ABSTRACT

The development of online transportation in Indonesia is currently growing rapidly. One of the most developed online transportation service companies in Indonesia is Gojek. Gojek has received high enthusiasm and trust from the public so far the application has become a Super Apps which has been installed more than 190 million times. Despite showing significant developments, it is undeniable that Gojek is also one of the service businesses affected by the Covid-19 pandemic. During the pandemic, Gojek also made many adjustments by prioritizing the health and safety of passengers. Recognizing the needs of customers, the Gojek company in September 2021 launched Gocar Protect + as a mode of transportation with extra protection standard services. The service launched by Gojek received a lot of unfavorable responses from costomers. Therefore,

The purpose of this study is to find out how much influence service quality, price, and trust have on customer satisfaction on Go-car Protect + online transportation in Indonesia.

The research method used in this study is a quantitative method with causal analysis techniques. Data collection techniques used through primary data with questionnaires. The sample taken in this study was 390 users of the Go-Car protect + online transportation service in Indonesia. While the analysis technique used is multiple linear regression analysis.

The results of this study in the finding that service quality, price and trust had a partial and simultaneous positive effect on customer satisfaction.

Keywords: Online Transportation, Go-car Protect +, Service Quality, Price, Trust, Customer satisfaction

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CHAPTER I

INTRODUCTION

1.1 Research Object Overview

Figure 1.1 Gojek Logo

Source: gojek.com

Gojek is a company under the auspices of PT. Aplikasi Karya Anak Bangsa in the technology sector from Indonesia which provides transportation services via motorcycle taxi services. The company was first established in 2010 by Nadiem Makarim who was concerned about traffic jams in Jakarta. At that time, Gojek only operated in Jakarta, with a number of two-wheeled fleets of 20 units and ordering services through a call center to connect passengers with drivers. Thanks to Uber's popularity in 2014, Gojek started getting investment offers. On January 7, Gojek officially launched an Android and iOS based application to replace the previous ordering system through the call center. Gojek is expanding to more than 50 cities by expanding its services to the realm of food delivery, ticket sales, four-wheeled transportation, etc. Since the Gojek application was created, there has been an increase in orders from 3,000 per day to 300,000 per day. (Gojek.com).

In August 2016 Gojek officially announced a funding of US$ 550 million or around Rp. 7.2 trillion from KKR, Warburg Pincus, Farallon Capital, and Capital

Group Private Markets and previous investors. (businesswire.com, 2016). In that year, Gojek has officially became the first Unicorn in Indonesia, namely a startup with a valuation of more than US $ 1 billion. In 2017 Gojek was ranked 17 out of 20 companies that changed the world according to Fortune. Gojek grew 3,600 fold in 18 months, including one of the fastest growth in the world. Until 2018, Gojek managed to expand in Vietnam and Thailand, so that orders rose to 100 million per day. In 2019 Gojek has developed its services into 20 products and in 2020 the company succeeded in uniting the Gojek application for Indonesia, Singapore, Thailand and Vietnam. GoFood is the world's most useful and user-friendly app in during the pandemic. (Gojek.com)

Gojek's development in 2021 can contribute more than US$ 7.1 trillion to the movement of the wheels of the Indonesian economy, helping to support the green movement in reducing plastic use by up to 11.3 tons since 2020. Gojek also helps digitize MSMEs through food merchant partners. Currently, Gojek has 20 active services, more than 2 million driver partners, more than 900 thousand GoFood partners, with the number of application installs reaching more than 190 million times, with a 2,448 fold increase in downloads from 2015 to 2020. (Gojek.com). And in the next 10 years, Gojek has a dream to become a company that is able to move anything with vehicle mode. In the transportation sector, Gojek wants to add other modes of transportation such as public transportation, inter-city shuttles, and continue to develop collaborations such as the current Bluebird. In the food business sector, such as GoFood, Gojek plans to make MSMEs in Indonesia more go digital. And for the logistics sector such as GoSend, Gojek plans to attract many business partners to deliver goods through its platform.(Jemadu & Prastya, 2021)

Currently the Gojek service has developed into a Super App service (Super App is a mobile or web application that can provide a wide range services including payment and financial transaction processing which effectively becomes an independent trading and communication platform covering many aspects of personal and commercial life) and has been present in 167 Cities and Regencies in Indonesia which is divided into the categories of transportation & payment

logistics, ordering food and shopping, entertainment and business. The payment transportation & logistics category includes GoRide, GoCar, GoSend, GoBox, and Go-Bluebird services. Payment services include GoPay, GoTagihan, GoPaylater, GoGive, GoSure, GoInvestasi, GoPay.(gojek.com) Food and shopping order services include GoFood, GoMart, GoMed and GoShop. Entertainment services include GoPlay and GoTix. Business services include GoBiz, GoStore, and moka.(gojek.com).

Reporting from the gojek.com website, since September 2021, the company has launched Gojek Protect+ as a mode of transportation with extra protection standard services. The presence of Gojek Protect+ complements the innovations and hygienic solutions that have been available since the beginning of the pandemic. The Gojek Protect+ service is different from the regular Gocar service, namely in the car an air purifier is installed, all driver partners have been vaccinated, routine body temperature checks, periodic disinfection of vehicles, and ensuring there is a protective bulkhead on the four-wheeled fleet, protocol checklist, and mask verification. The Gocar Protect+ service has a higher price than the regular Gocar service but it can guarantee users in a pandemic condition compared to the regular Gocar service because it has differences in the facilities provided, namely the absence of protective bulkheads, air purifiers.

1.2 Research Background

Today, technological developments have been utilized in all fields, including the increasingly diverse service business in meeting market needs (Soleh et al., 2018). One of the service businesses that adopts technological developments is transportation services. Transportation facilities are important tools that support human mobility at any time, such as in economic activities, goods and services expeditions, passenger transportation and others. In general, the transportation used by the Indonesian people is dominated by land transportation (Farida et al., 2016). The use of technology in transportation today can create a mobile platform for online transportation services. Online transportation is an customized transportation service that allow customers to book a ride (motorcycle, car, etc.) through applications that can elicit a response from the driver (Li et al., 2019). This

innovation makes it easier for people to be able to order vehicles using their smartphones. Currently, online transportation is developing very rapidly in Indonesia (Kristo, 2017). The development of the market share of online transportation services in Indonesia can be seen in figure 1.2:

Pangsa Pasar Jasa Layanan Transportasi Online Kawasan Asia Tenggara (2015-2025)

