ANALYSIS OF THE IMPACT OF SERVICES AND PRICES ON CONSUMER SATISFACTION WITH MODERATING VARIABLES ON GO-JEK

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Article Info	Abstract
	This study aims to determine the impact of GoJek's quality of service and price on customer satisfaction with Stie Tribuana student's purchase intent as a moderate variable in the fifth semester. The population used in this survey is the consumers who used the Gojek transportation serviceThe study was conducted using a quantitative descriptive approach, and the nature of the study is a case study supported by the study. The essence of this study is descriptive study. H. The test is intended to explain and explain the nature of the situation that was present at the time the test was performed and to investigate the cause Based on the analysis results and reasoning of this study, we can conclude that there are four accepted hypotheses. In short, customer satisfaction and purchasing preferences for service are variables that adjust service levelsBased on the analysis results and reasoning of this study, we can conclude that there are four accepted hypotheses. In short, customer satisfaction and purchasing preferences for service are variables that adjust service levels. Customer satisfaction. Service variables are related to customer satisfaction, customer satisfaction with interest rates is a medium variable, and interest rate price variables are medium variables. Other hypotheses were rejected because the survey showed a significant association with the customer satisfaction variable, that is, the variable price did not affect customer satisfaction.

1. INTRODUCTION

The development of information technology is currently increasing, causing many positive reactions. Like many new business opportunities, the use of the Internet comes above all else. Along with its development, Management Information System (MIS) is one of the company's internal controls, including the management of people, documents, technology, and procedures to solve business problems such as production costs, services, or business strategy. The use of the Internet is not limited to the use of information accessible through this medium, but can also be used as a means of conducting commerce or as an electronic commerce (also known as e-commerce).One of the Indonesian companies that use e-commerce is GoJek. GoJek is an Indonesian transportation company specializing in the transportation of people and

goods by motorcycle taxi. The company was founded in 2010 by Nadim Makarim. GoJek services are available in Greater Jakarta, Bali, Surabaya, Bandung and DIY. To maximize the efficiency of business operations, companies should strive to understand the needs and wants of their customers. Understanding customer needs, wants and requirements provides important information for companies to design marketing strategies to deliver customer satisfaction (Kotler dan Armstrong, 2001). Companies need to make customer satisfaction a top priority. Like a company called GoJek, I feel that it promises customer satisfaction with its mission and advertising. The key to winning the competition for a company is to provide value and customer satisfaction through high quality service and competitive prices. The most important thing that consumers need to know in the consumption process is the pricing of their products and services.

In addition to price, service quality is also a factor that affects customer satisfaction. Companies that prioritize superior service quality affect customer satisfaction.

Based on the discussion above, the title we use is "The Effect of Gojek Services and Prices on Consumer Satisfaction with Interest as a Medium Variable"

2. RESEARCH LITERATURE
Buying Interest
Purchase preference is consumer behavior where consumers want to buy or choose a product based on the choice, use, use, consumption, even the experience they want. According to Howard, 1994, Purchase rates related to the consumer's plans to purchase a particular product, and the number of product / service units required for a particular time period. Cronin et al for a certain period, repurchase interest is basically customer behavior, which provides positive feedback on the company's service quality. We also plan to return or reuse our products. Mowen and Moll are repurchase, but this means that customers buy customers more than once for certain products and services. Another clue, it can be concluded that if you want to provide products and services to customers in the future, after consuming the same products and services in the future. there.

According to Ferdinand, 2006, you can define several levels of indicator response.

1) Recommendation, ie someone who is interested in recommending others.
2) Interested benefits, namely interest in information about the desired product.
3) Preferences, preferences describe the operation of the main hobby of the product.

Service Quality
Currently, all industries involved in the service sector need to pay attention to the service aspect. Good service is one of the prerequisites for a service company's success. Quality of service is considered one of the factors that a company needs to focus on because it has the effect of attracting new customers and reduces the likelihood that older customers will switch (convert) to another company.

A service is an activity or benefit that one party can provide to another, which is essentially intangible and does not own anything. Quality is a dynamic condition that affects products, services, people, processes, and the environment. Meet or exceed expectations. A service is an act or activity that one party can perform on behalf of another, which is essentially intangible and does not give rise to ownership. Its production may or may not be linked to a physical product. According to Parasuraman, quality of service is a comparison of customer expectations with the customer's perception of the service they actually receive.

Then follow, quality of service can be understood as an effort to meet consumer needs and demands, and the accuracy of delivery that meets consumer expectations. Parasuraman states that the quality of service can be identified by comparing consumers' perceptions of what they are actually receiving and what they are receiving. They actually expect or want the service attributes of the company. According to Zeitham, there are several factors that affect quality of service. That is, details, politeness, responsiveness, safety, capabilities, customer understanding, availability, reputation.

