



Jurnal Ekonomi Perusahaan

ISSN: 0854-8154 (print), 2830-1560 (online)

Influence of promotions, price perceptions, service quality towards customer loyalty through customer satisfaction Gojek in Jakarta

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ARTICLE INFORMATION

Flow:

Received: March 16, 2024

Reviewed: March 25, 2024

Accepted: April 24, 2024

Published: April 25, 2024

Keywords:

Gojek transportation service, promotion, price perception, service quality, customer satisfaction, customer loyalty

How to cite:

Vemberain, J., & Rakhman, A. (2024). Influence of promotions, price perceptions, service quality towards customer loyalty through customer satisfaction Gojek in Jakarta. *Jurnal Ekonomi Perusahaan*, 31(1), 21–40. <https://doi.org/10.46806/jep.v31i1.1108>

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ABSTRACT

The evolution of technology has deeply impacted various industries, notably transportation services, facilitated by advancements like online platforms such as Gojek in Indonesia. In this research, the authors expect the direct and positive influence of promotion, price perception, and service quality on customer satisfaction and the indirect impact on customer loyalty. Questionnaires were distributed to 198 Gojek users in Jakarta. The data analysis using SPSS and WarpPLS suggests strong correlations between promotion, price perception, service quality, customer satisfaction, and customer loyalty. However, while promotion and price perception significantly affect customer loyalty, the impact on service quality is negligible. Customer Satisfaction acts as a mediator between these variables and customer loyalty. Further research can utilize additional variables because the independent variables used in this study can only explain 60% of the purchasing decision process. Other variables explain 40 % of it.

INTRODUCTION

Indonesia is experiencing globalization and digitalization, with technology playing a pivotal role in daily life. Financial technology (FinTech) is defined as innovations in financial services driven by modern technology. The continuous advancement in technology significantly impacts society, particularly the increasing popularity of the internet and its applications across various industries, including transportation. Online transportation services, exemplified by companies like Gojek and Grab, have rapidly expanded in major Indonesian cities, leveraging communication technology to connect companies, drivers, and consumers. This digital transformation has altered consumer behavior, shifting towards more convenient and practical consumption patterns. However, conflicts arise between traditional transportation methods and online services due to economic and social jealousy.

Gojek, a homegrown technology company, revolutionized transportation services with its motorcycle taxi service, offering convenience, safety, and affordability to users. Despite its successes, Gojek faces challenges such as negative publicity and pricing adjustments, impacting consumer trust and satisfaction. Factors such as promotions, price perceptions, service quality, brand image, and consumer trust influence customer satisfaction and loyalty towards Gojek. While promotions and pricing perceptions affect consumer loyalty, service quality is paramount in ensuring customer satisfaction and loyalty. Additionally, brand image and consumer trust play vital roles in shaping consumer perceptions and fostering long-term relationships with the brand.

The key to winning in competition is to provide value and satisfaction to customers through delivering quality products and services at competitive prices. Customer satisfaction can bring several benefits, including harmonious relationships between the company and customers, laying a good foundation for repeat purchases and the creation of customer loyalty, as well as generating positive feedback beneficial for the company (Tjiptono, 2015:76). Promotions is one of the factors that influence customer satisfaction and loyalty in using Gojek transportation services. Promotion is a communication activity between buyers and sellers about the existence of products and services, convincing, persuading, and encouraging them to re-engage with the products and services, thereby influencing attitudes and behaviors that lead to exchanges in marketing. In Gojek services, promotion can be given in the form of discounts when using transportation services. The next factor that influences customer satisfaction and loyalty is price perception. Tjiptono & Chandra (2017:376) state that cheaper prices can reduce the risk of trying a new product or can also increase the value of a new product or service relative to other products or services that already exist beforehand.

Service quality can also influence customer satisfaction and loyalty in using the Gojek application. Kotler and Keller (2020:50) stated: "The quality of a company's service is tested with every service delivery. Customers form service expectations from many sources, such as past experiences, word of mouth, and advertising. Customers compare perceived service with expected service. Customers will be highly satisfied if they get an experience that exceeds their expectations." In the field of Gojek transportation services, service quality is crucial, including the service provided by Gojek driver partners and the handling of issues faced by users to ensure users feel safe and comfortable, thus leading to user satisfaction and continued use of the Gojek service.

In addressing these dynamics, Gojek continuously evolves its services and expands its portfolio, emphasizing customer interaction and social responsibility. By prioritizing customer engagement, Gojek builds trust and loyalty, positioning itself as an indispensable ally in consumers' daily lives. Furthermore, Gojek's commitment to social and environmental causes strengthens its reputation and fosters a positive brand image. The proposed thesis aims to analyze the influence of promotions, pricing perceptions, service quality, brand image, and consumer trust on customer loyalty through customer satisfaction within the context of Gojek in Jakarta. Through comprehensive research, the study seeks to provide insights into consumer behavior and the factors driving loyalty in the rapidly evolving landscape of digital transportation services. The results of this research are expected to be beneficial for academics, thus adding to knowledge and serving as a reference in facing similar issues and as a means of advancing scientific knowledge.

