

The Consequence Of Price And Quality Of Service On Go-Ride Customer's Loyalty By Way Of Customer's Satisfaction As An Intervening Variable (Research On Go Ride's Customers In Cakung)

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ABSTRACT

The purpose of the research is to verify the consequence of price, quality of service and customer's satisfaction on consumer's loyalty. This research verifies the consequence of price and quality of service partially, both direct and indirect customer satisfaction and customer loyalty, also the consequence of customer's satisfaction on consumer's loyalty as well as its role as an intervening variable. The phenomenon that occurs in the field is, the decline in Go-Jek's ranking on the 2018 Top Brand Index and overtaken by Grab after 2 consecutive years ranks 1. Based on the direct survey, complaints about price and quality of service have an impact on customer's satisfaction and loyalty. Respondents in this thesis were Go-Ride consumers in the Cakung area involving 80 respondents. Sampling of research applying non-probability sampling and purposive sampling methods. The method of data analysis applied is path analysis. The results of this research indicate that price and consumer's satisfaction directly affect consumer's loyalty. The quality of service is not significant, but rather by way of customer's satisfaction, it can only form customer's loyalty. The conclusion of this research, price and quality of service partially affect consumer satisfaction, and price and customer satisfaction will partially directly increase the value of customer loyalty. While the quality of service must first consequence of customer's satisfaction, then it can form customer's loyalty.

Keywords

price, quality of service, customer's satisfaction, customer's loyalty

Article Received: 10 August 2020, Revised: 25 October 2020, Accepted: 18 November 2020

Introduction

Transportation is an important thing in people's life. Transportation comes from the Latin word transportare, where trans means opposite or the other side and portare means transporting or carrying, so transportation means transporting or carrying something to the other side or from one other place. This means that transportation is a service provided, in order to help people and goods to be carried from one place to another. Recently, Indonesia has experienced a significant development in online transportation. This can be seen from the increasing number of online-based transportation that is present such as Go-Jek, Grab, and Uber which are experiencing rapid development in the increasingly fierce competition between companies. Consumer loyalty is very important for every company to care, as with online motorcycle taxi companies, because if the company has a loyal customer, it can be a very valuable asset for the company. Gremler and Brown (2009) stated that consumer loyalty is a consumer who not only repurchases goods and services, but also has a positive commitment and attitude towards service companies, for example by recommending others to purchase.

According to Kotler, Hayes, and Bloom (2002) there are six reasons why companies must maintain and maintain customer loyalty, namely existing consumers have a greater prospect of providing benefits to the company, the costs incurred by the company in maintaining and maintaining existing consumers is much smaller than looking for new customers. Consumers who trust in an institution in a business deal, tend to believe in other business matters as well. If an old company has many old customers, the company will benefit because of efficiency. Old consumers, of course, will not have many demands, companies need to look after and maintain them, Old consumers certainly have many positive experiences related to the company, thus reducing psychological costs and socialization, Old consumers will try to defend the company, and refer the company to friends - friends and the environment, this consumer's loyalty will be realized if the company knows what needs and what consumers want so that it can take the right steps. There are several things that affect consumer's loyalty, including price, quality of service, and customer's satisfaction.

Prices cannot be underestimated, because price competition that occurs in the market is a consumer factor in decisions to use services, especially online motorcycle taxi services are not the only one in Indonesia. According to Kotler (2003), price is the amount of value that consumers exchange for the

benefit of owning and using a product or service that allows a company to get a reasonable profit by being paid for the consumer value it creates. The results of research by Djumarno et al. (2018) show that price is a factor that has a positive effect on consumer's loyalty. Zahra's research (2017) proves that price also affects consumer's satisfaction. Apart from price, good quality service can satisfy consumers and create consumer loyalty. Zeithaml & Mary (2000) defines quality of service as follows "Quality of service is a good or very good service delivery when compared to consumer's expectations". This is supported by research conducted by Gray et al. (2002) and Frosen et al. (2013) which proves that quality of service has a positive and significant effect on consumer's loyalty. Research by Van der Brink (2006) and Walker et al. (2004) proved that quality of service has an effect on customer's satisfaction and Zahay & Griffin (2010) also proved that there is an effect of quality of service mediated by customer's satisfaction on customer's loyalty. When consumers get satisfaction from Go-Jek's services, consumers will reuse them which creates loyalty. Consumer's satisfaction according to Al-Hawary & Al-Menhaly (2016) is the level of a person's feelings after comparing the performance or perceived results compared to expectations. The results of research by Alizadeh & Kianfar (2013) and Boukaert & Walle (2003) state that customer's satisfaction has a positive and significant effect on consumer's loyalty.

