fulfilled. This is reinforced by the results of research which state that price perception has a positive and significant effect on customer satisfaction of Gojek users [5], [8], [13], [14]. However, some studies state that price perception does not affect customer satisfaction. Price perception negatively affects the customer satisfaction of Gojek users [9].

Promotion as one of the marketing tools can also affect customer satisfaction. The extent to which promotions carried out by Gojek can create positive perceptions and meet customer expectations can be the focus of research to understand the extent to which promotions can increase customer satisfaction. According to Martowinangun et al. [15] the main purpose of promotion is to increase sales by informing, persuading, and influencing to buy products and brands of a company. Promotional activities, if carried out properly, will influence consumers to buy, consume, or use products, which will further affect a company's increase in sales. With this promotion, the company can offer services and prices that are relatively able to attract consumers to buy/use the services of the Gojek company. This is supported by several previous studies showing that promotions positively influence Customer Satisfaction [8], [16].

Jabodetabek, as the center of urbanization and economic activity in Indonesia, provides a unique background in the context of this study. The high population mobility, population density, and variety of transportation needs in this region complicate understanding the factors that affect Gojek customer satisfaction.

Through this research, it is hoped that a deeper understanding of the factors that affect Gojek customer satisfaction in Jabodetabek can be obtained. The results of this research can be a guide for Gojek management in improving service quality, determining the right price policy, and designing effective promotions to meet customer expectations and maintain competitive market share. Gojek management needs to allocate resources and energy to continuously improve the quality of services they provide to customers. This includes employee training, development of more efficient operational processes, and investment in technology to improve the user experience. Gojek needs to ensure that the prices they offer are in accordance with the value felt by customers. This can be through transparent pricing, attractive discounts and promotions, and clear communication about the added value provided. By designing relevant and effective promotional strategies, Gojak can increase customer awareness and satisfaction. This includes discount promotions, loyalty programs, or special event promotions. By

implementing these measures, Gojek and similar businesses can improve their customer satisfaction, strengthen customer loyalty, and strengthen their position in a competitive market.

2. LIBRARY SURVEY

4.1. Customer Satisfaction

When the performance (or outcomes) of a product or service are compared to expectations, a person's satisfaction (or dissatisfaction) is determined [17]. Meanwhile, according to Prawiranta & Diana [3] the degree of feeling after comparing actual performance and/or outcomes with expectations is known as contentment. A customer begins to buy from you, a habit formed through frequent purchases and interactions within a certain time [18]. Then some argue that customers or consumers are parties who maximize value; they form expectations of value and act on that [19]

Customer satisfaction is key to building profitable customer relationships – retaining and increasing customers and harvesting that customer value forever [20]. Meanwhile [13] state that When consumers evaluate their impressions of the discrepancy between their initial expectations or predetermined performance standards and the product's actual performance after consumption, they respond with customer satisfaction. According to this definition, a customer might be considered unhappy if a product—a good or service—performs significantly worse than what they had anticipated. Conversely, though. On the other hand, Hanny Siagan [8]) states that Customer satisfaction is the degree to which an individual feels satisfied with performance or results in relation to expectations. In order to sustain and grow a lucrative connection with clients, as well as to ensure the continuance of their value, customer happiness is essential.

According to Handi Irawan [21], customer satisfaction factors include product quality; customers will feel satisfied after buying and using a product of good quality. Price, usually low prices, are an important source of satisfaction. However, the price factor usually does not guarantee that a product is of good quality. Service Quality: Customers feel satisfied if they get good service or service expected from employees and employees of the company. Regarding emotional factors, satisfaction is not due to product quality but self-esteem or social value that satisfies customers with a particular brand.

4.2. Service Quality

Quality refers to all of a product or service's characteristics that are related to its ability to satisfy both explicit and implicit needs [17]. Kotler & Armstrong [20] suggest that service is the overall volume that a particular group of customers will purchase in a particular geographic area over time in a specific marketing environment under a certain level and mix of industrial marketing efforts.

According to Parasuraman et al. [22], Service quality is the perception of consumers on the service they receive and the service they expect/want so that the service has its value for customers, creating customer values. According to Wijaya & Sujana [2] service quality is the extent to which the company's serviceability can meet the expectations of these consumers. Customers will reuse and be considered loyal when service meets or exceeds expectations.

