

The Influence of Service Quality and Price Perspective on Customer Satisfaction Users of Transport Services Online Taxi Car in Makassar City

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ABSTRACT

Grab-Car is an online taxi service from GRAB which is currently very much needed by the public in the transportation sector to facilitate community mobility. The development of this application-based online taxi transportation business is very easy to use for the community, whenever and wherever the public can use online-based taxi transportation services. This study aims to see the effect of service quality and price perceptions on customer satisfaction using Grab-Car online taxi transportation services in Makassar City. The sample in this study is the people who live in the city of Makassar who have used the Grab-Car service. Data collection techniques are observations and questionnaires given to Grab-Car customers as many as 100 respondents. This research is a quantitative study using statistical methods using the IBM SPSS Statistics Version 25 application. Based on the results of statistical tests, it can be seen partially that service quality and price perceptions have a positive and significant impact on customer satisfaction using Grab-Car online taxi transportation services.

Keywords – Service Quality; Price Perception; Customer Satisfaction

INTRODUCTION

Transportation is a very important area in the lives of people in Indonesia. Population growth in urban areas will not only lead to an increase in the population living in urban areas, but will also be accompanied by an increase in the number of vehicles used by residents as a means of transportation. It is difficult to achieve satisfactory results in a country's economic development efforts unless proper transport services are provided in the cities where economic growth occurs.

The development and economic activities of a society are inversely proportional to the availability of transport modes in that environment. When it comes to ensuring the free movement of goods and people, transport services play an important role. They also contribute to an optimal allocation of economic resources in the field of work. In other

words, when production activities are carried out effectively and efficiently and people's incomes increase, the income gap between regions can be reduced to the most basic needs. The development of technology that very quickly manufactures everything that man needs at this time has been affected by technological developments. Technology that provides convenience for everyday life, such as easy access to the latest information, making it easier to find information, easy communication, even transportation.

With the development of application technologies today, many service providers are offering their services for the daily needs of the public in the form of applications. As currently used by the public as service providers and service users, i.e. app-based off-road transport or what people know better as online taxis or motorcycle taxis in line.

The community is greatly facilitated by the existence of online transportation services like this, as ordering is quick, easy, when and where the public can ride transportation simply by having a smartphone that contains a transportation service app in line.

In the city of Makassar, PT. Solusi Transportation Indonesia (often referred to as Grab) is a new and growing online taxi transportation company. Grab is a Malaysian startup that offers on-demand transport services via the Internet. Since its launch in 2012, Grab has been a social enterprise rooted in Indonesian culture as entrepreneurship. Thanks to innovations in the informal transport sector, this sector can now operate in a professional manner. Grab was founded in 2009 and is based in Jakarta. Grab was originally founded in Malaysia, but later moved its headquarters to Singapore. Currently, Grab operates in Southeast Asia (excluding Laos and Brunei). Grab, formerly known as GrabTaxi, is an on-demand service platform currently headquartered in Singapore. From the online taxi transport services, the company currently offers other services such as food delivery (Grab Food), Ojek (Grab Bike), package delivery (Grab Delivery), purchase of pulses/tokens, ticket purchase and payments accessible through the app. mobile. PT. Indonesian Transportation Solutions (Grab) is an online transportation service company, starting with an online taxi service and expanding with various services such as: 1) Delivery by car (Grab-Car), 2) Delivery by motorcycle (Grab-Bike), 3) Purchase of food and beverages (Grab-Food and Grab-Mart), 4) Delivery of goods and documents (Grab-Delivery), 5) Buy in-app credit, 6) Buy different tickets in the app, 7) Payment for in-app hotel rooms and other payments.

This organization aims to provide taxi and motorcycle taxi transportation services online as an intermediary between taxi drivers and potential customers. Clients can see the location of taxi drivers who respond to orders through this application, and taxi drivers can see the location of customers who have made orders through this application. Instead of just serving as a mode of transportation for people, Grab-cars have evolved to be capable of delivering goods and documents.

The Grab application can be downloaded on smartphones that have Android or iOS operating systems. By using the application on the smartphone, customers can be picked up and delivered according to their destination. Grab also provides services such as Grab-

Car, Grab-Bike, Grab-food which can pick up food from restaurants or available eating places and other courier services.

In the management of the business Grab-Car, PT. Solusi Transportation Indonesia (Grab) cooperates with service providers, in this case taxi drivers and enters into partnership agreements with service providers. The relationship that stems from the partnership agreement establishes Grab as a transportation application service provider company that functions as a liaison between customers and service providers.