Loyal customers are certainly the hope of every company. To keep consumers loyal, companies must set affordable prices and be able to provide the best service so that consumers feel satisfied and become loyal. This is what Go-Jek has been doing to create consumer's loyalty. Go-Jek has consistently done this by increasing the number of loyal consumers to Go-Jek by implementing and carrying the motto "Fast, Flexible, Easy" Go-Jek strives to provide affordable prices, speed and ease of ordering, and most importantly taste satisfied for their consumers. This led Go-Jek to become the market leader for online transportation in Indonesia in 2016 and 2017. The results of the TBI (Top Brand Index) survey recorded the Go-Jek application as the main choice of consumers, reaching 80.8% in 2017. Jakarta was in the first position in using the Go application. -Jek, which reaches 40% of all Go-Jek users in Indonesia (source: Bisnis.com). The research objective of the study was to test and analyze the significant effect of price and quality of service on consumer's satisfaction and consumer's loyalty in the Cakung region Go-Ride.

LITERATURE REVIEW

Price

Traditionally, price has been the main determinant of buyer choice. Price still remains one of the most important elements determining market share and company profitability. According to Kotler (2003), price is the amount of value that consumers exchange for the benefit of owning and using a product or service that allows a company to get a reasonable profit by being paid for the consumer value it creates. Price is also the most flexible element of the marketing mix: Prices can be changed

quickly, unlike product features and distribution agreements. In simple terms, the term price can be defined as the amount of money (monetary unit) and / or other (non-monetary) aspects that contain certain utilities / uses needed to obtain a product. Chingos et al. (2012) stated that price is an inseparable important part of the marketing mix. Because it also cannot be separated from the other three components of the marketing mix, namely product, distribution and sales promotion. In developing a pricing strategy the company cannot ignore the short and medium term marketing policies that have been outlined as well as the product, distribution and sales promotion strategies. Meanwhile, according to Tannady, Hartono & Nurpjin (2018) argue that: "In order to be successful in marketing a product or service, every company must set its price appropriately. "Price is the only element of the marketing mix that provides income or income for the company, while the other three elements (product, place, and promotion) cause costs / expenses." Indicators for measuring price fixing according to Kotler (2003) are price affordability, price compatibility with product quality, price according to ability or price competitiveness, price compatibility with benefits provided to service users.

Service Quality

There are several definitions of quality of service. Zeithaml & Mary (2000) defines the quality of services or services as follows "Quality of service is the delivery of services that are good or very good when compared to consumer expectations". Tao (2014) states that "Quality of service is a measure of a comprehensive assessment of the level of a good service, quality of service as a result of the perception of a comparison between consumer's expectations and actual service performance". Meanwhile, according to Wang (2010) quality of service is a measure of how good the level of service provided is in accordance with consumer's expectations. Tannady, Andry & Nurpicarain (2020) stated that "Quality of service is the level of excellence expected and control over that level of excellence is to meet consumer desires. According to Tannady et al. (2020) quality of service is the level of excellence expected and control over that level of excellence is to meet consumer's desires. According to Zeithaml (2003) there are five main dimensions of quality of service, namely reliability, responsiveness, assurance, empathy, and tangible.

Consumer Satisfaction

Consumer's satisfaction has become a central concept in marketing theory and practice and is one of the essential goals for business activities. Consumer's satisfaction is the level of a person's feelings after comparing the performance or perceived results compared to expectations (Heryjanto et al., 2020). According to Kotler et al. (2002), satisfaction is the feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the product thought against the expected performance (outcome). If performance is below expectations, consumers are not satisfied. If the performance meets expectations, the consumer is satisfied. If performance exceeds expectations, consumers are very satisfied or happy. Consumer ratings of

product performance depend on many factors, especially the type of loyalty relationship that consumers have for a brand. Meanwhile, the definition of consumer's satisfaction formulated by Kotler (2003) consumer's satisfaction is the response of consumers to their needs. This means an assessment that a form of privilege of a good or service or the goods/services itself provides a level of comfort associated with meeting a need, including meeting needs below expectations or meeting needs that exceed consumer's expectations. It can be definitively said that customer's satisfaction is an individual desire drive that is directed at the goal of obtaining satisfaction (Andry et al., 2020). According to Boukaert & Walle (2003) satisfaction is an attitude that is decided based on the experience gained.