According to Parasuraman et al. [23], service quality has five dimensions. Tangibility (direct evidence) might refer to the way that buildings or other physical components seem, as well as the tools, workers, and communication mediums. The objective is to enhance the perception of the caliber, comfort, and security of the services provided to customers. Reliability is how consistent service staff is in providing quality as promised to customers, for example, dropping off and picking up customers at the right location and arriving at the desired destination. Empathy: In general, consumers need ease of access and easy communication (good) and have the desire to understand their needs; therefore, empathy can include ease of access, good communication, and understanding of consumers. Assurance can include reliability or assurance of competence, trustworthiness, service providers' honesty, skills and knowledge needed to perform services, and credibility. Responsiveness is the willingness or initiative to help consumers and provide services immediately. The standards used must be tailored to the consumer's desired response speed request and consumer perception of speed and immediacy and not based on the company's perception. This is supported by previous research, which states that the quality of service provided is good by Gojek so that customers will

feel satisfied [5]–[11]. However, there are also previous studies that state that service quality does not affect Gojek customer satisfaction [12]

4.3. Price Perception

People use their perceptions to choose, arrange, and interpret data to create a meaningful image of an organization [20]. Price is the amount of money buyers have to spend on items [20]. According to Keller [17], one component of the marketing mix that drives revenue is Price; the other is production costs.

According to Parasuraman et al. [22], price perception, namely prices seen from the perspective of consumers, is frequently employed as a value indication when the cost of a good or service is compared to its perceived advantages. If the perceived benefits rise to a particular price point, the value will rise as well. According to Hermawan et al. [13], Consumer decisions to purchase things are significantly influenced by their impression of Price, thereby determining the success of marketing a product.

There are four price perception determination strategies [20], namely Price according to benefits. When customers purchase a product, they trade one valuable item—the Price—for another valuable item—the advantages of owning or utilizing the commodity. To implement consumer-oriented pricing effectively, one must ascertain the degree to which customers value the advantages they obtain from a product and adjust prices accordingly. The quality and service determine the Price; a good price offers the right combination of quality and good service at a reasonable price. According to competitors, pricing involves pricing based on competitors' strategies, costs, prices, and market offers. Consumers will compare the Price of a product with the Price of competitors against similar products. Affordability: prices that have added value do not mean consumers pay for what they want or set lower prices to meet competition. This is reinforced by the results of research which state that price perception has a positive and significant effect on customer satisfaction [5], [8], [13], [14]. However, some studies state that price perception does not affect customer satisfaction ([2]; price perception negatively affects customer satisfaction of Gojek users [9]).

4.4. Promotion

Parasuraman et al. [22] said that promotion is a form of marketing carried out by every company in the hope that it will ensure smooth running in a tight competitive situation. Companies are expected to be able to provide consumers with information about the benefits that can be obtained from these goods or services. Meanwhile, according to Hanny Siagan [8], promotion is an activity carried out by companies to inform, remind, and persuade potential customers to influence their opinions or obtain a response to a product or service. Based on this understanding, promotion is a communication activity that comes from the right information.

Kotler & Armstrong [20] said that sales promotions are very diverse; sellers can enhance long-term client connections or promote near-term sales with the use of customer promotions. According to Martowinangun ([15], the main purpose of promotion is to increase sales by informing, persuading, and influencing to buy a company's products and brands. Promotional activities, if carried out properly, will influence consumers to buy, consume, or use products, which will further affect a company's increase in sales.

According to Haryono [24], promotion has mixed elements (mixed variable), sometimes called promotion mix, which by default consists of Advertising (advertising), which is a promotional activity through advertising, both in the form of electronic advertising and print advertising. Sales Promotion is a promotional activity through exhibition activities, sale sales, out-store sales, cheap bazaars, anniversary sales, and so on. Personal selling (Sales with salespeople) is a promotional activity through the activities of a salesman and SPG (Sales Promotion Girl) in search of prospects and selling products. Public relations, often known as publication, is a promotional activity that involves publishing materials to the general public, sponsoring publications, hiding publications, and so forth. Through this promotion, it can provide goods and rates that entice customers to purchase goods or employ Gojek's services. Numerous earlier research that demonstrates promotions have a favorable impact on customer satisfaction lend evidence to this [8], [16]