Sumber : Google, Temasek, Bain & Company, Okt 2019

Indonesia   Singapura   Thailand   Filipina   Vietnam   Malaysia

✷ A Flourish data visualisation

D katadata.co.id   � databoks
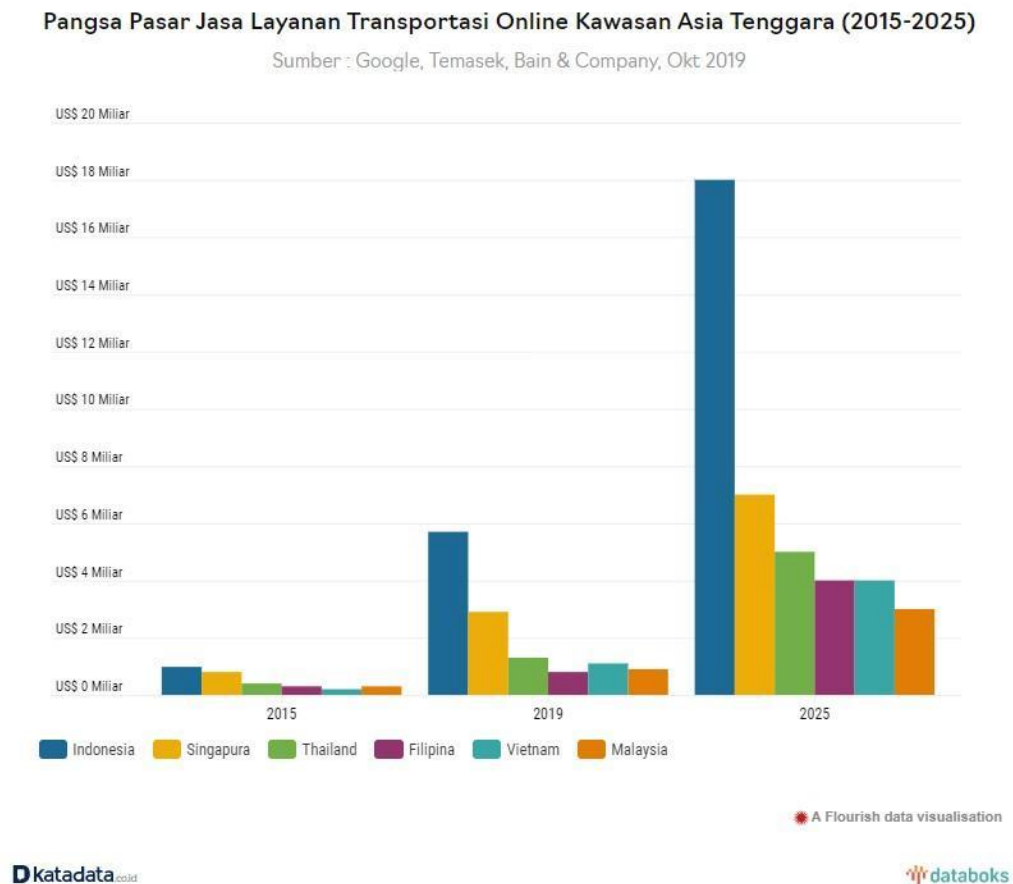
Figure 1.2 Southeast Asia Online Transportation Market Share 2015-2025

Source: databoks.katadata.co.id (2019)

Figure 1.2 above is the result of research from Google, Tamsek and Bain & Company that conducted a survey of the market share (gross merchandise value/GMV) of ride-hailing (food services and online transportation) in the Southeast Asia (ASEAN) region. Based on this data, GMV ride-hailing in the ASEAN region in 2015 reached US$ 3 billion, then grew to US$ 12.7 billion in 2019 and is projected to increase to US$ 40 billion in 2025. Reported from databoks.katadata.co.id (2019) the number of active ride-hailing users in the ASEAN region reached 40 million, this amount jumped 5 times from user data in

2015. Based on the graph above, it is known that Indonesia is the largest ride-hailing GMV in the ASEAN region. Indonesia's ride-hailing market share in 2015 reached US$ 980 million, then grew to US$ 5.7 billion in 2019 and is projected to increase to US$ 18 billion by 2025.

There are currently two main players in the online transportation service market in Indonesia, namely Gojek and Grab (databoks, 2019). Both companies are engaged in service-based transportation services through online applications. The online application used demonstrates full service features including two-wheeled and four-wheeled transportation, logistics, payments, food delivery services and others (Li et al., 2019). Gojek and Grab service users in Indonesia are growing rapidly from time to time. TOP Brand Index Indonesia records the development of the use of online transportation services as follows:

Table 1.1 TOP Brand Index of Online Transportation Services 2016 – 2021

Brand	TOP Brand Index (TBI)						Category
	2016	**2017**	**2018**	**2019**	**2020**	**2021**	
Gojek	80.8%	59.2%	44.9%	44.6%	47.3%	53.0%	TOP
Grab	14.7%	28.2%	48.0%	43.1%	43.5%	39.7%	TOP
Uber	1.7%	8.0%	-	-	-	-	-
Blu-jek	0.7%	0.3%	-	-	-	-	-

Source: topbrand-award.com (2021)

Based on TOP Brand Index data for the online transportation service category for the 2016-2017 phase, four online transportation companies dominate, namely Gojek, Grab, Uber, and Blu-jek. Next, from 2018 to 2021 the online transportation market is controlled by Gojek and Grab. The two companies are very competitive, so in 2018 Grab led the market with a TBI of 48.0%. Consistently maintaining its superiority in 2016-2017, Gojek has again shifted the position of Grab. Starting in 2019-2021 Gojek again leads the market with TBI gains of 44.6%, 47.3%, and 53.0%. Based on this data, it can be inferred that Gojek is the leader in the online transportation market and can maintain its position from 2019 until now.

Gojek is an online transportation service under the auspices of PT Aplikasi Karya Anak Bangsa which offers application-based two-wheeled transportation

(ojek) services. Gojek started operating in Indonesia especially DKI Jakarta in 2010 as an on-call motorcycle taxi service through a call center with a total of 20 drivers. Furthermore, in 2015 Gojek officially launched its application, which until now provides more complete services including gopay, gotagihan, goride, gocar, gojek, gosend, gobox, gofood, gomed, gomart, goplay and gotix. Gojek has received high enthusiasm and trust from the public so far the application has become a Super Apps which has been installed more than 190 million times, with 20 services, 20 million driver partners and 900 thousand merchant partners, (gojek.com, 2021). One of the most well-known Gojek services and also in demand by customers is GoCar. (Riyanto & Fardhani, 2021)

Despite showing significant developments, it cannot be denied that Gojek is also one of the service businesses affected by the Covid-19 pandemic. Quoted from the World Health Organization (WHO) as of March 12, 2020, Indonesia is one of the countries affected by the Covid-19 outbreak. The rapid increase in cases in a short period of time has made the government enforce various policies such as PSBB. Government Regulation No. 21 of 2020 limits all community activities. So they tend to reduce their mobility, in addition to obeying government recommendations, people are also worried that they will be exposed to the Covid-19 virus if they travel during a pandemic.

During the pandemic, Gojek also made many adjustments by prioritizing the health and safety of passengers. Reported from the gojek.com web based on DKI Jakarta Governor Regulation No. 875/2021 Gojek services as of July 5, 2020 will continue to operate during the period of application of restrictions on community activities (PPKM) by complying with health protocols including: limiting the capacity of GoCar passengers, applying extra protection to GoRide partners and customers, and requiring Worker Registration Certificates (STRP) for customers in the Jabodetabek area.

Realizing that the main need of customers during the pandemic is to maintain the safety and health of themselves and their families, Gojek is again innovating by providing safe transportation services for traveling. Reported from web gojek.com since September 2021 the company has launched Gojek Protect+ as a mode of

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transportation with extra protection standard services. Presence Gojek Protect+ complement the innovations and hygienic solutions that have been available since the start of the pandemic. The Gojek Protect+ service is different from the regular Gocar service, namely in the car an air purifier is installed, all driver partners have been vaccinated, routine body temperature checks, periodic disinfection of vehicles, and ensuring there is a protective bulkhead on the four-wheeled fleet, protocol checklist, and mask verification. The Gocar Protect+ service has a higher price than the regular Gocar service but it can guarantee users in a pandemic condition compared to the regular Gocar service because it has differences in the facilities provided, namely the absence of protective bulkheads, air purifiers. This service is prioritized in the Jabodetabek area first, so many customers in other cities complain because the fleet they are traveling in does not match the qualifications offered by Gojek via the web and application. Here are customer complaints via the comments column on Gojek Indonesia's Instagram feed.

sitiraudho99 Saya naek gocar beberapa kali kaga ada tuh airpurifier nya..pernah juga dapet driver nya batuk ngeri banget
30 mg   Balas

ilham_andre12 Udah gw unstall muahalll... Dari sisi Driver gada bonus, dari gofood onhkirnya gede bgtt... Mending pake shopee atau grabe😁
26 mg   1 suka   Balas

d.daonan Sering dpt driver yg bau rokok mobilnya...
30 mg   4 suka   Balas

embun_in Enakeun ko kalau yg sudah ada, penumpang nyaman dengan udara yg segar segar sejuk. Tapi belum semua merata da pake ya, karena sempat naek mobilnya bau apek
30 mg   Balas

Figure 1.3 Customer Comments on the Gojek Indonesia Instagram Page

Source: Instagram Gojek Indonesia (2021).