Grab is a pioneer in online mobile app-based taxi services through its Grab-Car service. The application technology used to order transport services uses an electronic network system to connect customers with taxi drivers online. It is possible to order a taxi online and have it picked up by a taxi driver who responds to customer orders. Customers don't have to stand on the highway waiting for transportation, which is the app's main selling point. Customers can wait anywhere without having to leave the highway. When a customer places an order using the app, the customer can know the details of the order such as the price, the distance traveled, the identity of the Grab driver who picked him up, the duration for which the Grab driver arrived at the customer's location and can know where the Grab driver is, and the customer can provide Grab driver rating after ordering. use transport services. Payment transactions can be made when the customer arrives at the destination through cash or non-cash payments. Fares or prices quoted vary depending on the distance traveled during the trip. Go-Jek, Maxim and In-driver are just a few companies that rival Grab in the city of Makassar. There are services offered by these three companies that are comparable to the Grab-Car services offered by the companies themselves.

As the number of online taxi companies increases, the competition for customers becomes increasingly difficult. A contributory aspect to this is the disparity between the fees charged to customers and the disparity in the services provided, which may encourage consumers to be more selective. In the end, the customer will choose the one he likes the most from the various options available. Grab, an online taxi service that anticipates this kind of event, must be able to satisfy customers to remain competitive.

As companies compete for customers in this field, customers will be more satisfied after using Grab-car's online transportation service, which will encourage companies to adopt retention and acquisition methods.

Customer satisfaction is a very serious major development factor within a company. Many companies today understand the importance of customer satisfaction and are implementing strategies to satisfy customers. One of the factors that can influence customer satisfaction is the quality of service. Customers who feel happy after making a purchase can make the relationship between the customer and the company smooth, which can give a good start for repeat purchases and customer loyalty, as well as form positive recommendations from customers. clients.

When it comes to building a successful business, one of the most important factors to consider is a focus on customer happiness. Satisfied customers (content) are more likely to have a favorable reaction to the company in the future. Customer satisfaction is achieved

by meeting or exceeding customer demands and desires while maintaining or improving customer relationships. Customers who express happiness (satisfaction) indicate that the company's performance meets or even exceeds their own expectations.

Providing high quality services has the potential to give service providers an edge over their competitors. According to Kotler (2012), service is an act or activity that is offered or promoted by one party to another, which is fundamentally intangible and has no impact on ownership. Its production may or may not be tied to a physical product. Service is the behavior of a business in order to meet the needs and wants of customers in order to achieve customer satisfaction. Kotler also said this behavior could occur both before and after the purchase transaction. Satisfactory service quality is defined as service that meets or exceeds customer expectations. It is obvious that customers demand exceptional service and courtesy from online taxi transportation providers. The time and speed of support are important criteria highly valued by customers. In turn, customers who are satisfied with the company's products or services can indirectly support word-of-mouth recommendations, thereby increasing the company's reputation in the eyes of customers. In order to retain its customers, the company's attention must be paid to the quality of the service provided to them.

Customers will first assess which offering will provide the most value before deciding whether or not to use Grab's transportation services over comparable competitors. This implies that consumers will consider both the amount of profit customers can derive from using Grab's transportation services and the amount of money consumers will spend to take advantage of this transportation option. Finally, consumers will consider the benefits of using transport services provided by similar competing companies. The fact that every consumer wants to derive the maximum benefit or value from the service or product they are about to consume is obvious, and it makes a lot of sense.

Customer happiness can be influenced by two additional factors. The first is pricing. The acceptance or refusal of a product or service by the customer can be determined by its selling price. Pricing, on the other hand, is determined by company policy, which takes into account various factors. Expensive or cheap a product and service depends on its value and nature. Companies should always monitor the prices set by competitors, so that the prices set by the company are not too high or vice versa. The selling price is essentially an offer to consumers. In general, if the customer can accept the price that was set at the time of purchase, the product will be sold; but if the consumer refuses the price that was fixed at the time of purchase, it is obligatory to pay attention to the selling price. Therefore, a pricing plan suitable for the product and according to its value is very necessary. When it comes to grabbing customer attention, pricing strategy is very important. Appropriate pricing is when the price of a product or service is in line with the quality of the product or service.

As a consequence of perceived satisfaction with a product or service, consumers will be dissatisfied or happy when the actual performance results of the product or service are compared to those predicted by the product or service. In essence, a person will feel

satisfied if the product or service received is at least able to meet the expected expectations, while a person will not be satisfied if the results of the product or service obtained are not able to meet the expectations. desired expectations. People's attitude towards reusing products and services will be influenced by their level of enjoyment or dissatisfaction with them.