Research Concept Framework

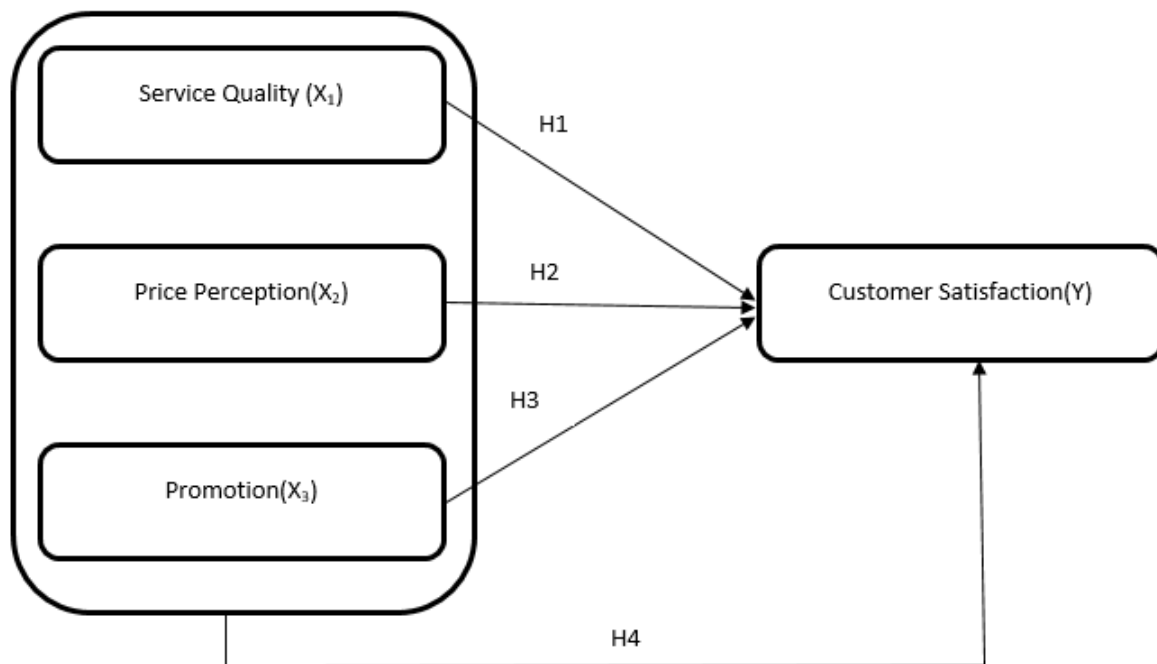


Figure 1. Research Theory Framework

Hypothesis

The hypotheses in this study are:

- H1: There is a significant influence between Gojek service quality and customer satisfaction in Jabodetabek
- H2: There is a significant influence between Gojek's price perception and customer satisfaction in Jabodetabek
- H3: There is a significant influence between Gojek promotions and customer satisfaction in Jabodetabek
- H4: There is a simultaneous influence between service quality, price perception, and Promotion on Gojek customer satisfaction in Jabodetabek

3. METHOD

4.5. Data Analysis

In order to collect data for this study, survey methods using questionnaires were employed in a quantitative manner. This approach will allow for clear measurement and more in-depth statistical analysis of the relationship between service quality, price perception, promotion, and customer satisfaction. Data will be collected from respondents who are Gojek service users in the Jabodetabek area. Multiple linear regression analysis was the data analysis technique employed in this investigation. According to Sugiyono [25], Multiple linear regression is an analytical tool for predicting the value of the influence of two or more independent variables on the dependent variable, which can be used to show whether or not there is a functional link between two or more independent factors and one dependent variable. Researchers then use SPSS for a quantitative method approach. SPSS is an estimation method that involves variable structures that are used interactively. The advantage of SPSS is that it can theoretically explain relationships between variables, although the data need not be regularly multivariate distributed or the sample size increased. Multiple linear regression allows researchers to determine the relative influence of several independent variables (service quality, price perception, promotion) on the dependent variable (customer satisfaction). This makes it possible to understand the contribution of each factor to the level of customer satisfaction.

A survey or research variable is a characteristic, type, or value of a person, thing, or activity that indicates a particular model of what has been investigated and draws conclusions from it.

4.6. Population and Sample

The population in this study is Gojek customers in the Jabodetabek area. Accidental sampling was used in this study to select samples. The sample in this study is consumers who have used Gojek online transportation services at least twice; there are as many as 230. A questionnaire was used to understand how service quality, price perception, and promotions affect Gojek customer satisfaction.