Based on the compilation of comments above, it is known that many customers are not yet comfortable with the Gocar Protect+ facility. Customers complain that the fleet they are traveling in is dirty, smells musty or cigarettes, and there is no air purifier or insulation available. Customers complain that drivers have not implemented health protocols properly so that passengers do not feel safe and comfortable, and do not trust the reliability of services. Some customers also stated that they had uninstalled the Gojek application because the price/tariff offered was relatively expensive compared to competitors. From this description, it can be

concluded that customers Gocar Protect+ are not satisfied with the services provided by service provider. It means in the quality of service Gocar Protect+ The gap between expectations and the company's performance that customers feel the most is the condition of the four-wheeled fleet related to cleanliness, level of hygiene, as well as completeness of protective bulkheads and air purifiers that are not in accordance with customer desires. So it is very important for the company to improve service quality, especially in Gocar Protect+ service.

For business, customer satisfaction is the basis for achieving the goals they need to achieved (Li et al., 2019). Every customer who is satisfied with a product will tend to established a friendly and beneficial relationship for the company or organization (Odunlami & Asabi, 2015). According to Li et al., (2019) a focus on satisfaction is the key for companies in the online application-based transportation sector to win the competition. As the market leader for online transportation in Indonesia, Gojek must maintain its position. As presented in table 1.1, it is known that Gojek is competing with Grab companies that are engaged in the same field. So to win the competition, it is important for Gojek to focus on creating customer satisfaction.

Every company that faces business competition create needs that make quality a key factor and explain the comparison between customer expectations and real company performance (Li et al., 2019). The availability of good service quality will be an added value (competitive) for enterprises in formulating customer loyalty strategies (Dubey & Srivastava, 2016).

Research from Rochim (2020) found that customer satisfaction and loyalty are significantly affected by the service quality. In line with these findings, the service quality variable was stated to have a significant effect on customer satisfaction in the research of Sholeh et al.,(2018); Pasharibu et al., (2018); Putri et al., (2018); Valery et al., (2020), Wiratama et al., (2021). Inconsistency with these findings, Le et al., (2019) in their research, it was stated that service quality has a negative and insignificant effect on customer satisfaction and loyalty. Therefore it can be concluded that there is a research gap between the variables of service

quality and customer satisfaction, so that researchers are interested in conducting a review of the relationship between the two

Price is the most important part of service providers because price is the dominant factor that shapes service user satisfaction (Mar'ati & Tri, 2016). Findings by Navixoxo (2019) stated price as the most important element that customers consider in their intention to make repeat purchases. Research by Miranthi & Idris (2017) states that in addition to service quality, price has a significant effect on online transportation customer satisfaction. In line with these findings, research from Valery et al., (2020) and Sholeh et al., (2018) found the effect of price on online transportation customer satisfaction is positive and significant. Inconsistent with the three studies, the research conducted by Pasharibu et al., (2018) with online transportation objects found that price in addition to other variables had no effect in shaping customer satisfaction. These findings are in line with research by Li et al., (2019); Rochim, (2020); and Wiratama et al (2021) which stated that price did not have a significant effect on customer satisfaction. Therefore it can be concluded that there is a research gap between the price variable and customer satisfaction, hence this research will explore the relationship between the two.

Another factor that is considered to affect customer satisfaction and loyalty is customer trust. A good relationship between satisfaction and trust depends on customer perceptions when comparing expectations with perceived company performance (Li et al., 2019). This means that the better the service obtained by the customer, the higher the perceived trust. On the other hand, if expectations do not match the actual implementation, customers will be dissatisfied and distrustful (Guspul, 2014). Research by Li et al., (2019) states that customer trust has a positive and significant relationship with customer satisfaction. In line with this research, Putri et al., (2018) stated that the brand trust variable has a significant effect on customer satisfaction. A positive and significant relationship between trust and customer satisfaction was also found in the research of Pasharibu et al., (2018); Wiratama et al., (2021). Inconsistency with these findings, Rochman et al., (2020) in their research found that trust had no significant effect on online transportation customer satisfaction. So it can be concluded that there is a research gap between

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the variables of trust and customer satisfaction, so this study will review the relationship between the two.

The presence of service Gojek Protect+ Gojek companies and the intense competition in online transportation services are interesting to study empirically, then Gojek Protect+ especially service Gocar Protect+ will be the object of this research. Based on the existing research, the researcher will review the relationship between service quality, price, trust, and customer satisfaction with GoCar Protect+. The research will be entitled "The Influence of Service Quality, Price and Trust on Online Transportation Toward Customer Satisfaction (Study case customers Gocar Protect+ in Indonesia)".

1.3 Problem Statement

Gojek is one of the biggest online transportation service companies in Indonesia. Gojek has received high enthusiasm and trust from the public so far the application has become a Super Apps which has been installed more than 190 million times, with 20 services, 20 million driver partners and 900 thousand merchant partners, (gojek.com, 2021). One of the most well-known Gojek services and also in demand by customers is Go-Car. (Riyanto & Fardhani, 2021)

Despite showing significant developments, it is undeniable that Gojek is also one of the service businesses influenced by the Covid-19 pandemic. During the pandemic, Gojek also made many adjustments by prioritizing the health and safety of passengers. Realizing the needs of customers, the Gojek company in September 2021 launched Gocar Protect + as a mode of transportation with extra protection standard services. This service is prioritized in the Jabodetabek area first, so many customers in other cities complain because the fleet they are traveling in does not match the qualifications offered by Gojek via the web and application. Customers complain that the fleet they are traveling in is dirty, smells musty or cigarettes, and there is no air purifier or insulation available. Customers complain that drivers have not implemented health protocols properly so that passengers do not feel safe and comfortable, and do not trust the reliability of services. Some customers also stated that they had uninstalled the Gojek application because the price/tariff offered was relatively expensive compared to competitors. From this description it can be

concluded that customers Gocar Protect+ not satisfied with the services provided by service providers. It means in the quality of service Gocar Protect+, the gap between expectations and the company's performance that customers feel the most is the condition of the four-wheeled fleet related to cleanliness, level of hygiene, as well as completeness of protective bulkheads and air purifiers that are not in accordance with customer desires. Therefore, it is very important for companies to improve quality of service, especially in service Gocar Protect+.

For business, customer satisfaction is the basis for achieving the goals they need to achieved (Li et al., 2019). In addition, to face business competition, the company also makes quality an important part and need, and explains how it compares of customer expectations with the company's actual performance (Li et al., 2019). Price is also the most important part of service providers because price is the dominant factor that shapes service user satisfaction (Mar'ati & Tri, 2016). Another factor that is considered to affect customer satisfaction and loyalty is customer trust. A good relationship between satisfaction and trust depends on customer perception when comparing expectations to the perceived performance of the enterprise. (Li et al., 2019).

1.4 Research Question

Based on the above explanation of the research background, this research ask the following research question:

1. How service quality, price, trust and customer satisfaction on online transportation Go-car Protect Indonesia based on the opinion of the respondents?

2. Does service quality affect customer satisfaction in online transportation Go-car Protect Indonesia?

3. Does price affect customer satisfaction in online transportation Go-car Protect Indonesia?

4. Does trust affect customer satisfaction in online transportation Go-car Protect Indonesia?

5. Do service quality, price, and trust simultaneous affect customer satisfaction in online transportation Go-car Protect Indonesia?