Consumer Loyalty

According to Van den Brink et al. (2006) consumer loyalty is a consumer who not only repurchases goods and services, but also has a positive commitment and attitude towards service companies, for example by recommending other people to buy. Loyalty is a deep commitment to buy back or subscribe to a product or service consistently in the future, so that it can lead to repeat purchases of the same even though there are situations and various marketing efforts that have the potential to cause displacement (Delgado & Munuera, 2001). According to Parasuraman in Tannady et al. (2019) consumer loyalty is defined as a response that is closely related to the pledge or promise to uphold the commitment that underlies the continuity of the relationship, and is usually reflected in the continuous purchase of the same service provider based on dedication and pragmatic constraints. Oliver is quoted by Zeithaml & Mary (2000) "A deeply held commitment to buy or support a preferred product or service back in the future even though the influence of the situation and marketing efforts have the potential to cause consumers to switch". Walker et al. (2004) defines loyalty as follows: "The commitment of consumers to persist in depth to re-subscribe or make repeat purchases consistently in the future, although the influence of the situation and marketing causes changes in behavior".

Research Methodology

Data collection from July 2019 to October 2019. The location of this research was conducted in Cakung area, East Jakarta. The research design used is descriptive quantitative analytic design which aims to describe the nature and characteristics of the data or variables to be tested. So that in this study it is used to analyze the data obtained in depth with the hope that the influence of the first (exogenous) independent variable (X1) Price, the second independent variable (X2) Quality of Service, the dependent variable (Endogenous / Y) Consumer's Loyalty can be seen, and the variable intervening/variables that affect the relationship between the independent variable and the dependent variable, namely Customer Satisfaction. This research also analyzes the relationship or the effect of the level of the independent variables which is influenced by the intervening variable on the dependent variable, whether the relationship is significant enough through path analysis. In this research,

the data obtained were analyzed statistically using SPSS 24 software.

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something to be measured. As for what is used in measuring the correlation value with Pearson Product Moment using SPSS. If the Pearson Correlation value > 0.3 , it can be stated that the data is valid. A questionnaire is said to be reliable if the respondent's answer to the statement is consistent. To determine whether the variable is reliable or not, the provisions of Azzara (2010) are used, if the Cronbach Alpha value is > 0.60 then the variable item is declared reliable. In this study, researchers used the One Sample Kolmogorov-Smirnov test using a significance level of 0.05 on the basis of decision making (Hair et al, 2012), the significance number of the Kolmogorov-Smirnov test $\text{Sig} > 0.05$, the data was normally distributed. Linearity test is used as a prerequisite for pearson correlation analysis or linear regression. Two variables are said to have a linear relationship if the significance (linearity) is less than 0.05. In the multicollinearity test, namely by looking at the magnitude of the tolerance value and the Variance Inflation Factor (VIF) value on the basis of $\text{VIF} > 10$ or Tolerance < 0.10 decision making, multicollinearity occurs. The autocorrelation test aims to test whether in the linear regression model there is a correlation between confounding error in period t and confounding error in period $t - 1$ (previous). To detect the presence or absence of autocorrelation in this study, the Durbin-Watson test (DW Test) was used. A D-W value below -2 means that there is a positive autocorrelation. Heteroscedasticity test is to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. The basis for the decision making for the heteroscedasticity test using the Park Gleyser test, in the Park Gleyser test using the probability significance coefficient at the accuracy level of 0.05, if it is greater than 0.05, it can be concluded that the regression model does not contain heteroscedasticity.

The population in this research were Go-Jek consumers who were in the Cakung area. The sampling method used is the Non-Probability Sampling method with purposive sampling technique. The criteria used by the author are that the respondent has used Go-Ride more than once, the respondent is at least 17 years old and is domiciled in Cakung. Determination of the number of samples in this research is 5 times the number of research indicators. The total indicators in this research were 16, so the sample size of this research was 80 respondents.