4.7. Measurement

This study measured each characteristic using the Likert scale (1–5). There are five statements about service quality, four statements about price perception, four statements about promotions, and four statements about customer satisfaction. There are five categories of answers, including: (1) strongly agree, (2) agree, (3) simply agree, (4) disagree, and (5) strongly disagree.

5. RESULTS AND DISCUSSION

5.1. Results

Description of Respondents

Table 1. Respondent Description

Variable Demographics	Frequency	Percentage
Age		
<19 year	28	12,2
20-25 year	84	36,5
26-30 year	61	26,5
>30 year	57	24,8
Gender		
Male	85	37,0
Female	145	63,0
Number of uses		
2 Times	10	4,3
3 Times	23	10,0
4 Times	32	13,9
> 4 Times	165	71,7
Status		
Students	24	10,4
College Student	48	20,9
Private employees	106	46,1
Entrepreneurial	22	9,6
Civil servants	30	13,0
Total		

The profile of respondents in Table 1 shows that 12.2% of respondents aged <19 years, 36.5% aged 20-25 years, 26.5% aged 26-30 years, and 24.8% aged >30 years. 37.0% of respondents are male gender, while the female respondents are 67.0%. Regarding the number of uses, 4.3% of respondents used the service twice, 10.0% of respondents used the service thrice, 13.9% used the service four times, and 71.7% used Gojek > 4 times.

Furthermore, 10.4% of respondents were students, while college students were at 20.9%. Private employees were the largest users of Gojek services, with 46.1%. As many as 9.6% are entrepreneurs and 13.0%. Civil servants are Gojek users.

5.2. Validity Test

The results of the validity test of thirty respondents who used SPSS 26 software showed that all statements about the variables of price perception, customer satisfaction, promotion, and service quality, totaling seventeen items, in accordance with predetermined provisions, namely the calculated r value $> r$ table (0.361) and the significance value < 0.05 . This indicates that all statement items are valid.

Table 2. Validity Test Results

Statement	r calculate	Sig. (2-tailed)
Q1	0.744	0.000
Q2	0.809	0.000
Q3	0.843	0.000
Q4	0.929	0.000
Q5	0.898	0.000
Q6	0.809	0.000
Q7	0.837	0.000
Q8	0.873	0.000
Q9	0.796	0.000
Q10	0.711	0.000
Q11	0.918	0.000
Q12	0.883	0.000
Q13	0.723	0.000
Q14	0.806	0.000
Q15	0.738	0.000
Q16	0.853	0.000
Q17	0.801	0.000

5.3. Reliability Test

Table 3. Reliability test

Variable	Cronbach's Alpha	Conclusion
Service quality	0.898	Reliable
Price Perception	0.841	Reliable
Promotion	0.817	Reliable
Customer Satisfaction	0.805	Reliable

Source: Data processing results, 2024

Reliability tests with Cronbach's alpha measure the extent to which a set of instruments or questionnaires are consistent and reliable in measuring the same concepts or variables. As a general rule, Cronbach's alpha value that is considered reliable is at least 0.70. Based on the results of reliability tests on 30 respondents using SPSS 26 software, it can be seen that all Cronbach's alpha values are >0.7 , thus indicating a good level of consistency and reliability in measurements.

5.4. Classical Assumption Test Results

Normality Test

Table 4. Normality Test

	Unstandardized Residual
N	230
Asymp. Sig. (2-tailed)	.200c,d

Sources: Data processing results, 2024

The data can be considered regularly distributed since the significance value of 0.200, as determined by the Kolmogorov-Smirnov normality test, is greater than 0.050.