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1.5. Research Purposes

Based on the research questions above, the purposes of this research are is to:

1. To find out service quality, price, trust and customer satisfaction on online transportation Go-car Protect Indonesia based on the opinion of respondents.
2. To find out whether service quality has an effect on customer satisfaction in online transportation Go-car Protect Indonesia.
3. To find out whether price has an effect on customer satisfaction in online transportation Go-car Protect Indonesia.
4. To find out whether trust has an effect on customer satisfaction in online transportation Go-car Protect Indonesia.
5. To find out if service quality, price, and trust have a simultaneous affect customer satisfaction in online transportation Go-car Protect Indonesia.

1.6. Research Benefit

The results of this research should contribute in the form of theoretical and practical benefits. The benefits that by researchers expect are:

1.6.1. Theoretical Benefits

Theoretically, this research is expected to increase knowledge and insight in the field of marketing related to the discussion of service quality, price, trust, and customer satisfaction, especially in online transportation service industry.

1.6.2. Practical Benefits

The researcher also hopes that this research can be useful for various parties, including:

1) Telkom University

For universities, this research can function as library material to support the development of knowledge in the field of marketing services and related sciences.

2) Indonesian Gojek Companies

The results of this research can be used as consideration in making decisions related todiscussion of service quality, price, trust, to create customer satisfaction.

3) Further Research

For further research, this research can be used as a research reference to explore discussions about service quality, price, trust, and customer satisfaction in the field of online transportation services.

1.7. Systematical of Writing

This section contains systematics and a brief explanation of the research report consisting of Chapter I to Chapter V.

1. CHAPTER I INTRODUCTION

This chapter is a general, concise and concise explanation that accurately describes the content of the research.The contents of this chapter include: Overviewgeneral research object, research background, problem formulation, research objectives, research benefits, and final project writing systematics.

2. CHAPTER II LITERATURE REVIEW

This chapter contains theories from general to specific, accompanied by previous research, research frameworks and equipped with hypotheses if needed.

3. CHAPTER III RESEARCH METHODS

This chapter outlines the approaches, methods, and techniques used to collect and analyze findings that can answer the research problem. The contents of this chapter include: Types of research, operationalization of variables, population and samples, data collection, validity and reliability tests, and data analysis techniques.

4. CHAPTER IV RESEARCH RESULTS AND DISCUSSION

The results of the research and discussion are systematically described in accordance with the formulation of the problem and research objectives and are presented in separate sub-chapters. This chapter is divided into two parts: first, the part that presents the research results and second, the part that presents the discussion or analysis of the research results. Each aspect of the discussion should start from the results of data analysis, then be interpreted

and then followed by drawing conclusions. In the discussion section, it is better to compare it with previous studies or the relevant theoretical basis.

5. CHAPTER V CONCLUSIONS AND SUGGESTIONS

Conclusions are answers to research questions, then become suggestions related to the benefits of research.

CHAPTER II LITERATURE REVIEW

2.1. Theoritical Review

2.1.1. Management

The word management comes from the Italian (1561) mneggiare which means "to control". The French then adopted this word into management which means "the art of implementing and managing". According toAfandi, (2018:1)Management is a process of cooperation between employees to achieve organizational goals in accordance with the implementation of the functions of planning, organizing, personnel, directing, leadership, and supervising. In this process, human and other resources can be used to determine the achievement of pre-determined goals by achieving more efficient and effective results..

Meanwhile, according to Stephen P. Robbins and Mary Coulter (2010) in(Primary, 2020:7)Management involves coordinating and supervising the work of others, so that they can be completed effectively and efficiently. Management also involves responsibilities that are systematically arranged and organized which are divided into a series of related activities, starting from setting goals to achieving goals.

From this, it can conclude that management is the process of planning, organizing, staffing, directing, and supervising an organization to produce effective and efficient performance to achieve corporate goals

2.1.2. Marketing

Marketing by Keller & Kotler, (2016:27)is "Marketing is about recognizing and responding to human and social needs. One of the shortest and best definitions of marketing is meeting profitable needs". This means that marketing is identifying and fulfilling human and social needs. The definition of marketing is good and short is to fulfill the needs in a profitable way.

Another definition of marketing is the activity within the organization, which includes the processes used to create, communicate, deliver, and offer products of

value to customers, clients, partners and the general public.(Schiffman & Wisenblit, 2015). Meanwhile, according toKotler & Armstrong, (2017:255) Marketing is an activity, set of institutions, and processes for generating, communicating, distributing, and exchanging offers of value to customers, clients, partners and society with a large enough volume.

From the above definition it can be concluded that marketing is a series of activities carried out by companies by designing products, determining prices, promoting and distributing products to meet market needs so that customers are satisfied and the company can earn profits.

2.1.3. Marketing Management

Marketing management is the art and science of selecting target markets and building beneficial relationships with those target markets (Kotler & Armstrong, 2017).

Meanwhile, according to Kotler & Keller (2016: 51) marketing management is defined as the art and science of selecting, reaching, retaining and growing target markets and growing customers by creating, delivering, and communicating superior customer value.

Based on the above definition, it can be concluded that marketing management is an art or skill in serving the target market, by planning products, determining prices, and distributing products to the target market to achieve the company's goal of making a profit.

2.1.4. Marketing Mix

The marketing mix is a set of tactical marketing tools that companies use to create the desired replicas in the market, because they influence vulgar instructions on their products to achieve their goals of making a profit. It consists of everything a company can do. (Kotler & Armstrong, 2017). Buchari Alma (2016:205) defines the marketing mix as a strategy for intervening in marketing activities, the maximum combination is required to ensure satisfactory result.

Kotler & Armstrong (2016: 47) classify marketing tools into four groups called the 4Ps, namely: product, price, place, and promotion. Meanwhile, in marketing services, the marketing mix needs to be expanded by adding elements

that have developed by adding people, physical evidence (physical facilities), and process into 7Ps. Service marketing is in the form of a product which means every action or deed offered by a company to other parties that is intangible.

The tools of service marketing are referred to as 7Ps (Kotler & Armstrong, 2016:62) which are described as follows:

1. Product

   According to Philip Kotler, a product is defined as "a product is anything that can be offered to the market to meet one's desires and needs." A product is defined as everything a supplier offers to the market to meet the needs and needs of the market. There are two types of products: goods and services. This section is for managing product elements, including planning and developing the right products to market, by managing the product or service.

2. Price

   Prices are part of a business management system that determines the correct base price for a product or service, taking into account discounts, shipping payments, and other variables.

3. Place

   Place or distribution is a strategy for distributing goods or services, managing the commercial channels used to serve the target market, and developing distribution systems for the distribution and sale of physical products.

4. Promotion

   Promotion is a strategy to bring the company's products and services to the market through advertising, promotion, personal sales, direct marketing, public relations and publishing.

5. People

   People are all actors involved in providing services that affect the perceptions of buyers. People's elements include business and customers. Attitudes, behaviors, clothing types, and employee appearances all influence the success of service delivery.

6. Physical Evidence

   Physical evidence is an element contained in a physical facility, including environmental or physical buildings, equipment, equipment, logos, colors, and other attributes.

7. Process

   Processes are all the actual steps, mechanisms, and activities used to provide the service. The service marketing process is a key element of the service marketing mix, including the service delivery system as part of the service itself.

2.1.5. Customer Behavior

Customer behavior is the study of how individuals, groups, and organizations select, use, and dispose of products, services, ideas, or experiences to meet their needs and desires. (Kotler & Keller, 2016:179).

Meanwhile, according to Rahmawati (2016: 33) explaining the meaning of customer behavior is something that underlies customers in making purchasing decisions, customer behavior includes activities to think, consider and also question goods before making a purchase.

Based on the above definition, it can be concluded that cutomer behavior is an activity or activity that underlies customers in making purchasing decisions, which include choosing, using, and spending an item for a service, in order to meet customer needs and desires.

2.1.6. Service Quality

According to Tjiptono & Candra (2016: 115), quality is defined as a dynamic state that meets or exceeds expectations in terms of products, services, people, processes, and the environment. Service is defined as an intangible or intangible act that can be provided by one party to another and does not result in physical property (Tjiptono & Candra, 2016: 13). Therefore, the service quality can be defined as a measure of how well the level of service functionality provided meets customer expectations.