LITERATURE REVIEW

1. Promotion

Sales promotion is a marketing campaign that utilizes short-term incentives to stimulate the purchase of products or services. It is part of integrated marketing communication, which coordinates various promotional tools to convey clear and appealing messages to consumers.

2. Price Perception

Price represents the monetary value of goods or services and plays key roles in consumer decision-making, including allocation and information. Defined by Indrasari (2019) and Kotler and Armstrong (2016:308), price reflects the amount exchanged by consumers for benefits. Price perception, as defined by Zeithaml (1988:10), influences purchase intention and satisfaction.

3. Service Quality

Tjiptono and Diana (2016:202) suggest that companies achieve differentiation by consistently surpassing competitors in service quality, meeting or exceeding customer expectations. Failure to meet expectations leads to customer disinterest, while exceeding them increases the likelihood of repeat business.

4. Customer Satisfaction

Satisfaction reflects consumers' responses when their desires are met, gauging the pleasure derived from product/service use. Kotler and Keller (2016:153) define user satisfaction as the pleasure or disappointment felt when comparing perceived product/service performance to expectations. Falling short results in dissatisfaction, meeting expectations leads to satisfaction, while exceeding them brings delight.

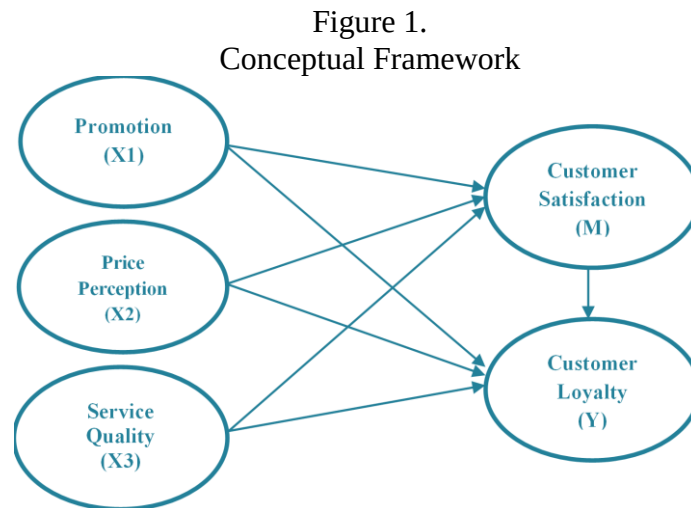
5. Customer Loyalty

Customer loyalty, the consistent patronage of a company's products or services, is vital for both short-term success and sustained competitive advantage. It involves a

commitment to a brand based on positive experiences, leading to repeat purchases. Sustaining customer satisfaction and loyalty is essential for a company's survival amid competition.

6. Research Framework

Based on the research framework of the model and drawing insights from the literature of various prior researchers, the model is formulated into the ensuing hypotheses, which will be examined in this study (Figure 1).



- a. H1: Promotion has positive effect on customer satisfaction of Gojek in Jakarta.
- b. H2: Price perception has positive effect on customer satisfaction of Gojek in Jakarta.
- c. H3: Service quality has positive effect on customer satisfaction of Gojek in Jakarta.
- d. H4: Promotion has positive effect on customer loyalty of Gojek in Jakarta.
- e. H5: Price perception has positive effect on customer loyalty of Gojek in Jakarta.
- f. H6: Service quality has positive effect on customer loyalty of Gojek in Jakarta.
- g. H7: Customer Satisfaction has positive effect on customer loyalty of Gojek in Jakarta.
- h. H8: Customer Satisfaction can mediate the promotion's effect on customer loyalty of Gojek in Jakarta.
- i. H9: Customer Satisfaction can mediate the price perception's effect on customer loyalty of Gojek in Jakarta.
- j. H10: Customer Satisfaction can mediate the service quality's effect on customer loyalty of Gojek in Jakarta.

METHODS

The research targets Gojek, a company offering diverse online transaction services. Specifically, it centers on its transportation service, encompassing pick-up to drop-off, with users having made at least two transactions and residing in Jakarta chosen as subjects for the study.

This study employs non-probability sampling techniques, utilizing judgmental sampling by region in Jakarta and quota sampling to ensure proportional representation of Gojek users. Findings from non-probability sampling lack generalizability to the

entire population. Judgmental sampling targets specific groups possessing required information, while quota sampling considers cost, time, and representation of minority elements. Criteria for respondents include being Gojek users in Jakarta with at least 2 transactions.