Multicollinearity Test

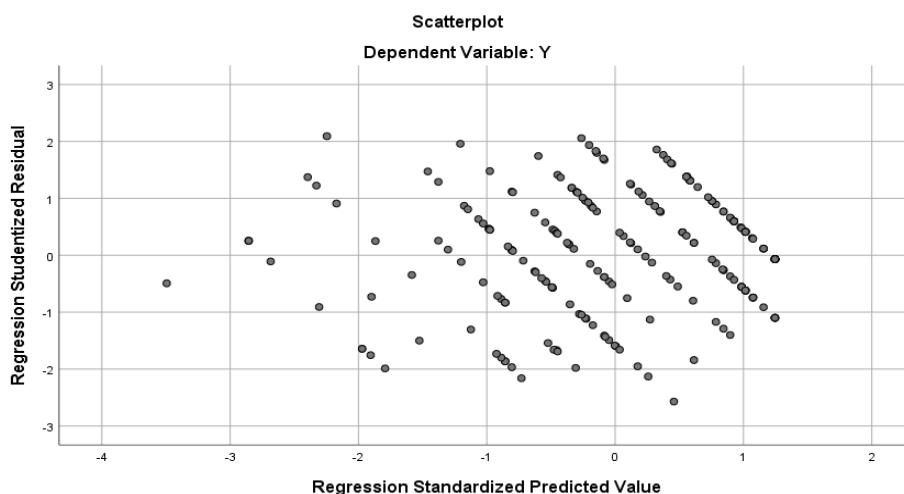
Table 5. Multicollinearity Test Results

Model	Collinearity Statistics		
	B	Tolerance	VIF
1 (Constant)	-.707		
Service quality	.181	.491	2.037
Price perception	.347	.359	2.786
Promotion	.466	.397	2.520

Sumber: Data processing results, 2024

The multicollinearity test indicates that multicollinearity does not occur if the tolerance value is greater than 0.10 or the VIF is less than ten.

Heteroskedasticity Test



Source: Data processing results, 2024

Figure 2. Heteroskedasticity Test Graph

The scatterplot graph indicates that the pattern of dots does not create a distinct pattern and instead spreads above and below the number 0 on the y-axis, leading to the conclusion that heteroscedasticity is not present in the regression model.

5.5. Multiple Linear Regression Analysis

The following are the outcomes of the multiple linear regression study:

Table 6. Multiple Linear Regression Analysis

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	-.707	.594		-1.190	.235		
	Service quality	.181	.034	.215	5.257	.000	.491	2.037
	Price perception	.347	.049	.338	7.056	.000	.359	2.786
	Promotion	.466	.048	.447	9.801	.000	.397	2.520

a. Dependent Variable: Customer satisfaction

From Table 6, the regression equation can be obtained as follows: Customer Satisfaction = - 0.707 + 0.181 Service quality + 0.347 Price Perception + 0.466 Promotion + e

5.6. Test Model Eligibility

The results of the model feasibility test using the F test are obtained as follows:

Table 7. Model Qualification Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	939.831	3	313.277	328.948	.000b
	Residual	215.234	226	.952		
	Total	1155.065	229			

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), Service quality, Price perception, Promotion

Based on the results in Table 7, showing the significance of the model feasibility test $0.000 < 0.05$, these results have met the predetermined provisions, making the model feasible. This indicates that service quality, product quality, and Price affect customer satisfaction together.

Coefficient of Determination (R^2)

The results of the coefficient of determination test are as follows:

Table 8. Coefficient of Determination

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.902 ^a	.814	.811	.97589	2.020	

a. Predictors: (Constant), Service quality, Price perception, Promotion

b. Dependent Variable: Customer satisfaction

The test results in Table 8 show that the R Square (R^2) value is 0.811 or 81.0%, which means that service quality, price perception, and promotion greatly contribute to the customer satisfaction of Gojek service users. In comparison, other factors contribute to the remaining 29.0%.

Hypothesis Test

The results of hypothesis testing using the t-test can be seen in Table 4.7. as follows:

Table 9. Hypothesis Test

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.707	.594		-1.190	.235		
	Service quality	.181	.034	.215	5.257	.000	.491	2.037
	Price perception	.347	.049	.338	7.056	.000	.359	2.786
	Promotion	.466	.048	.447	9.801	.000	.397	2.520

a. Dependent Variable: Customer satisfaction

Table 9 reveals the following relationships between each independent variable and the dependent variable: 1) The service quality variable has a significance value of $0.000 < 0.050$. This demonstrates how customer satisfaction among Gojek service consumers in Jabodetabek is highly influenced by service quality. 2) The price perception variable has a significance value of $0.000 < 0.050$. This demonstrates how Gojek service users' perceptions of Price have a major impact on their level of customer satisfaction in Jabodetabek. 3) $0.000 < 0.050$ is the promotional

significance value. It demonstrates how Price has a major impact on Gojek service users' customer satisfaction in Jabodetabek.

5.7. Discussion

This study aims to raise important issues regarding the factors that affect passenger satisfaction with Gojek. This application-based transportation service platform has become integral to people's daily lives. The author explains that service quality, price perception, and promotions were key elements affecting passenger satisfaction. The findings show that all hypotheses are supported. This implies that service quality, price perception, and promotions affect customer satisfaction. Those who are familiar with Gojek services and use them are satisfied. The urge to use Gojek services is significantly influenced by service quality, price perception, and promotions.