This research uses PT. Indonesian transport solutions or often referred to as Grab as a research object because researchers are also partners who work with Grab and are supposed to make it easier for researchers to get respondents. Researchers want to examine the effect of service quality and price perception on customer satisfaction of users of online taxi services, based on the above background information (Grab- Car in the city of Makassar).

METHOD

This type of research is quantitative research in which descriptive techniques are used to collect information. The location search was conducted at PT. Indonesian Transport Solutions or Grab based in Makassar City. Population and Sample, the total population for this study is unknown or cannot be calculated. Factors to consider when defining the research sample: (1) Residents who live in Makassar city (2) Have Grab app on their smartphone (3) Respondents who have used Grab services Grab-Car transportation. Thus, during sampling, the researchers will take samples of respondents who have the Grab application and have used the online taxi transport service Grab-Car and are considered to meet the criteria that can represent the population.

The researchers used a variety of data collection strategies. This data collection approach includes: an interview, a questionnaire (questionnaire), and observation. The method of data analysis consists of testing the data obtained from the responses of the respondents and then analyzing them using SPSS (Program Analysis in Research). The data analyzes used in this research are descriptive statistical analysis, classical hypothesis testing, multiple regression analysis and hypothesis testing.

RESULTS

Respondent characteristics are grouped into several groups such as age, gender, occupation and income. Identity of respondents based on gender that women with a percentage of 61% most often use the online taxi service application Grab compared to men with a percentage of 39%. It can be concluded that the female gender in Makassar city is more dominant in the use of online taxi transportation services than males. Identity of respondents based on age, shows that 20 – 25 year olds with a percentage of 61% most often use Grab's online taxi ride service. It is concluded that at the age of 20-25, many people in Makassar use Grab's online taxi transportation service. Identity of respondents based on profession, shows that student work with a percentage of 39% more often uses online taxi transport services compared to other jobs. Respondent identity based on income shows income is Rp. 1,000,000 – Rp. 3,000,000 with percentage of 49% more often use Grab online taxi ride service than other income.

From the responses of the respondents, it can be seen that the responses strongly agree (SS) on the quality of service variable (X^1) which shows the highest number. So it can be concluded that quality of service is very important for people of Makassar city in Grab online taxi transportation service.

Description of price perception variables, From the answers of the respondents, it can be seen that the answers agree (S) in the price perception variable (X^2) which displays the highest number. So it can be concluded that price perception has a good impact on Grab online taxi ride service in Makassar city. Description of the customer satisfaction variable, From the answers of the respondents, it can be seen that the answers agree (S) in the customer satisfaction variable show the highest number. It can therefore be concluded that the quality of service variable plays an important role for the inhabitants of Makassar who travel with Grab.

Multiple linear regression analysis

Multiple regression analysis is used to determine the magnitude of the numerical or quantitative effect of two or more independent variables (X) on the dependent variable (Y) with the following regression model:

$$Y = b^0 + b^1 X^1 + b^2 X^2 + e$$

Or:

Y = Consumer satisfaction

X^1 = Services

X^2 = Price Perception

b^0 = Constant

$b^1... b^2$ = Variable regression coefficient

e = Allocation Inaccuracy/error rate (error)

Based on the SPSS 25 output, a regression equation can be formed as follows:

$$Y = b^0 + b^1 X^1 + b^2 X^2 + e.$$

$$Y = 5,5650 + 0,298 X^1 + 0,326 X^2 + e$$

The customer satisfaction variable ($X1$) and the product quality variable ($X2$) have the same constant value of 5,650 while the customer satisfaction variable ($X1$) is not modified by other factors. Customer satisfaction does not change if the customer satisfaction ($X1$) and price perception ($X2$) variables do not exist (positive).

This shows that for each unit of increase in the quality of service variable ($X1$), the customer satisfaction variable (Y) will increase by 0,298, this indicates that the quality of service variable ($X1$) has a positive effect on the customer satisfaction variable (Y).

This shows that for each unit of increase in the price perception variable ($X2$), the customer satisfaction variable (Y) will increase by 0,326, this indicates that the price perception variable ($X2$) has a positive effect on the customer satisfaction variable (Y).

Hypothesis testing
Partial test (t-test)

This test was performed to test whether the independent variable of service quality (X^1) and the price perception variable (X^2) had an effect on the dependent variable of customer satisfaction (Y). The test was performed by comparing the t value of each independent variable with the t-table value with a significant value ($\alpha=5\%$) ($\alpha=0,05$). if the value of t counts > t array, then the independent variable has an influence on the dependent variable.