The research utilized a scaled response questionnaire distributed online through Google Forms, employing a 5-point Likert scale. Data collection methods included interviews, questionnaires, and observations. The questionnaire, a closed-ended type according to Sugiyono (2017:142), aimed at obtaining responses from respondents. Questions expected nominal, ordinal, interval, or ratio data. The research instrument, a tool for measuring a phenomenon, consisted of written statements aiming to gather responses from participants (Sugiyono, 2017:137-143).

1. Goodness Of Fit Outer Model (WarpPLS 8.0)

a. Validity Test

The loading factor value requirement is considered sufficiently good if it is greater than or equal to 0.5 to 0.6, meeting the criteria for convergent validity (Solimun et al., 2022:115). The loading value of each indicator on the respective variable is greater than the cross-loading on other latent variables (Solimun et al., 2022:115).

b. Reliability Test

The questionnaire has good composite reliability if its value is ≥ 0.70 (Solimun et al., 2022:116). This reliability coefficient has a range of Cronbach's Alpha values ≥ 0.60 .

2. Goodness Of Fit Inner Model (WarpPLS 8.0)

Goodness of fit is an index and measure of the goodness of the relationship between latent variables (inner model). This test must be conducted before interpreting the results of hypothesis testing. The requirements that must be met are:

- a. *Average path coefficient* : $p < 0,05$
- b. *Average R squared* : $p < 0,05$
- c. *Average adjusted R-squared* : $p < 0,05$
- d. *Average block VIF* : accepted if ≤ 5 , ideally $\leq 3,3$
- e. *Average full collinearity VIF* : accepted if ≤ 5 , ideally $\leq 3,3$
- f. Tenenhaus GoF
- g. *Sympson's paradox ratio* : accepted if $\geq 0,7$ ideally = 1
- h. *R-squared contribution ratio* : accepted if $\geq 0,9$ ideally = 1
- i. *Statistical Suppression ratio* : accepted if $\geq 0,7$
- j. *Nonlinear bivariate causality direction ratio* : accepted if $\geq 0,7$

3. Hypothesis Test (WarpPLS 8.0)

The hypothesis testing uses the t-test. The decision criteria are as follows (Solimun et al., 2017, p. 168):

1. If the result of $p\text{-value} \leq 0.10$, then it's considered that the signifinacy is weak.
2. If the result of $p\text{-value} \leq 0.05$, then it's considered that the signifinacy is moderate/normal.
3. If the result of $p\text{-value} \leq 0.01$, then it's considered that the signifinacy is strong.

RESULTS AND DISCUSSION

1. Instrument Test (SPSS 26.0)

a. Validity Test

Validity test is conducted through factor analysis based on the variables present in this research. Validity indicates the ability of an instrument to measure what should be measured. The results obtained from the validity test can indicate discrepancies in the collected data towards the description of the intended variable concept. The higher the level of validity obtained (approaching 1), the data collected from the measuring instrument does not deviate from the description of the research concept formulated. All validity test results in this study uses the Product Moment correlation where a question item is considered valid all greater than 0.05.

b. Reliability Test

Reliability test is a measure that indicates the extent to which a questionnaire can consistently measure a variable. Researchers conduct reliability tests to measure the consistency and reliability of question indicators towards their variables. A variable is considered reliable, consistent, and relevant to the variable or factor in the research when the Cronbach's Alpha value is greater than 0.60 (Solimun et al., 2022:40).

2. Outer Model

a. Validity

All of the loading factor value requirement is considered sufficiently good because it is greater than or equal to 0.5 to 0.6, meeting the criteria for convergent validity (Table 1).

Table 1.
The Results of Validity Test

	PRM	PP	KL	KP	LP	Type	SE	P-value
PRM_1	(0,702)	0,055	0,02	0,304	-0,448	Reflective	0,064	< 0,001
PRM_2	(0,509)	-0,154	0,085	0,265	-0,392	Reflective	0,066	< 0,001
PRM_3	(0,640)	0,17	-0,091	-0,25	-0,15	Reflective	0,065	< 0,001
PRM_4	(0,648)	-0,045	-0,099	-0,25	0,388	Reflective	0,065	< 0,001
PRM_5	(0,731)	0,01	-0,048	0,385	-0,126	Reflective	0,064	< 0,001
PRM_6	(0,725)	0,194	-0,16	0,07	0,037	Reflective	0,064	< 0,001
PRM_7	(0,678)	-0,344	0,057	-0,046	0,335	Reflective	0,064	< 0,001
PRM_8	(0,650)	-0,022	0,082	-0,129	-0,02	Reflective	0,065	< 0,001
PRM_9	(0,679)	0,089	0,183	-0,359	0,309	Reflective	0,064	< 0,001
PP_1	0,047	(0,721)	-0,104	-0,42	0,448	Reflective	0,064	< 0,001
PP_2	-0,032	(0,870)	0,116	-0,038	-0,123	Reflective	0,062	< 0,001
PP_3	0,028	(0,820)	-0,023	0,248	-0,295	Reflective	0,062	< 0,001
PP_4	-0,036	(0,829)	-0,008	0,159	0,032	Reflective	0,062	< 0,001
KL_1	0,134	-0,135	(0,668)	-0,506	0,33	Reflective	0,064	< 0,001
KL_2	0,164	0,037	(0,598)	-0,632	0,325	Reflective	0,065	< 0,001
KL_3	0,154	-0,353	(0,707)	0,278	0,015	Reflective	0,064	< 0,001
KL_4	0,037	-0,024	(0,758)	-0,571	0,307	Reflective	0,063	< 0,001