Price
Price is the amount charged to a product, or the value in exchange for the profit of the consumer owning or using the product. (Kotler and Armstrong, 2001).

Meanwhile (Ferdinand, 2006) explains that Price is one of the most important variables in marketing, and for a variety of reasons, price can affect consumers' purchase of a product. difference. Economic reasons suggest that low or competitive prices are one of the key factors in improving marketing, while psychological reasons suggest that prices are really an indicator. It may be. Designed for quality assessment, both as a sales tool and as a competition-defining tool.

While one of the objectives of the assessment is the purpose of visual orientation Corporate images can be shaped by pricing strategies. Companies can charge high to build or maintain a reputable image. In image-driven goals, companies try to avoid competition by differentiating their products or by serving specific market segments.

Pricing should be geared towards achieving goals. The purpose of pricing is divided into three objectives:
1) Profit orientation to achieve investment return objectives and maximize profits,
2) Sales aimed at increasing sales and maintaining or expanding the market,,
3) Navigate the status quo to stabilize prices and avoid competition.

Customer satisfaction

The marketing activities carried out by the company basically lead to the creation of added value provided to customers. Outstanding value creation leads to satisfaction corresponding to the level of feelings that people feel as a result of comparing the performance of the products and services received with the level of expectations. To measure satisfaction, it is necessary to determine the extent to which the quality of service provided is able to produce customer satisfaction.

According to Oliver in Ferrinadewi (2005), Satisfaction is a consumer's assessment of the characteristics of a product or service to successfully meet their needs at a comfortable level, both below and above expectations.

According to Sumarwan (2003), Satisfaction is the satisfaction felt after comparing the perceived performance or results to their expectations. Therefore, satisfaction is a function of the difference between perceived performance and expected performance. Customers are disappointed when performance is lower than expected. If the performance meets your expectations, your customers are very happy.

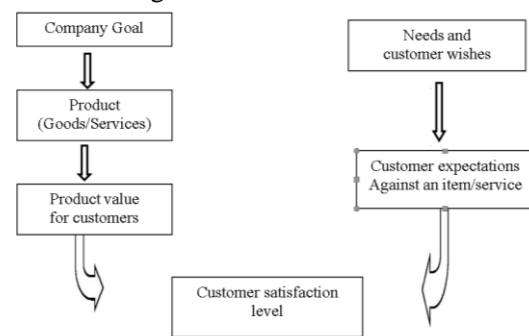Conceptually, customer satisfaction can be seen in Figure 1.

Figure 1. Customer Satisfaction Concept

Based on Figure 1 above, it is known that the company offers goods or services according to the needs and desires of customers. The products offered are expected to be in accordance with the wishes and expectations of customers which will result in customer satisfaction.

Previous Research

In supporting this research, there are several previous studies that have been carried out by previous researchers.

In Ryan Nur Haryanto's research entitled "Analysis of the Effect of Price, Product, Cleanliness and Service Quality on Typical Customer Satisfaction (Survey) at Mamamia Restaurant (Mrican Branch Semarang)". The analytical tools used are validation, reliability testing, classical hypothesis testing, and multiple regression analysis. Hypothesis testing of price, product, cleanliness, service quality, and customer satisfaction variables showed that the four independent variables studied were very effective. The dependent variable is customer satisfaction.

Research conducted by Aprilia Faldiani (2013) analyzed the effect of service quality, price and advertising on customer satisfaction at Dyriana Bakery and Cafe Pandanaran Semarang. The results of the analysis show that service quality, price and advertising all have a positive effect on customer satisfaction. This survey was conducted by Sri Rahayu Tri Astuti (1013), who was granted the right to analyze the impact of product quality, price, location, and service quality on consumers' purchasing preferences (Smaran's Fat Dax Thor). The results of the analysis show that all variables have a positive effect on consumers repurchase preferences.

389

Research Model

Based on the review, foundation, theory and previous research. So, a analytical model can be arranged as presented in Figure 2.
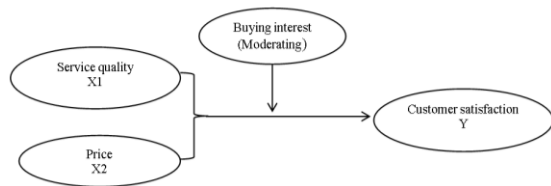

Figure 2. Research Framework

The hypotheses in this study are:

H1: Quality of service has a positive effect on customer satisfaction

H2 : Price has a positive effect on consumer satisfaction

H3 : Purchase intention as a moderation on customer satisfaction is accepted

H4: Service quality has a positive effect on customer satisfaction with purchase intention as a moderating variable.

H5: Price is intended to be purchased as a moderate variable and has a positive effect on customer satisfaction.

