THE IMPACT OF SERVICE QUALITY, PRICE PERCEPTION, AND BRAND IMAGE ON CUSTOMER SATISFACTION AMONG USERS OF GRAB ONLINE MOTORCYCLE TAXI SERVICES: A CASE STUDY OF GRAB CUSTOMERS IN YOGYAKARTA

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Abstract

This study aims to examine the impact of service quality, price perception, and brand image on customer satisfaction among users of Grab's online motorcycle taxi services in Yogyakarta. Additionally, it seeks to identify the most dominant factor influencing customer satisfaction in this context. The research was conducted in the city of Yogyakarta, utilizing field data collection and analyzed through multiple regression analysis. A total of 100 respondents were sampled using purposive sampling methods. The findings indicate that the variables of service quality, price perception, and brand image positively affect customer satisfaction for Grab's online motorcycle taxi services in Yogyakarta. Among these factors, brand image emerged as the most significant influencer of customer satisfaction. The coefficient of determination in this study is 0.782, indicating that service quality, price perception, and brand image account for 78.2 percent of customer satisfaction, while the remaining 21.8 percent is attributed to other variables not included in this research model.

Keywords: Service Quality, Price Perception, Brand Image, Customer Satisfaction, Online Motorcycle Taxi

INTRODUCTION

In the modern era, society engages in a wide range of activities, necessitating the availability of transportation as a supportive tool for these endeavors. Consequently, transportation service providers are competing to attract customers by enhancing their services, simplifying the booking process, ensuring the comfort of their vehicles, and maintaining punctuality, among other factors.

In Indonesia, motorcycles are frequently utilized as public transport, serving to transport individuals and goods while charging an agreed-upon fare; this mode of transport is commonly referred to as "ojek." With the advancement of technology, applications have emerged that facilitate the booking of ojek services, adhering to established service standards. Riders from different regions are not permitted to operate in a specific area without the consent of local ojek drivers. Additionally, customers utilizing ojek services are typically required to pay in cash, often engaging in negotiations over fares with the drivers.

Presently, numerous online ojek service providers, such as Grab, Go-Jek, and Maxime, offer similar services, including passenger transport at varying rates, all through mobile applications or websites for booking.

One notable transportation service company that is expanding in Yogyakarta is Grab. The services offered by Grab have evolved beyond merely transporting people; they now include the delivery of goods, documents, and packages (instant courier), serving both online and offline businesses that require same-day delivery (shopping), and most recently, food delivery services. According to Kotler (2010: 138), satisfaction is generally defined as the feeling of pleasure or disappointment that arises when an individual compares the perceived performance of a product (or outcome) against their expectations. Consumer satisfaction is thus a critical aspect of service delivery.

Research Problems

Based on the background of the issues outlined above, the problems can be formulated as follows:
1. What is the impact of service quality, price perception, and brand image on customer satisfaction among users of Grab's online motorcycle taxi services in Yogyakarta?
2. Which factor is the most dominant in influencing customer satisfaction among users of Grab's online motorcycle taxi services in Yogyakarta?

Research Hypothesis
1. The quality of service significantly impacts the satisfaction of customers utilizing Grab's online motorcycle taxi services in

Price Perception

According to Xia et al. as cited in Lee and Lawson-Body (2011, p. 532), price perception is defined as the consumer's assessment and emotional response associated with whether the price offered by the seller, when compared to other parties, is reasonable, acceptable, or justifiable.

The perception of price is shaped by four primary dimensions, namely:
a. Quality Perception

Kalasan, Yogyakarta.
2. Price perception plays a crucial role in determining the satisfaction of customers using Grab's online motorcycle taxi services in Kalasan, Yogyakarta.
3. Brand image has a notable effect on the satisfaction of customers who engage with Grab's online motorcycle taxi services in Kalasan, Yogyakarta.

LITERATURE REVIEW
Customer Satisfaction

For customer-centric companies, customer satisfaction serves as both a goal and a means of operation. The increasing number of competitors necessitates that existing companies develop specific strategies to compete, survive, and grow. Satisfaction is defined as an attitude formed based on the experiences gained. It represents an evaluation of the characteristics or attributes of a product or service, which provides consumers with a level of pleasure related to the fulfillment of their consumption needs.

Service Quality

The quality of service is an essential requirement for companies to survive and maintain customer trust. Tjiptono (2011:59) asserts that service quality is the level of excellence expected and the control over that level of excellence to meet customer needs. According to Zeithaml and Bitner, service quality is defined as the gap between consumer expectations or desires and their perceptions. Parasuraman, Zeithaml, and Berry identify five dimensions that determine service quality: tangible, responsiveness, reliability, assurance, and empathy.

Consumers tend to prefer products with higher prices when they are provided with information solely about the product itself. Their perception of product quality is influenced by their views on the brand name, the store name, the warranty offered, and the country of origin of the product.
b. Perception of the Expenses Incurred
Consumers generally perceive price as the expenditure incurred to acquire a product.

However, their perceptions of the costs associated with the same product can vary significantly, influenced by the specific situations and circumstances they encounter.

c. Price Difference Perception
   Consumers' assessment of the price differences offered in relation to the baseline price that they are already aware of.

d. Reference Price
   The price established by customers is influenced by two primary factors: the price based on the customer's own experiences (internal reference price) and the price communicated by others or advertisements encountered by the customer (external reference price).