KL_5	0,012	0,062	(0,765)	-0,134	-0,05	Reflective	0,063	< 0,001
KL_6	-0,061	0,058	(0,843)	0,029	-0,144	Reflective	0,062	< 0,001
KL_7	-0,091	-0,117	(0,832)	0,241	0	Reflective	0,062	< 0,001
KL_8	-0,144	-0,07	(0,752)	0,302	0,054	Reflective	0,063	< 0,001
KL_9	-0,056	0,047	(0,827)	0,083	-0,08	Reflective	0,062	< 0,001
KL_10	0,107	0,138	(0,814)	0,066	-0,226	Reflective	0,062	< 0,001
KL_11	-0,04	0,203	(0,847)	0,16	-0,124	Reflective	0,062	< 0,001
KL_12	-0,137	0,088	(0,764)	0,452	-0,242	Reflective	0,063	< 0,001
KP_1	-0,016	0,199	0,093	(0,872)	-0,188	Reflective	0,062	< 0,001
KP_2	-0,045	0,064	0,172	(0,853)	-0,148	Reflective	0,062	< 0,001
KP_3	0,02	-0,116	0,439	(0,816)	0,005	Reflective	0,062	< 0,001
KP_4	-0,019	-0,158	-0,288	(0,689)	-0,121	Reflective	0,064	< 0,001
KP_5	0,083	-0,264	-0,236	(0,795)	0,184	Reflective	0,063	< 0,001
KP_6	-0,068	0,181	0,092	(0,848)	-0,065	Reflective	0,062	< 0,001
KP_7	0,073	0,056	-0,496	(0,561)	0,495	Reflective	0,066	< 0,001
LP_1	0,344	-0,092	0,265	-0,62	(0,702)	Reflective	0,064	< 0,001
LP_2	0,069	-0,054	-0,053	0,408	(0,567)	Reflective	0,066	< 0,001
LP_3	-0,097	0	-0,037	-0,177	(0,812)	Reflective	0,063	< 0,001
LP_4	-0,09	0,097	0,032	0,21	(0,869)	Reflective	0,062	< 0,001
LP_5	-0,065	0,034	-0,166	-0,065	(0,854)	Reflective	0,062	< 0,001
LP_6	-0,086	-0,023	-0,015	0,277	(0,795)	Reflective	0,063	< 0,001

b. Reliability

The questionnaire has good composite reliability because its value is ≥ 0.70 and the reliability coefficient has a range of Cronbach's Alpha values ≥ 0.60 .

Table 2.
The Results of Reliability Test

	Promotion (X1)	Price perception (X2)	Service quality (X3)	Customer satisfaction (M)	Customer loyalty (Y)
Composite Reliab.	0,876	0,885	0,945	0,916	0,898
Cronbach's Alpha	0.841	0.826	0.936	0.891	0.861

c. Goodness Of Fit

The model is fit as shown by ten criteria used in WarpPLS 8.0 (Table 3).

Table 3.
The Results of Goodness of Fit Inner Model Test

Item	Fit criteria	Output score	Results
APC (Average path coefficient)	$P \leq 0.05$	$P < 0.001$	FIT
ARS (Average R squared)	$P \leq 0.05$	$P < 0.001$	FIT
AARS (Average adjusted R squared)	$P \leq 0.05$	$P < 0.001$	FIT
AVIF (Average block VIF)	Accepted if ≤ 5 , ideally ≤ 3.3	2,573	FIT
AFVIF (Average full collinearity VIF)	accepted if ≤ 5 , ideally ≤ 3.3	2,985	FIT
Tenenhau GoF	Small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	0.629	FIT
SPR (Simpson's paradox ratio)	accepted if < 0.7 , ideally ≤ 1	1,000	FIT
RSCR (R squared contribution ratio)	accepted if ≤ 0.9 , ideally ≤ 1	1,000	FIT
SSR (Statistical suppression ratio)	accepted if ≥ 0.7	1,000	FIT
NLBCCR (Nonlinear bivariate causality direction ratio)	accepted if ≥ 0.7	1,000	FIT

3. Structural Model

The direct effects of variables stated in research framework are displayed in Figure 2. Statistical values of the direct and indirect effect are displayed in Table 3 and Table 4.