Operational variables used in this study are shown in Table 1

Table 1. Operational variables

Variable	Definition	Indication
Service quality (X1)	Services are a way to tell the difference between the reality of the service you receive and the expectations of your customers.	1. Tangibels 2. Reliability 3. Responsive 4. Courtnessy 5. Competence 6. Communication 7. Access 8. Security
Price (X2)	Price is the sum of the amount charged to a product or service, or the value in exchange for the profits that consumers get from owning or using the product or service.. (Kotler and Armstrong (2001)	1.Affordability of the price 2. Price compatibility with the quality of goods or services 3. Price match with benefits 4. Request for surcharge
Customer satisfaction (Y)	Satisfaction is a consumer's assessment of the characteristics of a product or service that successfully meets their needs at a comfortable	1. Overall customer satisfaction 2. Satisfaction with facilities 3. Customer satisfaction with driver friendliness

	level, both below and above expectations.	4. Confirm expectations 5. Willingness to recommend
Interest to buy (moderating)	Satisfaction is a consumer's assessment of the characteristics of a product or service that successfully meets their needs at a comfortable level, both below and above expectations. (Ferdinand, 2006)	1. Transactional interest 2. Referential interest 3. exploratory interest

3. RESEARCH METHODO
Research Design

In line with this research objectives, we use attention as an adjustment variable to determine and analyze the impact of service quality and price on customer satisfaction. The study was conducted using a quantitative descriptive approach, and the nature of the study is a case study supported by the study. The essence of this study is descriptive study. H. The test is intended to explain and explain the nature of the situation that was present at the time the test was performed and to investigate the cause of the symptoms. This proof.

1) Sample and Population

The population in this study were students at the University of 17 August 1945 Jakarta in the same morning class as the class of 2013 who used Go-Jek services. Based on the number of 2013 students, there are 5 faculties, namely the Faculty of Engineering, Faculty of Pharmacy, FEB, FISIP and Law with a total of 331 people.

The sampling method used in this study is random sampling. Here, random sampling is a random sampling method that provides odds or odds equal to each element of the population. Slovin's formula is used to determine the sample size for this study.

$$n = \frac{N}{1 + Ne2}$$

where, n = sample; N = population; d = 95% precision value or sig. = 0.05. The total population is 331, and the desired error rate is 5%, then the number of samples used are: N = 331 / 331 (0.05)2 + 1 = 181 students.

Types and sources of Data

The data types and sources used in this study are primary data. The main data storage location is the data received and collected from users of the Gojek service. In this case, the students of the University of 17 August 1945, Jakarta class of 2013. Baseline data was collected by distributing questionnaires to responding students.

Variable operational definition

Research variables are attributes or properties or values of a person, object, or activity with certain variations that are intended to draw research and conclusions. The dependent variable is a variable that attracts research attention (Ferdinand, 2006). A dependent variable is a variable whose value depends on another variable, and its value changes when the affected variable changes. The dependent variable, also known as the response variable, is represented by Y. The dependent variable in this survey is interest in customer satisfaction (Y). Independent variables are variables that affect the dependent variable and have positive and negative effects. (Ferdinand, 2006). X1) and price (X2). The moderator variable is a variable that strengthens or weakens the relationship between one variable and another. The mitigation variable in this survey is consumer preference (Z).

4. RESULT AND DISCUSSION

The data processing methods used in this study are descriptive and inference analysis. Descriptive analysis is a statistic used to describe or explain the data collected and analyzed without the intention of drawing definitive conclusions that can be generalized. Descriptive statistics including editing of data in the form of tables, graphs, means, means, standard deviations, percentage calculations, and other calculations. Parallax analysis is a statistical technique used to analyze sample data and collect population results. For the purposes of this study, we used structural equation modeling (SEM) using least squares (PLS) analysis, especially variance-based SEM using a quadratic approach. Two in SmartPLS software version 3.0. According to Ghozali (2008), Structural Equation Modeling (SEM) is an evolution of a multimodal marketing model that evolved from econometric principles and combined with psychological guiding principles. And sociology.

Measurement of outer model (outer loading)

The measurement external model (outer load) is a model that shows the relationship between variables and indicators.

Table 2. Customer satisfaction

	Original sample	Sample mean	Standard deviation	T - statistics
Overall customer satisfaction	0.881	0.879	0.023	38.989
Satisfaction with facilities	0.886	0.883	0.027	32.817
Satisfaction with driver friendliness	0.837	0.834	0.034	24.283
Confirmation of hope	0.829	0.825	0.035	23.684
Willingness to recommend	0.795	0.792	0.032	24.677

In Table 2 above, indicators of customer satisfaction such as overall customer satisfaction, customer satisfaction with facilities, customer satisfaction with ease of driving, verification of customer expectations, and willingness to recommend are variables of customer satisfaction known to be formed. From the statistical test, each index exceeds 1.96 (P value 0.05) for the published index to be valid. The external stress value for each metric is greater than 0.05, so all variables can form one customer satisfaction variable.