Sign value. < 0,05
Count t-value > Tabel t-value
Tabel of formula t
t Tabel = t ($\alpha/2$); (N-K-1)
= t (0,05/2); (100-2-1)
= (0,025); (97)
t Tabel = 1,984

Tabel 1. Distribution in percentage points t 100 0.05

Pr/ df	0,25 0,50	0,10 0,20	0,05 0,10	0,025	0,01	0,005	0,001
				0,050	0,02	0,010	0,002
97	0,67703	1,29034	1,66071	1,98472	2,36541	2,62747	3,17639

Source: t-distribution percentage point tabel

Information:

$\alpha = 5\%$
N = Number of respondents
K = number of independent variables

The decision criteria are: 1) If t count > t tabel, and significant value < 0,05, then H0 is rejected and H1 is accepted, 2) If t count < t tabel and significant value > 0,05 then H0 is accepted and H1 is rejected, 3) Significant level = 0,05

Service quality variable (X^1) to customer satisfaction variable (Y)

Table 2. SPSS V25. Source output

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,631	2,107		4,097	,000
	KUALITAS PELAYANAN	,418	,113	,350	3,695	,000

a. Dependent Variable: KEPUASAN KONSUMEN

Sign Value. < 0,05 = 0,000 < 0,050
t Count > t Tabel = 8,631 > 1,984

This is based on the results of the SPSS 25 t test which shows that the significant effect of service quality on customer satisfaction (Y) is 0,000 0,050, and the t-value is 8,631 > t-value. The positive and substantial effect of service quality (X1) on customer satisfaction is shown in Tabel 1,984, with H0 rejected and H1 approved (Y).

Price perception variable (X²) to customer satisfaction variable (Y)

Table 3. SPSS V25. Source output

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,848	1,547		6,365	,000
	PERSEPSI HARGA	,408	,095	,395	4,256	,000

a. Dependent Variable: KEPUASAN KONSUMEN

Sign value. < 0,05 = 0,000 < 0,050
t Count > t Tabel = 9,848 > 1,984

Considering the output of Tabel 3 of SPSS 25, which shows, for example, that the significant value of the effect of the price perception variable (X2) on the customer satisfaction variable (Y) is between zero and five for one percent, and the t-test value is 9,848 > the table value t 1,984, H0 is rejected and H1 is accepted, which means that the influence of the price perception variable (X2) has a positive and significant effect on the customer satisfaction variable (Y).

DISCUSSION

From the tests that were carried out by the researchers to answer the formulation of the research problem, i.e. Is there a substantial relationship between service quality and customer satisfaction with Grab online transportation services -Because? Is there a statistically significant relationship between customer satisfaction with the Grab-Car online transportation service and price perception? To answer all the research problem formulations, the researchers used primary data with a questionnaire (questionnaire) data collection technique from respondents via an online questionnaire using the Survey Heart app with a pre-determined sample of 100 respondents. Then, the data obtained is analyzed using the SPSS V25 application which aims to facilitate researchers in managing the results of this study.

From the test results that have been statistically analyzed, one can see the explanation of each variable as follows:

The effect of service quality on customer satisfaction

Based on the results of the (partial) t-test, the quality of service variable (X¹) with a significant value of 0.000 and the t-count value of 8.631, it can therefore be concluded that

the quality of service variable (X^1) has a positive value and a significant effect on customer satisfaction. This is reinforced by previous research by Wijaya (2018) which suggests that service quality, price and brand image have a positive and significant effect on customer loyalty.

The indicator with the highest score is statement two (2) on driver friendliness. This illustrates that the friendliness of the driver or driver of Grab is an important point or role in the quality variable of Grab online taxi transport services.

The influence of price perception on customer satisfaction

Based on the (partial) t-test, the price perception variable (X^2) with a significant value of 0.000 and a t-value of 10,808, it can therefore be concluded that the price perception variable (X^2) has a positive value and significant effect on customer satisfaction. This is reinforced by previous research by Wijaya (2018) which suggests that service quality, price and brand image have a positive and significant effect on customer loyalty.

The indicator that has the highest score is to provide discounts or promotions for each particular transaction. This shows that the higher the discount given to consumers, the higher the effect on customer satisfaction.

CONCLUSION

Based on the indicators that have the highest scores on each variable, it can be concluded as follows: 1) Quality of Service Indicator (X^1) Regarding Driver Friendliness, Driver Friendliness Indicator was found to have the highest contribution which has an effect on customer satisfaction, and it could be concluded that the better the driver friendliness, the higher the customer satisfaction after taking a Take online taxi transportation trip. 2) If we look at the price perception indicator (X^2) regarding price discounts on each particular transaction, we find that the price discount indicator (promo) has a major impact on customer satisfaction in the city of Makassar, and it can be concluded that the higher the discount given to the customer, the higher the discount given to the customer. the high level of customer satisfaction.

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