Service quality is defined as a set of features and characteristics of a product or service that has the meet explicit or implicit needs (Kotler & Keller, 2016:156).

According to Kotler & Armstrong (2016) services have four characteristics which are described as follows:

1. Intangibility

   A features of the service form that it cannot be see, feel, hear or smell before being purchasing.

2. Variability

   The quality of service depends on who, when, where, and how. Therefore, there are various names.

3. Inseparability

   Services are generally generated and consumed as soon as customers join the service.

4. Cannot be saved (Pershability)

   Services cannot be kept in inventory. This means that the value of a service exists only when the service is produced and received directly by the customer.

According to Kotler & Keller (2016:158) there are five benefits in service quality, namely:

1. Correctly identify customer needs and requirements.
2. Convey customer expectations to product designers.
3. Ensuring customer orders are fulfilled correctly.
4. Keep in touch with customers post-purchase to ensure their satisfaction.

   According to Parasuraman, Zeithaml and Berry in Tjiptono and Chandra (2016:137) the attributes of the SERVQUAL (Service Quality) model are measured by the following five dimensions:

1. Tangible

   Physical evidence of the attractiveness of the physical facilities, equipment, and materials used by the company, including the appearance of employees.

2. Empathy

   Empathy means that the company understands the customer's problems, acts on behalf of the customer, pays personal attention to the customer, and has supportive business hours.

3. Responsiveness

   Responsiveness refers to the willingness and ability of an employee to assist a customer by responding to the customer's request, notifying that the service is being provided, and providing the service promptly.

4. Reliability

   Reliability refers to the ability of a company to provide the right service first, error-free, or on time.

5. Assurance

   Assurance refers to employee behavior that bulid customer trust in the company and enables the company to reassure the customer.

2.1.7. Price

Kotler & Armstrong (2016: 324) defines that "The total price of the amount charged for a product or service, or the value that a customer exchanges for profit or possession or use of a product or service". This means that the price is the amount spent on the product or service, or the amount of value that the customer exchanges for profit, possession of the product, or use of the service.. Price is the sum of all values billed to customers for an advantage derived from owning and using goods or services (Kotler & Armstrong, 2011:79). In line with this understanding, Tjipto (2014: 151) in Ansori (2020) states that price is a monetary unit that is exchanged in order to obtain ownership rights so that one can use an item or service. Price is a part of marketing mix that can generate revenue, while other factors generate costs (Kotler & Keller, 2009: 67) .According to Tjiptono (2008) in Aulia (2016) price is one of the most important factors in marketing, where price can influence customer decisions in purchasing a product.

As a basis for determining prices, companies need to monitor prices set by competitors so that the prices set are not too high or vice versa so that customers are interested in making purchases (Rahman & Syadianansah, 2021). Nowadays customers are increasingly careful and critical in considering prices compared to similar products belonging to other companies. After making a comparison, if the price is too high, customers will think the company is taking too high a profit, but

if the price is felt to be too low, customers will doubt the quality of the products offered by the company (Tholok, 2021).

There are four indicators used in measuring prices (Kotler & Armstrong, 2016:324) which are described as follows:

1. Price Affordability

    Product price affordability is defined as the ability of customers to buy the product purchased.

2. Price Match with Product Quality

    Price can be an indicator that can be used to determine the quality of goods or services. The relatively high price does not always indicate that the goods are of high quality. Price is said to be appropriate when there is a positive relationship with product quality.

3. Price Match with Product Benefits

    In general, the acceptable price is the price of a product that is directly proportional to the benefits obtained when buying the product. This means that there is a positive relationship between price and the benefits that customers get after using the product.

4. Price Competitiveness or Price According to Ability

    The price of a product is competitive if it has the ability to compete with similar products in the market at a predetermined price. Competitiveness is also defined as the relative price position of its competitors.

2.1.8. Trust

Trust is the most important agent in building long-term relationships for business-minded customers. (Trisusanti 2017). Trust according to Priansa (2017: 115), is a pillar of business, where building and creating customers is one of the most important factors in creating customer loyalty.

Trust Trust is the willingness of customers to engage in future transactions, reflecting confidence in the credibility of the seller's trading behavior, leading to reduced awareness of future risks and the potential for opportunism (Kotler and Keller, 2016). According to Kotler and Keller (2016: 231), trust is the willingness of a company to rely on its business partners.

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According to Kotler & Keller (2016: 225), customer confidence variables can be measured using the following indicators:

1. Banevolence

   It is a person's level of trust in the seller to behave well to customers.

2. Ability

   Is an assessment related to what someone does in the context of how the seller can convince the buyer and provide satisfaction and security guarantees when transacting.

3. Integrity

   It is the extent to which a person trusts the seller's honesty to maintain and fulfill promised agreements with customers.

4. Willingness to Depend

   It is a willingness to depend on the seller regarding the acceptance of risks or negative consequences that may occur.

2.1.9. Customer Satisfaction

Customer satisfaction is defined as a measure of the extent to which the performance of goods or services perceived by customers is in accordance with what they expect (Kotler & Armstrong, 2016:39). According to Tjiptono (2012) in Arianto (2018) customer satisfaction is the degree to which a person feels after comparing the performance (or results) they feel with their expectations.

Another definition of customer satisfaction according to Tse and Wilton (1988) in Tjiptono (2019:265) states that customer satisfaction is a customer evaluation of changes in expectations with the performance of a product after consuming it. If the performance of the goods or services does not meet the expectations, the customer will not be satisfied. If the performance of the product meets the expectations of the customer, then the customer will be satisfied. Then, if the performance of the good or service exceeds that of the service, the customer will feel very satisfied.

Kotler & Armstrong (2014:39) state that there are factors that can be used to shape customer satisfaction including:

1. Product Quality

customer satisfaction can depend on a product's perceived performance relative to customer expectations. customers can be satisfied if the product works as expected.

2. Service Quality

Customer satisfaction does not depend only on how much marketers can fulfill basic values or assist customers in completing their purchases. Good service can also provide satisfaction to customers.

3. Price

Prices that can give satisfaction to customers are prices that are in accordance with the benefits obtained by customers after using products and services.

4. Promotion

Customer satisfaction can be realized when marketers provide sales promotions. For example, giving a discount or discounted price.

5. Good Relationship with Customers

Building good relationships with customers can create customer satisfaction.

Furthermore, in Kotler & Armstrong (2016:140) customer satisfaction is measured by the following indicators:

1. Conformity with Expectations

Is a match between the expected performance of a product to the value perceived by customers, which consists of:

a. The product obtained meets or exceeds expectations.

b. Employee services that meet or exceed expectations.

c. Supporting facilities obtained match or exceed expectations.

2. Interest to Repurchase

A customer's intention to repurchase a product or decide to use a service again, including:

a. Interested in using again because the service provided by the staff is gratifying.

b. Interested in repurchasing due to the value and benefits gained after using the product

c. Intend to visit again as support facilities are fully provided.

3. Willingness to Recommend

The customer's desire is to introduce a product to his or her loved ones, including:

a. Advise a friend or relative to buy a product because the service or quality of the product is satisfactory.

b. Advise a friend or relative to buy a product as the supporting facilities provided are sufficient.

c. Advise a friend or relative to buy the product for the value and benefits get after consuming the product.

2.1.10. Service Quality Affect Customer Satisfaction

Service quality is defined as the service that a service provider provides to its internal and external customers, including all types of facilities and infrastructure, equipment, service products, and the friendliness of the service provider (Fernandes,). 2018). All companies facing business competition make quality a key factor and need and explain the comparison between customer expectations and real-world company performance (Li et al., 2019). According to a Rochim (2020) survey, quality of service has a significant impact on customer satisfaction and loyalty in online transportation. Consistent with these results, Sholeh et al. , (2018) found that quality of service variables have a significant impact on customer satisfaction. Pasharibu et al. , (2018); Putri et al. , (2018); Vallery et al. , (2020), Wiratama et al. , (2021). This means that the higher the customer's awareness of service quality, the higher the customer satisfaction, and we can conclude the relationship between service quality and customer satisfaction.