Brand Image

According to Kotler and Armstrong (2008:275), a brand is defined as a name, term, sign, symbol, or design, or a combination of these elements that represents the identity of a product or service from a specific seller or group of sellers, distinguishing it from competing products. Rahman (2010:179) elaborates that a brand encompasses six levels of meaning, as follows:

a. Brand attributes refer to specific characteristics of a product, encompassing aspects such as its sales program, service quality, and advantages. Companies utilize these attributes as part of their advertising materials.

b. Customers do not purchase solely based on the attributes of a product; rather, they are motivated by the benefits it provides.

c. The value of a brand represents the worth of its products.

d. Brand culture represents a specific culture.

e. The brand personality is akin to an individual that embodies a specific character.

f. Brand users represent the category of consumers who purchase or utilize a particular product.

METHODOLOGY

The population refers to a generalized area that encompasses objects or subjects possessing specific quantities and characteristics defined by the researcher for the purpose of study and subsequent conclusion (Sugiyono, 2010:55). In this research, the population consists of all customers utilizing the online motorcycle taxi service Grab in Yogyakarta. The sample for this study comprises 100 individuals/respondents, selected through purposive sampling, which involves choosing samples based on specific considerations aligned with the research objectives.

RESULT & DISCUSSION

Table 1. Results of Partial Testing (t-test)

Independent Variable	Dependent Variable	Tcount	Ttable	sig.
Constant		1,936	1,660	0,056
Service Quality	Customer Satisfaction	2,105	1,660	0,038
Price Perception	Customer Satisfaction	2,213	1,660	0,029
Brand Image	Customer Satisfaction	6,602	1,660	0,000

Source: processed data (2022)

The statistical t-test results for the Service Quality variable yielded a calculated t-value of 2.105, while the critical t-value was 1.660. This indicates that the calculated t-value of 2.105

exceeds 1.660, and the significance level of 0.038 is less than 0.05. Therefore, it can be concluded that there is a significant effect of Service Quality on Customer Satisfaction (alternative hypothesis accepted and null hypothesis rejected).

For the Price Perception variable, the calculated t-value was 2.213, compared to the critical t-value of 1.660, with a significance level of 0.029, which is also less than 0.05. This suggests that there is a significant effect of Price Perception on Customer Satisfaction (alternative hypothesis accepted and null hypothesis rejected).

Lastly, the t-test results for the Brand Image variable showed a calculated t-value of 6.602, with a critical t-value of 1.660 and a significance level of 0.000, which is significantly lower than 0.05. Thus, it can be concluded that there is a significant effect of Brand Image on Customer Satisfaction (alternative hypothesis accepted and null hypothesis rejected).

Table 2. Results of Multiple Linear Analysis Testing

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.062	2.098		1.936	.056
	Service Quality	.281	.134	.225	2.105	.038
	Price Perception	.147	.067	.187	2.213	.029
	Brand Image	.546	.083	.653	6.602	.000
a. Dependent Variable: total_y						

Source: processed data (2022)

From the table of Multiple Linear Regression Analysis, a regression equation can be formulated to assess the impact of Service Quality, Price Perception, and Brand Image on Customer Satisfaction as follows: Y = 4.062 + 0.281 + 0.147 + 0.546.

Based on the calculations, the regression coefficients are as follows:

a. The constant value of 4.062 indicates that if Service Quality, Price Perception, and Brand Image are all zero, Customer Satisfaction would be 4.062.
b. The coefficient for the Service Quality variable (b1) is 0.281, which implies that an increase of one unit in Service Quality will result in a 0.281 increase in Customer Satisfaction, assuming other variables remain constant.
c. The coefficient for the Price Perception variable (b2) is 0.147, indicating that a one-unit increase in Price Perception will lead to a 0.147 increase in Customer Satisfaction, assuming other variables remain constant.
d. The coefficient for the Brand Image variable (b3) is 0.546, suggesting that a one-unit increase in Brand Image will result in a 0.546 increase in Customer Satisfaction, assuming other variables remain constant.

Table 3. Results of the Simultaneous Test (F Test)

Model	Sum Squares	Df	Mean squares	F	Sig.
1 Regression	6371,626	3	2123,875	115,114	0,000
Residual	17711,214	96	18,450		
Total	8124,840	99			

Source: processed data (2022)

The results of the testing indicate that the calculated F value is 115.114, while the table F value is 2.70, with a significance level of 0.000. Since the calculated F value exceeds the table F value and the significance is less than 0.05, it can be concluded that the hypothesis stating "There is an influence of Service Quality, Price Perception, and Brand Image collectively or simultaneously on Customer Satisfaction of Grab's online motorcycle taxi service in Yogyakarta" is supported.

Table 4. Results of Determination Testing
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885[a]	.782	.776	4.295

a. Predictors: (Constant), total_x3, total_x2, total_x1
b. Dependent Variable: total_y

Source: processed data (2022)

The value of 0.782 indicates that the variations in Service Quality, Price Perception, and Brand Image can account for 78.2 percent of the variation in Customer Satisfaction. The remaining 21.8 percent is attributed to other variables that were not included in the research model.

CONCLUSION

The quality of service significantly impacts customer satisfaction. This includes providing safe vehicles for passengers, minimizing wait times, and responding promptly to customer complaints, among other factors. Such measures are part of the company's strategy to ensure that customers feel comfortable when utilizing Grab's transportation services. Price perception also plays a crucial role in customer satisfaction. Grab's online motorcycle taxi customers tend to prefer affordable prices while still valuing service quality. Additionally, brand image has a significant and dominant influence on customer satisfaction. Customers perceive Grab as having a better image compared to other online motorcycle taxi services, leading them to prefer Grab's transportation offerings.

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