Figure 2.
Structural Model

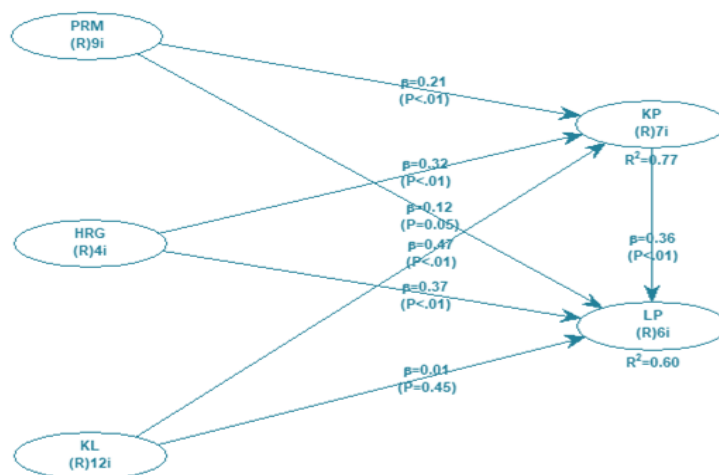


Table 3.
The Direct Effects

Indirect effects (β)					
Variable	Promotion (X1)	Price Perception (X2)	Service quality (X3)	Customer satisfaction (M)	Customer loyalty (Y)
Promotion (X1)	-	-	-	-	-
Price Perception (X2)	-	-	-	-	-
Service quality (X3)	-	-	-	-	-
Customer loyalty (Y)	0,075	0,118	0,169	-	-

Indirect effects (P-Value)					
Variable	Promotion (X1)	Price Perception (X2)	Service quality (X3)	Customer satisfaction (M)	Customer loyalty (Y)
Promotion (X1)	-	-	-	-	-
Price Perception (X2)	-	-	-	-	-
Service quality (X3)	-	-	-	-	-
Customer loyalty (Y)	< 0,01	0,011	< 0,01	-	-

Table 4.
The Indirect Effects

Direct effects (β)					
Variable	Promotion (X1)	Price Perception (X2)	Service quality (X3)	Customer satisfaction (M)	Customer loyalty (Y)
Promotion (X1)	-	-	-	-	-
Price Perception (X2)	-	-	-	-	-
Service quality (X3)	-	-	-	-	-
Customer satisfaction (M)	0,21	0,32	0,47	-	-
Customer loyalty (Y)	0,12	0,37	0,01	0,36	-

Direct effects (P-Value)					
Variable	Promotion (X1)	Price Perception (X2)	Service quality (X3)	Customer satisfaction (M)	Customer loyalty (Y)
Promotion (X1)	-	-	-	-	-
Price Perception (X2)	-	-	-	-	-
Service quality (X3)	-	-	-	-	-
Customer satisfaction (M)	< 0,01	< 0,01	< 0,01	-	-
Customer loyalty (Y)	0,05	< 0,01	0,45	< 0,01	-

RESULT AND DISCUSSION

1. Results

From the multiple regression analysis data above, it is shown that the variable that has a greater influence on customer satisfaction is the service quality variable.

a. Hypothesis 1

H0: Promotion doesn't affect customer satisfaction for Gojek in Jakarta.

Ha: Promotion has positive effect on customer satisfaction for Gojek in Jakarta.

Based on Figure 3, it is known that promotion towards customer satisfaction has a value of $\beta = 0.21$ and $P < 0.01$, where $P \text{ value} \leq 0.05$, meaning rejecting H0 or it can be concluded that promotion has a positive and significant effect on customer satisfaction for Gojek in Jakarta.

b. Hypothesis 2

H0: Price perception doesn't affect customer satisfaction for Gojek in Jakarta.

Ha: Price perception has positive effect on customer satisfaction for Gojek in Jakarta.

Based on Figure 3, it is known that price perception towards customer satisfaction has a value of $\beta = 0.32$ and $P < 0.01$, where $P \text{ value} \leq 0.05$, meaning rejecting H0 or it can be concluded that price perception has a positive and significant effect on customer satisfaction for Gojek in Jakarta.

c. Hypothesis 3

H0: Service quality doesn't affect customer satisfaction for Gojek in Jakarta.

Ha: Service quality has positive effect on customer satisfaction for Gojek in Jakarta.

Based on Figure 3, it is known that service quality towards customer satisfaction has a value of $\beta = 0.47$ and $P < 0.01$, where $P \text{ value} \leq 0.05$, meaning rejecting H0 or it can be concluded that service quality has a positive and significant effect on customer satisfaction for Gojek in Jakarta.

d. Hypothesis 4

H0: Promotion doesn't affect customer loyalty for Gojek in Jakarta.

Ha: Promotion has positive effect on customer loyalty for Gojek in Jakarta.