Analysis And Discussion

Validity and Reliability

The results of the validity test indicate that all indicators meet the valid requirements, the variable X1 indicator which has the largest r-count value is "The price offered is in accordance with the distance traveled" with an r-count value of 0.658. The indicator for variable X2 which has the largest r-count value is "Driver Go-Ride wears attributes" with an r-count value of 0.543. The indicator of variable X3 which has the largest r-count value is "Go-Ride service is getting better every day" with an r-count value of 0.661. The Y variable indicator which has the largest r-count value is "Will tell others the advantages of Go-Ride" with an r-count value of 0.722. Reliability test results show that all variables are reliable because they have a cronbach alpha value greater than 0.6, the cronbach alpha value for variable X1 is 0.733, X2 (0.704), X3 (0.715) and Y (0.739).

Descriptive Analysis

Based on the gender category, 40% of the respondents were male and 60% of the respondents were female. Characteristics of respondents based on age, 17-26 years numbered 38 people (47.5%), respondents aged 27-36 years were 22 people (27.5%), and respondents aged 37-46 were 14 people (17.5%). Respondents aged > 46 are 6 people (7.5%). It can be seen that most respondents were between 17-26 years old. The average age of the respondents, namely 17 years and over, is still in the productive age category and is assumed to like to travel. Characteristics of respondents based on profession, for students are 25 people with a percentage of 31.25%, as employees as many as 32 people with a percentage of 40.0%, as housewives as many as 7 people with a percentage of 8.75% and for other professions (outside of the previously mentioned professions) by 16 people with a percentage of 20.0%. So the most dominant factor in using Go-Ride is the employee profession.

Basic and Classical Assumption Test

The normality test can be done by using the standardized Residual Regression Histogram, Chi Square analysis and also using the Kolmogorov-Smirnov Value. The results of the normality test show that the model meets the normal criteria, this is shown from the shape of the curve that resembles a bell, in the normal P-P regression plot standardized diagrams, the existence of the points around the line and the Asymp.Sig. (2-tailed) is 0.200, this means the value is above the significance value of 0.05, this indicates that the model is normally distributed. To find out the relationship between the variables being studied, a Linearity test was carried out. The results of the linearity test show that there is linearity between all independent variables and the variable Y (Consumer Loyalty) partially, this is shown by a significance value in linearity of (<0.05). A model can be said to be free of multicollinearity, if the value of Variance Inflation Factor (VIF) is <10. This figure is seen in the Coefficients table. because the VIF values are 2,903, 4,282, and 5.7, respectively. Tolerance values for all variables are also greater than 0.1, namely 0.344, 0.234 and

0.175. A model can be stated that there is no autocorrelation if the probability of the value of Durbin-Watson is > -2. The probability of the value of Durbin-Watson is 1.412 (> -2), so there is no autocorrelation. A model can be said to have no heteroscedicity symptoms, if the probability or significance value is more than 0.05. The probability or significance level of each variable is worth 1,000. So that it can be ascertained that the model does not experience symptoms of heteroscedicity, in other words the correlation of each variable with its residual value produces a value greater than its alpha.

Path Analysis

The significant value of the price (X1) of 0.000 <0.05 means that Ha is accepted and Ho is rejected, which means that there is a significant effect between price (X1) on customer's satisfaction (X3). The significant value of quality of service (X2) of 0.000 <0.05 means that Ha is accepted and Ho is rejected, there is a significant influence between quality of service (X2) on customer's satisfaction (X3). Following is the regression equation X1 and X2 against X3, $X3 = 0.361 X1 + 0.610 X2 + 0.418$. The results of the regression analysis of the effect of price (X1), quality of service (X2) and customer's satisfaction (X3) on customer's loyalty (Y) is a significant value of price (X1) of 0.000 (<0.05) means that Ha is accepted and Ho is rejected, which means that there is significant influence between price (X1) on consumer's loyalty (Y). The significant value of quality of service (X2) of 0.699 (> 0.05) means that Ha is rejected and Ho is accepted, which means that there is no significant effect between quality of service (X2) on consumer's loyalty (Y). The significant value of customer's satisfaction (X3) of 0.025 (<0.05) means that Ha is accepted and Ho is rejected, which means that there is a significant influence between customer's satisfaction (X3) on consumer's loyalty (Y). From equation (2) it can be seen that if the price (X1) increases, consumer's loyalty (Y) will increase. Likewise with customer's satisfaction (X3), if customer's satisfaction (X3) increases, consumer's loyalty (Y) will also increase. However, if the quality of service (X2) increases, it will not affect customer's loyalty (Y). The path value of the price effect (X1) on customer's satisfaction (X3) is 0.361, which means that every 1 point increase in the price value will be followed by an increase in customer's satisfaction by 0.361 if other variables are assumed to be fixed. The value of significance count 0.000 <0.05. This means that there is a significant effect between price on customer's satisfaction, so that Ha is accepted and Ho is rejected. So H1 which states that there is a significant effect between price on customer's satisfaction is accepted.