Table 3. Service Quality

	Original sample	Sample mean	Standart deviation	T - statistics
Tangibels	0.608	0.606	0.045	13.590
Reability	0.833	0.831	0.023	36.027
Courtnessy	0.845	0.846	0.023	36.924
Competance	0.824	0.823	0.026	31.114
Communication	0.888	0.886	0.018	49.142
Access	0.769	0.770	0.037	20.718
Security	0.737	0.735	0.037	20.071
Responssive	0.856	0.854	0.022	39.394

In Table 3 above, we can see that service quality metrics such as specificity, reliability, etiquette, competence, communication, access

security, and responsiveness can form service quality variables. Based on the statistical test above, anything greater than 1.96 (P value 0.05) can be validated or is a purchasing decision variable.

Table 4. Price

	OS	SM	Std Dev	T - statistics
Price affordability	0.859	0.860	0.027	31.332
Price match with product quality	0.859	0.859	0.025	34.291
Price match with benefits	0.865	0.866	0.022	39.766
Request for surcharge	0.734	0.731	0.035	20.677

In Table 4 above, the criteria for price variables such as price affordability, price suitability with product quality, degree of price validity with utility, demand for costs, and additional costs tend to form price variables known to exist. Based on the value of the statistical test, the above indicators are declared valid. This is because the results of statistical tests show a value greater than 1.69 (P value 0.05).

Table 5. Buying Interest

	OS	SM	Std Dev	T - statistics
Transactional interest	0.921	0.941	0.015	67.750
Referential interest	0.912	0.931	0.016	51.670
explorative interest	0.956	0.935	0.013	94.988

In the table above, we know that the index of buying interest variables such as transactional, transferable, and exploitative margins can form price variables. In the event that the statistical test results show that the external load value is greater than 1.96 (P-value 0.05), the published indicators are valid.

Measurement of Inner Model

The measurement of the inner model is a model that specifies the relationship between one variable and another.

Table 6. Path Coefficients

	OS	SM	Std Dev	T - statistics
Moderating Effect 1 -> Variable Y	0.177	0.179	0.105	1.773
Moderating Effect 2 -> Variable Y	-0.341	-0.338	0.112	3.288
Variable X1 -> Variable Y	0.562	0.559	0.109	5.360
Variable X2 -> Variable Y	-0.088	-0.056	0.110	0.772
moderating (Z) -> Variable Y	0.287	0.255	0.098	3.481

From Table 6 above, we can see that the quality of service variable (X1) has a significant impact on the customer satisfaction variable (Y) when the Tstatistic value is greater than 1.96 or 5,330. This shows that quality of service has a significant impact on customer satisfaction. For students on August 17, 1945, the quality of service needs to be improved in order for customers to remain loyal to the service at all times. Transport GoJek. Therefore, H1 has been accepted in studies where quality of service affects customer satisfaction. Based on Table 6 above, for statistics below 1.96 or 0.742, the effect of the price variable (X2) on customer satisfaction is not significant. H2 contradicts this with research that price has a positive impact on customer satisfaction. In this case, some respondents may think that GoJek is charging a higher price than its competitors. From Table 6 above, we can see that if the t-statistic exceeds 1.96 and the value is 3.461, the purchase preference variable for customer satisfaction has a significant impact. Therefore, in this survey, H3 accepts purchase motivation as a determinant of customer satisfaction. From Table 6 above, we can see that the impact of the quality of service variable (X1), which has importance as a relevant variable on customer satisfaction, is significant at the 1.96 level. Statistics over 1,733. Therefore, H4 shows that variable customer satisfaction due to interest is accepted as having a moderate impact on the level of customer satisfaction. From Table 6 above, we can see that the Tstatistic of the price variable with interest (X2) exceeds 1.96 and is 3.258, which is a minimization variable that has a significant impact on customer satisfaction. .. Therefore, H5 considers acceptable price variables to be profitable adjustment variables that affect customer satisfaction.

Goodness fit (R²)

The goodness of fit is expressed by the size of the R square model. The results of this R square explain that the feasibility of this research model is 54.4%. This explains that the Y variable in this study, namely the influence of service quality and price on the level of importance as a modifier of customer

satisfaction is 54.4% and 45.6% is influenced by other variables.

5. CONCLUSION

Based on the analysis results and reasoning of this study, we can conclude that there are four accepted hypotheses. In short, customer satisfaction and purchasing preferences for service are variables that adjust service levels. Customer satisfaction. Service variables are related to customer satisfaction, customer satisfaction with interest rates is a medium variable, and interest rate price variables are medium variables. Other hypotheses were rejected because the survey showed a significant association with the customer satisfaction variable, that is, the variable price did not affect customer satisfaction.

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