2.1.11. Price Affect Customer Satisfaction

Husin (2002) in Pasharibu (2018) describes prices as a set of values that customers consume for the purpose of owning or using an item or service. Its value is determined by the buyer and seller through or by the negotiation process. The seller is decided. Price is an important criterion for purchasing decisions. Soleh et

al. , (2018) and Susilo et al. , (2018) found a positive relationship between price and customer satisfaction. Price is the most important part of a service provider, as it is the dominant factor in shaping service user satisfaction (Mar`ati & Tri, 2016). In addition to quality of service, prices also have a significant impact on customer satisfaction in online transportation, according to a survey by Miranthi & Idris (2017). Consistent with these results, Valley et al. , (2020) and Sholeh et al. , (2018) found that the impact of price on customer satisfaction in online shipping is positive and important. According to a Hartatie & Haksama (2018) survey, customer satisfaction is the level of customer sentiment after comparing what they receive with what they expect. When customers find affordable prices, they can live up to expectations and increase satisfaction.

2.1.12. Trust Affect Customer Satisfaction

According to Mowen and Minor (2002) in Pasharibu et al., (2018) trust is all the knowledge that customers have regarding objects, attributes, and benefits of a product. Chen & Huang (2013) formulate the belief that the information obtained is accurate, transparent, and reliable and contributes to forming satisfaction. A good relationship between satisfaction and trust depends on customer perceptions when comparing expectations with perceived company performance (Li et al., 2019).

Research by Li et al., (2019) states that customer trust has a positive and significant relationship with customer satisfaction. In line with this research, Putri et al., (2018) stated that the brand trust variable has a significant effect on customer satisfaction. A positive and significant relationship between trust and customer satisfaction was also found in the research of Pasharibu et al., (2018); Wiratama et al., (2021). This means that the better the service obtained by the customer, the higher the perceived trust. On the other hand, if expectations do not match the actual implementation, customers will be dissatisfied and distrustful (Guspul, 2014). Based on the relationship between trust and satisfaction, it can be concluded that trust has an effect on satisfaction.

2.2. Previous Research

Table 2.1 Previous Research

No.	Title, Researcher, Year	Variable	Analysis Techniques and Methods	Results	Equality	Difference
1.	The Influence of Service Quality, Price, and Trust on Customer Satisfaction. Ardiansyah & Mahargiono (2021)	Independent: Price Service quality Trust Dependent: Customer satisfaction	Research Type: Comparative-Quantitative Causal Data analysis technique: Multiple Linear Regression Respondents: 100 people	Service quality, price, and trust have a positive effect on customer satisfaction	-Independent and dependent variables are used. -Data analysis techniques used.	Object, population and place of research

2.	The Influence of Service Quality, Price, and Trust on Customer Satisfaction at PT Global Jet Express (J&T) Surabaya	Independent: Price Service quality Trust	Research Type: Comparative-Quantitative Causal	-Service quality and trust have a positive and significant impact on customer satisfaction	The independent and dependent variables are used.	Object, population and place of research
		Dependent: Customer satisfaction	Data analysis technique: Multiple Linear Regression	- Price has a negative and insignificant effect on customer satisfaction	-Data analysis techniques used.	
			Respondents: 100 people			
	Lestari & Hidayat (2020)					
3.	*Price, Service Quality, and Trust on Online Transportation Towards Customer Satisfaction.*	Independent: Price Service quality Trust	Research Type: Quantitative	-Service quality and trust have a significant effect on customer satisfaction	-Independent variable anddependent used.	Object, population and place of research
			Data analysis technique:		-Data analysis techniques used.	
		Dependent:				

		Customer satisfaction	Multiple Linear Regression	- Price has no significant effect on customer satisfaction		
			Respondents: 100 people	- Quality of service, price, and trust simultaneously have a significant effect on customer satisfaction		
	Pasharibu, Paramita, and Feb rianto (2018)					
4.	*The Effect of Service Quality, Price, and Trust to Customer Satisfaction Users of Transportation Services Online Ojek. (Study on Customer of Gojek in Semarang City)*	Independent: Price Service quality Trust Dependent:	Research Type: Survey Data analysis technique: Multiple Linear Regression	Service quality, price, and trust have a positive effect on customer satisfaction	-Independent and dependent variables are used. -Data analysis techniques used.	Object, population and place of research

		Customer satisfaction	Respondents: 100 people			
	Soleh, Harini, and Djamaludin (2018)					
5.	Contribution of Price and Trust to form Application-based Transportation User Satisfaction Sudirman, Efendi, Sri Harini (2020)	Independent: Price Trust Dependent: User Satisfaction	Research Type: Case-Quantitative Study Data analysis technique: SEM analysis Respondents: 322 People	Price, and trust have a significant effect on user satisfaction of application-based transportation.	Price Variable And Trust used.	-Object, population and research site -The dependent variable is calledUser Satisfaction -The analytical technique used

6.	The Influence of Service Quality, Price, and Trust on Customer Satisfaction. Wicaksono & Khuzaini (2020)	Independent: Price Service quality Trust Dependent: Customer satisfaction	Research Type: Quantitative Data analysis technique: Multiple Linear Regression Respondents: 100 people	Service quality, price, and trust have a positive effect on customer satisfaction	The independent and dependent variables are used. -Data analysis techniques used.	Object, population and place of research
7.	*Analysis of Mediation Effect of Consumer Satisfaction on The Effect of Service Quality, Price, and Consumer Trust on Consumer Loyalty.*	Independent: *Price* *Service Quality* *Trust* Interventions: *Customer Satisfaction*	Research Type: Quantitative Data analysis technique: SEM Analysis Respondents:	**-***Variable price and consumer trust have a positive and significant impact on consumer loyalty.*	**-**The use of Price, Service Quality, Trust and Customer Satisfaction variables..	**-**Use of SEM analisis analysis techniques -Use of intervening variables

			322 People	- *Service quality*		- Use of
		Dependent:		*variables are*		Consumer
		Consumer		*negatively*		Loyalty
		Loyalty		*influential and*		**-**Object,
				insignificant		population and
				towards		place of
				consumer		research
	Lie et al., (2019)			*loyalty.*		
				- Consumer		
				satisfaction		
				variables are a		
				variable of		
				mediation		
				between service		
				quality		
				relationships		
				and consumer		
				trust in		

				consumer loyalty - Consumer satisfaction is not able to do the price relationship to customer loyalty.		
8.	*The Influencer of Service Quality, Price, and Trust on Customer Loyalty through Customer Satisfaction (Study on Grab Bike Customer SMA Islam Al-Azhar 4)*	Independent: *Price* *Service Quality* *Trust* Interventions: *Customer Satisfaction* Dependent:	Research Type: Quantitative Data analysis technique: Path Analysis Respondents: 100 people	**-***Service quality on customer satisfaction has a significant effect* *- Price and trust on customer satisfaction does not have a significant effect*	**-**The use of Price, Service Quality, Trust and Customer Satisfaction variables..	**-**Use of Path Analysis technique -Use of intervening variables - Use of Consumer Loyalty

	Afzalur Rochim, (2020).	*Consumer Loyalty*		*- Service quality on customer loyalty has a significant effect*		**-**Object, population and place of research
9.	*Effect of Price, Service Quality and Promotion on Customer Satisfaction*(GRAB). Vallery et al., (2020)	Independent: *Price Service Quality Promotion* Dependent: *Customer Satisfaction*	Research Type: Quantitative Data analysis technique: Multiple Linear Regression Analysis Respondents: 100 people	*Simultaneously price, service quality and promotion have positive and significant effect on satisfaction of using online transportation services (Grab)*	**-**The use of Price, Service Quality, and Customer Satisfaction variables.. -The analytical technique used.	**-**Object, population and place of research **-**Use of Promotion variabel variable
10.	*Price, Service Quality and Trust on Tokopedia Toward Customer Satisfaction.*	Independent: *Price*	Research Type: Quantitative	*-Electronic service quality and trust have a*	-Use of Price, Trust, and Customer	- Object, population and research place

		Electronic Service Quality Trust	Data analysis technique: PLS-SEM Analysis	*positive effect on customer satisfaction.*	Satisfaction variables	-Data analysis techniques used
				-Price does not have a positive effect on customer satisfaction.		-Use of electronic service quality
		Dependent: *Customer Satisfaction*	Respondents: 164 People			
	Wiratama et al., (2021)					

2.3. Framework

The framework is a conceptual model that describes how the theory relates to various factors that have been identified as important (Sugiyono, 2019:95). The research framework was built on variables surveyed by researchers, such as service quality, price, trust, and customer satisfaction.