The path value of the influence of quality of service (X2) on customer's satisfaction (X3) is 0.610, which means that every 1 point increase in the value of quality of service will be followed by an increase in customer's satisfaction by 0.610 if other variables are assumed to be fixed. The significance value of 0.000 <0.05, means that there is a significant influence between quality of service and customer's satisfaction, so that Ha is accepted and Ho is rejected. So H2 which states that there is a significant influence between quality of service on customer's satisfaction is accepted. The path value of the price effect

(X1) on consumer's loyalty (Y) is 0.694, which means that every 1 point increase in price value will be followed by an increase in consumer's loyalty of 0.694 if other variables are assumed to be fixed. The significance value of $0.000 < 0.05$, so that H_a is accepted and H_o is rejected. So H_3 which states that there is a significant influence between price and consumer's loyalty is accepted. The path value of the influence of quality of service (X2) on consumer's loyalty (Y) is - 0.040, which means that every 1 point increase in the value of quality of service is followed by a decrease in consumer's loyalty. The calculated significance value is $0.699 > 0.05$, so that H_a is rejected and H_o is accepted. So H_4 which states that there is a significant influence between quality of service on customer's loyalty is rejected, which means that there is no direct effect of quality of service on customer's loyalty.

The path value of the effect of price (X1) on consumer's loyalty (Y) is 0.275, which means that every 1 point increase in the value of customer's satisfaction will be followed by an increase in consumer's loyalty of 0.275 if other variables are assumed to be fixed. The significance value is $0.025 > 0.05$ so that H_a is accepted and H_o is rejected. So H_5 which states that there is a significant influence between customer's satisfaction and customer's loyalty is accepted, which means that there is a direct effect of consumer's satisfaction on customer's loyalty. Based on the direct effect of price on customer's satisfaction and the effect of customer's satisfaction on customer's loyalty, the coefficient value of $b_1 = 0.361$ and significant at 0.000, while the coefficient value of $b_3 = 0.275$ and significant at 0.025. The value of the indirect effect is obtained from the path coefficient value ρ_{X3X1} multiplied by the path coefficient value ρ_{YX3} to $(0.361 \times 0.275) = 0.099$. The multiplication result shows that the coefficient value has an indirect effect ($0.099 < 0.694$). This shows the coefficient value without going through customer's satisfaction or directly towards greater consumer's loyalty so that prices will directly affect customer's loyalty without having to go through customer's satisfaction.

Based on the direct effect of quality of service on customer's satisfaction and the effect of customer's satisfaction on customer's loyalty, the coefficient value of $b_2 = 0.610$ and significant at 0.000, while the coefficient value of $b_3 = 0.275$ and significant at 0.025. The value of the indirect effect is obtained from the path coefficient value ρ_{X3X2} multiplied by the path coefficient value ρ_{YX3} to $(0.610 \times 0.275) = 0.168$. The multiplication result shows that the value of the indirect effect coefficient is greater than the value of the direct effect coefficient ($0.168 > -0.040$). This shows that quality of service variables affect consumer's loyalty through the mediating variable (intervening), namely customer's satisfaction first, because the coefficient value without going through customer's satisfaction or directly to consumer's loyalty is smaller. The total effect of price on consumer's loyalty is $(0.694 + 0.099) = 0.793$. The total effect of trust on consumer's loyalty is $(-0.040) + 0.168 = 0.128$. Based on the results of the previous regression analysis on prices, the total effect is obtained from $\rho_{YX1} + \{(\rho_{X3X1}) \times (\rho_{YX3})\} = 0.694 + 0.099 = 0.793$. The direct effect of price on consumer's loyalty is 0.694, while the total effect on quality of service is obtained from $\rho_{YX2} + \{(\rho_{X3X2}) \times (\rho_{YX3})\} = (-0.040) + 0.168 =$