Based on Figure 3, it is known that promotion towards customer loyalty has a value of $\beta = 0.12$ and $P > 0.05$, where $P \text{ value} \leq 0.05$, meaning rejecting H0 or it can be concluded that promotion has a positive and significant effect on customer loyalty for Gojek in Jakarta.

e. Hypothesis 5

H0: Price perception doesn't affect customer loyalty for Gojek in Jakarta.

Ha: Price perception has positive effect on customer loyalty for Gojek in Jakarta.

Based on Figure 3, it is known that price perception towards customer loyalty has a value of $\beta = 0.37$ and $P < 0.01$, where $P \text{ value} \leq 0.05$, meaning rejecting H0 or it can be concluded that price perception has a positive and significant effect on customer loyalty for Gojek in Jakarta.

f. Hypothesis 6

H0: Service quality doesn't affect customer loyalty for Gojek in Jakarta.

Ha: Service quality has positive effect on customer loyalty for Gojek in Jakarta.

Based on Figure 3, it is known that service quality towards customer loyalty has a value of $\beta = 0.01$ and $P > 0.05$, where $P \text{ value} > 0.05$, meaning accepting H0 or it can be concluded that service quality does not affect customer loyalty for Gojek in Jakarta.

g. Hypothesis 7

H0: Customer Satisfaction doesn't affect customer loyalty for Gojek in Jakarta.

Ha: Customer Satisfaction has positive effect on customer loyalty for Gojek in Jakarta.

Based on Figure 3, it is known that customer satisfaction towards customer loyalty has a value of $\beta = 0.36$ and $P < 0.01$, where $P \text{ value} \leq 0.05$, meaning rejecting H0 or it can be concluded that customer satisfaction has a positive and significant effect on customer loyalty for Gojek in Jakarta.

h. Hypothesis 8

H0: Customer Satisfaction cannot mediate promotion's effect on customer loyalty for Gojek in Jakarta.

Ha: Customer Satisfaction can mediate promotion's effect on customer loyalty for Gojek in Jakarta.

Based on Figure 4, it is known that promotion towards customer loyalty through customer satisfaction has a path analysis value = 0.075 and $P < 0.01$, where $P \text{ value} \leq 0.05$, meaning rejecting H0 or it can be concluded that customer satisfaction can mediate promotion's effect on customer loyalty for Gojek in Jakarta.

i. Hypothesis 9

H0: Customer Satisfaction cannot mediate price perception's effect on customer loyalty for Gojek in Jakarta.

Ha: Customer Satisfaction can mediate price perception's effect on customer loyalty for Gojek in Jakarta.

Based on Figure 4, it is known that price perception towards customer loyalty through customer satisfaction has a path analysis value = 0.118 and $P > 0.011$, where $P \text{ value} \leq 0.05$, meaning rejecting H_0 or it can be concluded that customer satisfaction can mediate price perception's effect on customer loyalty for Gojek in Jakarta.

j. Hypothesis 10

H_0 : Customer satisfaction cannot mediate service quality towards customer loyalty of Gojek users in Jakarta.

H_a : Customer satisfaction can mediate service quality towards customer loyalty of Gojek users in Jakarta.

Based on Figure 4, it is found that service quality towards customer loyalty through customer satisfaction has a path analysis value of 0.169 and $P < 0.001$, where $P \text{ value} \leq 0.05$, indicating rejection of H_0 or concluding that customer satisfaction can mediate service quality towards customer loyalty of Gojek users in Jakarta.

2. Discussions

a. The Influence of Promotion on customer satisfaction

The study reveals that promotion significantly influences customer satisfaction among Gojek users in Jakarta ($\beta = 0.21$, $P < 0.01$). Promotions play a crucial role in attracting potential buyers, creating product interest, and influencing purchase decisions. This finding aligns with previous research emphasizing the positive impact of promotions on customer satisfaction. Gojek has made considerable efforts to promote its services to ensure they are well-known to consumers. With these promotions, it is hoped that customers will be more interested in using Gojek's transportation services compared to its competitors, thus achieving customer satisfaction. This is in line with the research by Haris and Lasika (2019); Farisi and Siregar (2020); Herawati and Sulistyowati (2020); Septiani (2020); Insani and Madiawati (2020); Nurwulandari and Maharani (2021); Wati et al. (2020); Permatasari et al., (2021); Rahayu and Syafe'i (2022); Darmawan and Sutrisno (2022); and Ginting and Widodo (2023), where promotions have a positive effect on customer satisfaction.