Service quality is defined as set of features and characteristics of a product or service that has the ability to meet explicit or implicit needs (Kotler & Keller, 2016:156). According to Parasuraman, Zeithaml and Berry in Tjiptono and Chandra (2016:137) the attributes of the SERVQUAL (Service Quality) model are measured by five dimensions, namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

Kotler & Armstrong (2016: 324) defines that "The total price of the amount charged for a product or service, or the value that a customer exchanges for profit or possession or use of a product or service." This means that the price is the amount of money spent on the product or service, or the amount of value that the consumer exchanges for profit, possession of the goods, or use of the service. There are four indicators used in measuring prices (Kotler & Armstrong, 2016: 324), namely: 1) Price affordability, 2) Price suitability with product quality, 3) Price compatibility with product benefits, and 4) Price competitiveness.

According to Kotler and Keller (2016), trust is the willingness of customers to engage in future transactions and reflects confidence in the credibility of sellers' trading behavior, allowing for future risk and opportunity. Awareness of sex is reduced.) Covers all consumer knowledge and consumer conclusions about product objects, properties, and benefits. According to Kotler & Keller (2016:225) the consumer confidence variable can be measured using the following indicators: Banevolence, Ability, Integrity, and Willingness to depend.

Kotler (2014: 150) defines customer satisfaction as a feeling of joy or disappointment that occurs after consumers compare product performance and expectations. Consumer satisfaction is defined as a measure of how well consumers perceive and live up to their expectations of the performance of their products and services (Kotler & Armstrong, 2016: 39). Furthermore, in Kotler & Armstrong

(2016:140) consumer satisfaction is measured by the following indicators: Conformity with expectations, intention to repurchase, Willingness to recommend.

Based on the explanation of the theory above, the schema of the conceptual framework model for this research is shown in Figure 2.1 below:
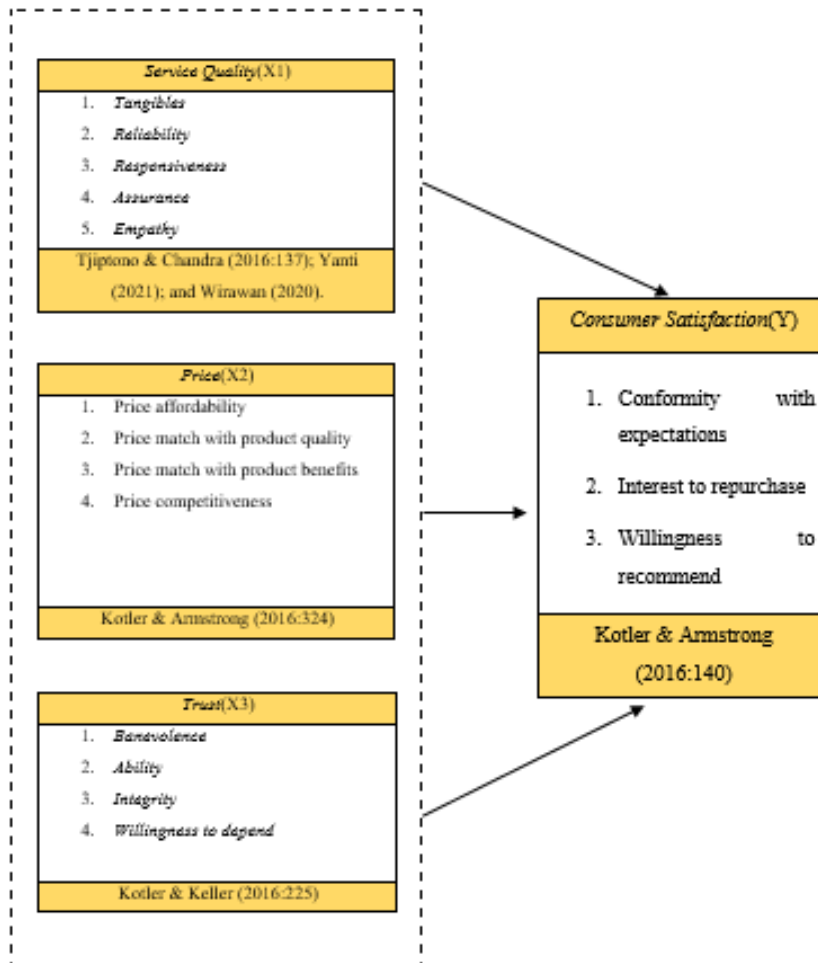
Figure 2.1 Research Framework

Source: Pasharibu et al., 2018

2.4. Research Hypothesis

The hypothesis is a temporary answer to the formulation of research problems (Sugishirono, 2018: 63). Answers are temporary because the answers given are based on relevant theories and not on the empirical facts obtained through the study of research data.

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Based on the framework described, the hypotheses proposed in this study are:

H1: Service quality has a positive effect on customer satisfaction

H2: Price has a positive effect on customer satisfaction

H3: Trust has a positive effect on customer satisfaction

H4: Service quality, price, and trust simultaneously have a positive effect on customer satisfaction

CHAPTER III RESEARCH METHODS

3.1. Research Characteristic

The research method used in this research includes a quantitative approach. According to Sugiyono (2019: 16), the quantitative survey method can be interpreted as a survey method based on the empirical philosophy, used for surveying a specific population or sample, and data collection using survey tools, data analysis is quantitative. Test hypothesis that is objective / statistical and performed.

Based on the purpose (descriptive), this research is a causal or conclusive research. Research that is causal or conclusive is research conducted to examine the relationship between variables that has been carried out in past research (Indrawati, 2015: 116).The type of investigation in this study is causal which means it shows a causal relationship, so that there are independent and dependent variables (Sugiyono, 2018: 25).