As a result of this study, service quality is one of the main variables identified as an influential factor in Gojek passenger satisfaction. This research shows that passengers are more satisfied if they experience responsive, friendly, and efficient service. This result also supports previous research, which states that service quality affects Gojek customer satisfaction [5]–[11]. Statistical analysis can provide concrete evidence of a positive relationship between service quality and passenger satisfaction. Tjiptono [26] indicated that efforts to satisfy customer wants and delivery accuracy to stay up to customer expectations are the main components of service quality. By contrasting the quality that the company's clients experience or receive with the expected level of service, service quality may be assessed. Meanwhile, [27] outlined how the company's capacity to offer consumers high-quality service and its approach to staying in business and succeeding in the face of competition are factors that affect the company's success and quality.

In addition to service quality, price perception is a key element affecting Gojek passenger satisfaction. In this context, the authors point out that passengers tend to be more satisfied if they perceive that the Price charged corresponds to the benefits obtained. Analysis of the data revealed that passengers who felt they were getting good value for the money they paid tended to have higher satisfaction levels. This result also supports previous research which stated that price perception affects Gojek customer satisfaction [5], [8], [13], [14]. According to Parasuraman et al. [22], When the Price of a commodity or service is linked to its perceived benefits, price perception—that is, pricing as seen by consumers—is frequently employed as a measure of value. If the perceived benefits rise to a particular price point, the value will rise as well. According to Hermawan et al. [13], price perception is important in influencing consumer decisions to buy products, thereby determining the success of product marketing.

Promotion was also a focus of the study. The analysis results show that effective promotional efforts can increase Gojek passenger satisfaction. A good promotional strategy, such as travel discounts or bonuses, can create a positive experience for passengers, increasing their satisfaction with Gojek's services. These results support research that states that promotions affect Gojek customer satisfaction [8], [16]. Parasuraman et al. [22] said that promotion is a form of marketing carried out by every company in the hope that it will ensure smooth running in a tight competitive situation. Companies are expected to be able to provide consumers with information about the benefits that can be obtained from these goods or services. Meanwhile, according to Hanny Siagan [8], promotion is an activity carried out by companies to inform, remind, and persuade potential customers to influence their opinions or obtain a response to a product or service. Based on this understanding, promotion is a communication activity that comes from the right information.

Based on the results of this study, service quality, price perception, and promotions together also contribute significantly to Gojek passenger satisfaction. Therefore, to increase passenger satisfaction, companies must ensure service quality remains high, prices are set in line with the benefits provided, and promotions effectively create added value for passengers.

This research makes a practical contribution to the management of Gojek and similar companies by providing insight into factors that can improve customer satisfaction. By understanding the importance of service quality, price perception, and promotion, companies can design more effective strategies to improve the passenger experience and strengthen customer loyalty.

6. CONCLUSION

Based on the results of the analysis, it can be concluded that service quality, price perception, and promotions significantly affect Gojek customer satisfaction in the Greater Jakarta area. High service quality, positive price perception, and effective promotions increase customer satisfaction. The implication is that companies need to pay attention to these aspects to increase customer satisfaction.

The company should continue to evaluate and improve the quality of service. Employee training, technology improvement, and regular monitoring can improve overall service quality. A better understanding of customer price preferences can help Gojek set more effective pricing policies. Further study of competitive pricing and responsive pricing strategies will provide additional advantages.

Companies should continue to develop creative and effective promotional strategies. Further analysis of customer preferences regarding promotions can help design more targeted campaigns. Open effective communication channels with customers to get further feedback. This can provide valuable insights related to improvements that can be made in all aspects of the service. Understanding the factors that affect customer satisfaction provides an opportunity to create a competitive advantage. Gojek can use the study's findings to differentiate itself from competitors.

The implications of this research can help in refining marketing strategies. Focusing on certain aspects, such as improving service quality or price adjustments, can increase the effectiveness of marketing campaigns. Gojek management can use the findings of this research as a basis for better decision-making. The corrective measures taken should be based on the needs and preferences of the customer. By fixing factors affecting customer satisfaction, Gojek can experience increased customer retention. Satisfied customers tend to be more loyal and have the potential to become advocates recommending Gojek services to others.

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