b. The Influence of Price Perceived on Customer Satisfaction

The study reveals that price perception significantly impacts customer satisfaction among Gojek users in Jakarta ($\beta = 0.32$, $P < 0.01$), aligning with the hypothesis that price perception reflects product/service value. Gojek's lower prices compared to competitors, coupled with discounts for Gopay users and rewards, contribute to customer satisfaction with Gojek's pricing policies. This underscores the importance of perceived value in shaping customer satisfaction, emphasizing the role of pricing policies in fostering positive customer experiences and loyalty within the competitive ride-hailing market, particularly exemplified by Gojek's approach in Jakarta. This is in line with the research by Hanifa et al. (2018); Septiani (2020); Subaebasni et al., (2019); Farisi and Siregar (2020); Insani and Madiawati (2020); Nurwulandari and Maharani (2021); Setio and Wahjudono (2020); Dewi and Pratiwi (2021); Woen and Santoso (2021); Darmawan and Sutrisno (2022); dan Rahayu and Syafe'i (2022) where price perceived have a positive effect on customer satisfaction.

c. The Influence of Service Quality on Customer Satisfaction

The study reveals that service quality significantly influences customer satisfaction among Gojek users in Jakarta ($\beta = 0.47$, $P < 0.01$), supporting the hypothesis that good service quality leads to customer satisfaction. Customers expect efficient performance from Gojek's transportation services. Enhanced service quality, including amenities like helmets and raincoats, ensures customer safety and comfort. Driver ratings encourage excellent service provision. Overall, quality service contributes to increased customer satisfaction with Gojek's transportation services. This is in line with the research by Hanifa et al. (2018); Rafidah and Lasika (2019); Subaebasni et al., (2019); Yaqub et al. (2019); Insani and Madiawati (2020); Wati et al. (2020); Anggraini and Budiarti (2020); Dewi and Pratiwi (2021); Mahrizal and Maisur (2021); Permatasari et al. (2021); Woen and Santoso (2021); Kusuma and Marlana (2021); dan Rahayu and Syafe'i (2022) where service quality have a positive effect on customer satisfaction.

d. The Influence of Promotion on Customer Loyalty

The study reveals that promotion significantly impacts customer loyalty to Gojek in Jakarta ($\beta = 0.12$, $P < 0.05$), supporting the hypothesis that promotions enhance long-term customer retention by boosting repeat purchases and valuing loyal customers. Gojek's promotional strategies, including discounts, foster customer loyalty, aligning with previous research affirming the positive influence of promotions on customer loyalty by Rafidah and Lasika (2019), Farisi and Siregar (2020), and others. This is consistent with the research of Rafidah and Lasika (2019); Farisi and Siregar (2020); Herawati and Sulistyowati (2020); Septiani (2020); Insani and Madiawati (2020); Nurwulandari and Maharani (2021); Wati et al. (2020); Permatasari et al. (2021); Rahayu and Syafe'i (2022); Darmawan and Sutrisno (2022); and Ginting and Widodo (2023) where promotions positively influence customer loyalty.

e. The Influence of Price Perceived on Customer Loyalty

Based on the results of this study, it is known that price perception towards customer loyalty has a value of $\beta = 0.37$ and $P < 0.01$, where $P \text{ value} \leq 0.05$, indicating rejection of H_0 or concluding that price perception has a positive and significant effect on customer loyalty to Gojek in Jakarta. Gojek has provided prices that are commensurate with the benefits received by its customers, hence the price perception in the eyes of Gojek's transportation service customers is good. Because customers feel that the prices provided by Gojek are commensurate with the value they receive, they feel satisfied, ultimately creating customer loyalty towards Gojek's transportation service. This is consistent with research by Hanifa et al. (2018); Septiani (2020); Subaebasni et al. (2019); Farisi and Siregar (2020); Insani and Madiawati (2020); Nurwulandari and Maharani (2021); Setio and Wahjudono (2020); Dewi and Pratiwi (2021); Woen and Santoso (2021); Putra (2021); Darmawan and Sutrisno (2022); and Rahayu and Syafe'i (2022) indicating that price significantly influences customer loyalty positively.

f. The Influence of Service Quality on Customer Loyalty

Based on this study, service quality's impact on customer loyalty to Gojek in Jakarta is insignificant ($\beta = 0.01$, $P > 0.45$). Customer loyalty stems from consistent positive experiences with a brand, but customers may not be loyal solely based on service quality. Factors like promotions and price perception influence loyalty. Promotions benefitting customers and positive price perceptions encourage loyalty to Gojek's transportation service. This is consistent with research conducted by Ahmaddien and Widati (2019), Adji et al. (2019), Widati and Ahmaddien (2019), Sitinjak and Andrew

(2020), Indrawati et al. (2021), Murtiningsih et al. (2021), Rendi (2021), S. D. Astuti et al. (2023), N. P. Astuti et al. (2023), Vincencia and Ardyan (2023) indicating that service quality does not influence customer loyalty.