0.128. The direct effect of quality of service on consumer's loyalty is -0.040.

Conclusion

Go-Ride consumers in the Cakung area agree with the price set for Go-Ride, this is because consumers are satisfied with the price that is felt according to the consumer's ability and the price of Go-Ride that is able to compete with its competitors, as well as the price according to quality. However, the indicator "Price compatibility with benefits provided to service users" gets the lowest score. The quality of service provided by Go-Ride to Go-Ride consumers in the Cakung area is quite good, this is because consumers agree with reliability, responsiveness, empathy in serving consumers, as well as physical evidence of vehicle completeness and attributes of drivers. However, the "Assurance" indicator gets the lowest score. The consumer's satisfaction that Go-Ride has given to Go-Ride consumers in the Cakung area is quite satisfied, this is because consumers feel that they agree with the complaints that have been resolved, are satisfied with the overall service and conformity to expectations. However, the lowest indicator score is "consumer's expectations are exceeded", so that consumers feel Go-Ride still has not exceeded consumer's expectations and hopes to be better every day. Go-Ride consumers will be loyal when using Go-Ride services, this is because consumers agree not to switch to other online motorcycle taxi services, use Go-Ride consistently and advise others. However, on consumer loyalty, the lowest score was obtained on the indicator "Recommending to others".

Price has a significant effect on customer's satisfaction. This means that the better the price offered, it can increase consumer's satisfaction with Go-Ride online motorcycle taxi service users in the Cakung area. Quality of service has a significant effect on customer's satisfaction. This means that the better the level of quality of service provided, it can increase consumer's satisfaction for users of the Go-Ride online motorcycle taxi transportation service in the Cakung area. Price has a significant effect on consumer's loyalty. This means that the better the price offered, it can increase Go-Ride consumer's loyalty in the Cakung area. Price will directly affect the loyalty of Go-Ride consumers without having to first influence customer's satisfaction to influence consumer's loyalty. This means that the better the price offered by Go-Ride will form consumer's loyalty without having consumers feel satisfied first. There is a significant effect of quality of service on customer's loyalty by the way of customer's satisfaction. This means that if consumers get a service that gives them a sense of satisfaction, then the consumer will feel the desire to use Go-Ride services again and even tell others about his good experience.

Recommendation

The price suitability indicator for the benefits provided to service users provides the lowest value for the price variable. That is by always monitoring and evaluating the Go-Ride prices that have been set so that they are in accordance with the benefits and in accordance with the mileage set by Go-Ride consumers, prices during

extraordinary circumstances such as heavy rain and traffic can still be controlled, and coordinate with drivers. to stay stand by even though it is rainy weather (driving if possible) and also always have some plastic raincoats available for passengers when it rains, so that consumers will get satisfaction with the costs incurred. Indicator of assurance (assurance) that gets the lowest score on quality of service, namely PT. Gojek Indonesia must improve service quality by holding base camp drivers in each area where there are Gojek company staff who provide training and direction to Go-Ride drivers every month. To be able to maintain passenger comfort, passenger complaints must be responded to properly, especially drivers who violate traffic regulations must be dealt with firmly and given sanctions.

In addition, in order to make the quality of service even better, drivers must keep their motorbikes clean, wear Gojek attributes, and all facilities can be used properly (such as helmets and masks). The vehicle used by the driver must be in a normal state (not damaged) which will be able to make passengers feel safe and comfortable while on the way. The indicator of consumer's expectations that are exceeded gets the lowest score on customer's satisfaction. The company is expected to create a customer's satisfaction survey division and conduct periodic surveys to determine the level of customer's satisfaction on a regular basis, in order to increase customer's loyalty. If there is any sign of a decline, it is immediately analyzed and anticipatory steps are made to overcome it. Indicators recommending to others is the lowest value for consumer loyalty, so companies need to monitor prices and evaluate the quality of their services continuously so that Go-Ride is expected to be better every day, so as to increase consumer's satisfaction, consumers become loyal and increase consumer desire recommend Go-Ride to others.

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