g. The Influence of Customer Satisfaction on Customer Loyalty

The study finds that customer satisfaction significantly influences customer loyalty to Gojek in Jakarta ($\beta = 0.36$, $P < 0.01$), rejecting H_0 . Satisfaction is defined as meeting or exceeding expectations, crucial in the intense competition among transportation services. Satisfied customers tend to remember positive experiences and exhibit loyalty by making repeat purchases. Consequently, they are less likely to switch to competitors. This aligns with various research findings, indicating the positive impact of customer satisfaction on loyalty. Therefore, ensuring customer satisfaction is vital for Gojek to retain customers in a competitive market, fostering long-term relationships and brand loyalty. This is consistent with the research by Herawati and Sulistyowati (2020); Setio and Wahjudono (2020); Wati et al. (2020); Budiono (2021); Aprileny et al. (2022); Rahayu and Syafe'i (2022); and Ginting and Widodo (2023) that customer satisfaction significantly influences positive customer loyalty.

h. The Influence of Promotion on customer loyalty through Customer Satisfaction

Based on this research, it is known that promotion on customer loyalty through customer satisfaction has a path analysis value of $\beta = 0.075$ and $P < 0.01$, where P value ≤ 0.05 , indicating rejection of H_0 or concluding that customer satisfaction can mediate promotion on customer loyalty to Gojek in Jakarta. Consistent with the researcher's hypothesis, sales promotion is a method in an integrated communication program designed to connect potential customers with Gojek's transportation services. Gojek aims to approach customers, communicate its advantages, and ensure customer satisfaction through promotions. Various promotions are offered to attract customers and enhance loyalty, aligning with research indicating the positive impact of promotions on customer loyalty through satisfaction. This is consistent with the research by (Wahyudi & Budiarti, 2019), (Hutabarat & Prabawani, 2020), (Septiani, 2020), (Budiono, 2021), (Budiarti & Arifin, 2021), (Arianto & Kurniawan, 2021), (Taris & Purwanto, 2022), (Harris & Soenhadji, 2022), (Surahman et al., 2022), (Rachmad & Djawoto, 2023) that customer satisfaction could mediate promotions significantly influences positive to customer loyalty.

i. The Influence of Price Perceived on Customer Loyalty through Customer Satisfaction

Based on the results of this study, it is known that price perception on customer loyalty through customer satisfaction has a path analysis value of $\beta = 0.118$ and $P < 0.011$, where P value ≤ 0.05 , indicating rejection of H_0 or concluding that customer satisfaction can mediate price perception on customer loyalty to Gojek in Jakarta. At certain price levels, if perceived benefits increase, so will the value. When customers perceive higher value, it creates maximum customer satisfaction. Positive price perception results from customer satisfaction with a purchase, leading to loyalty and repeat purchases. Gojek has proven to provide a positive perception of the price of transportation services offered, increasing the likelihood of customer loyalty to the service. Based on research conducted by Parthady and Rahyuda (2019), Septiani (2020), Juniantari et al. (2020), Gea (2021), Budiono (2021), Hariono and Marlina

(2021), Harris and Soenhadji (2022), Wardhani et al. (2022), Surahman et al. (2022), Tambunan and Prabowo (2024), price perception has a positive and significant influence on customer loyalty through customer satisfaction.

j. The Influence of Service Quality on Customer Loyalty through Customer Satisfaction

The study reveals that service quality affects customer loyalty through customer satisfaction ($\beta = 0.169$, $P < 0.001$) for Gojek in Jakarta. Customer loyalty, a commitment reflected in continued purchases, is pivotal for long-term success and competitive advantage. Meeting customer expectations fosters satisfaction and loyalty. While service quality alone may not drive loyalty, satisfaction mediates this relationship. Gojek's success lies in satisfying customers with its transportation services. When service quality matches expectations, customers remain loyal. Based on research conducted by Nasrul and Zulkifli (2019), Wahyudi and Budiarti (2019), Septiani (2020), Juniantari et al. (2020), Arianto and Kurniawan (2021), Gea (2021), Budiarti and Arifin (2021), Budiono (2021), Hariono and Marlina (2021), Harris and Soenhadji (2022), Wardhani et al. (2022), service quality has a positive and significant influence on customer loyalty through customer satisfaction.

CONCLUSION

1. Promotion has a positive influence on customer satisfaction for Gojek in Jakarta.
2. Price perception has a positive influence on customer satisfaction for Gojek in Jakarta.
3. Service quality has a positive influence on customer satisfaction for Gojek in Jakarta.
4. Promotion has a positive influence on customer loyalty for Gojek in Jakarta.
5. Price perception has a positive influence on customer loyalty for Gojek in Jakarta.
6. Service quality does not influence customer loyalty for Gojek in Jakarta.
7. Customer satisfaction has a positive influence on customer loyalty for Gojek in Jakarta.
8. Customer satisfaction can mediate promotion's influence on customer loyalty for Gojek in Jakarta.
9. Customer satisfaction can mediate price perception's influence on customer loyalty for Gojek in Jakarta.
10. Customer Satisfaction can mediate service quality's influence on customer loyalty for Gojek in Jakarta.

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