According to Indrawati (2015:117) based on the type of investigation, causal research is research done when a researcher wants to explain the cause of a problem (either experimentally or non-experimentally). According to Indrawati (2015: 117), it is based on the involvement of researchers in manipulating data according to the purpose of their research. In this research the authors did not perform any manipulation (intervention). According to Sudaryono (2017:166) is a single element, a single element or a number of elements that will be selected as a sample. So in this research are individuals. The research time used is cross-sectional as data collection takes place over a period of time is processed, analyzed, and then conclusions are drawn. (Indrawati, 2015:118)

Table 3.1 Research Characteristics

No	Characteristics of Research	Type
1.	Based on method	Quantitative
2.	Based on purpose	Causal - Descriptive
3.	Based on research type	Causal
4.	Based on researcher involvement	Not Interfering with data
5.	Based on unit of analysis	Individual
6.	Based oneExecution time	Cross-sectional

Source: Processed Data (2022)

3.2. Variable Operationalization

Operational variables are defined as research variables that are interpreted to understand the meaning of each research variable before the analysis, instruments, and measurement sources are derived. (Sujarweni, 2019:77) There are four variables that will be measured in this study, namely the service quality, price and trust variables as independent variables and customer satisfaction variables as the dependent variable. The following is the operationalization of the variables in this study, which are as follows:

Table 3.2 Variable Operationalization

Variable	Dimension	Research question	Scale	No. Items
Service Quality (X1) Tjiptono & Chandra (2016:137); Yanti (2021); and Wirawan (2020).	Tangible (Physical evidence)	The condition of the car incorporated in Gocar Protect+ is in good condition.	ordinal	1
		Gocar Protect+ facility in good condition	ordinal	2
		Condition in Gocar Protect+ neat.	ordinal	3
	Empathy	Gocar Protect+ drivers care about customer complaints.	ordinal	4
		Gocar Protect+ drivers are fast in handling customer complaints.	ordinal	5

		Gocar Protect+ drivers maintain good communication with customers.	ordinal	6
	Responsiveness	Gocar Protect+ drivers are responsive in solving problems.	ordinal	7
		Gocar Proctect+ drivers are able to provide fast service	ordinal	8
		Gocar Protect+ drivers always help customers.	ordinal	9
	Reliability	Gocar Protect+ service driver can handle all orders.	ordinal	10
		Gocar Protect+ service driver is always on time in his service.	ordinal	11
	Assurance	Gocar Protect+ service drivers know all the fastest routes.	ordinal	12
		Gocar Protect+ service drivers can be trusted.	ordinal	13
		Gocar Protect+ service driver obeys traffic rules.	ordinal	14
		Gocar Protect+ service drivers use health protocol.	ordinal	15
Price (X2)	Price Affordability	The rates charged by Gocar Protect+ are affordable.	ordinal	16
	Price match with product quality	The rates offered by the Gocar Protect+ service are in accordance with the quality provided.	ordinal	17
(Kotler & Armstrong, 2016:324)	Price match with product benefits	The rates offered by the Gocar Protect+ service are in accordance with the benefits received.	ordinal	18
	Price competitiveness	Gocar Protect+ service rates have competitive prices	ordinal	19
Trust (X3)	Benevolence	Gocar Protect+ is responsible for any services provided.	ordinal	20

(Kotler & Keller (2016:225))	Ability	Gocar Protect+ can provide security guarantees when using the service.	ordinal	21
	Integrity	Gocar Protect+ instills trust in customers.	ordinal	22
	Willingness to depend	I always wanted to use Gocar Protect+ service.	ordinal	23
Customer Satisfaction (Y) (Kotler & Armstrong, 2016:39)	Conformity with expectations	Gocar Protect+ as expected.	ordinal	24
		The services provided by Gocar Protect+ are as expected.	ordinal	25
		The facilities provided by Gocar Protect+ are as expected.	ordinal	26
	Interested in buying again	I will re-order Gocar Protect+ service because I feel satisfied.	ordinal	27
		I will order the Gocar Protect+ service again because of the benefits obtained.	ordinal	28
		I will order the Gocar Protect+ service again because of the existing facilities.	ordinal	29
	Willingness to recommend	I will recommend Gocar Protect + because of the satisfactory quality.	ordinal	30
		I will recommend Gocar Protect+ because of the benefits obtained.	ordinal	31
		I would recommend Gocar Protect+ because of the existing facilities.	ordinal	32

Source: Processed Data, 2022

3.3. Measurement Scale

Sugiyono, (2019:145) stated that the research instrument is a tool used to measure the value a variable to be surveyed. The research instrument used in this research was a questionnaire containing a list of questions about variables and arranged systematically. Measurement of questionnaire items using a Likert scale. The Likert scale is used to measure attitudes, opinions, and perceptions of a person

or group of people about social phenomena (Sugiyono, 2019:146). Measurements on the Likert scale are displayed in five points, there are five answer choices with a score of 1-5, as follows:

Table 3.3 Levels of the Likert Scale

Strongly Agree (SA)	5
Agree (A)	4
Neutral (N)	3
Disagree (D)	2
Strongly Disagree (SD)	1

Source: Processed Data, 2022

3.4. Research Stages

The stages of the research are arranged as a research reference, with the aim that all procedures are carried out completely. The stages in this research are presented in the following chart structure:

Figure 3.1Research Stages
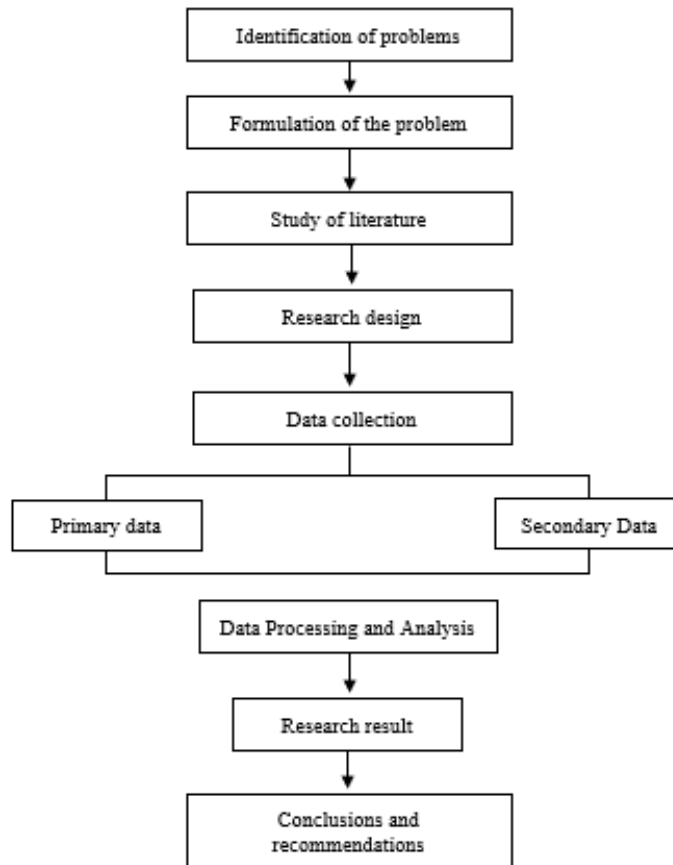
Source: Sugiyono (2017)

The research phase begins with finding and identifying a problem or phenomenon as well as the research objectives of the object to be studied by the author, then collecting information about the research object, formulating the problem and determining research questions and research objectives. Next, the researcher conducts a literature study or theoretical basis related to this research and makes a framework of thought and hypotheses in this research.

The next step is to determine the design in the study, such as determining the number of samples, the type of data and the method to be used. In this study, the model used is a quantitative method, and uses analysis R multiple linear regression. Then start looking for and collecting data that will be used in research through questionnaires that will be distributed to service application users Gocar Protect+

After passing the previous stages, the research will analyze the data to answer research questions. Data analysis using the app SPSS V26 and served in the form of tables, graphs, and others. The last stage after analyzing the data the author provides conclusions and suggestions for research.

3.5. Population and Sampling

3.5.1. Population

The population is a generalized domain consisting of: objects/subjects with specific sizes and properties that are determined by the researcher being investigated and draw conclusions from them (Sugiyono, 2019:126). The population in this research are customers of Gocar Protect+ in Indonesia. The population in this research is included in the infinite population because the number of GoCar Protect+ customers in Indonesia is unknown.

3.5.2. Sample

According to Sugiyono (2019:127) in quantitative research, the sample are some of the numbers and characteristics owned by the population. The sampling in this research uses a non-probability technique, that is not a sampling technique that does not give all items or members of the population the same chance / chance of being selected as a sample (Sugiyono, 2019:131). The sampling method uses convenience sampling, which is a sampling technique that is freely chosen based on the availability and avaibility of items. The sample was chosen because it was at the right time and place (Sugiyono, 2015).

Because the population of this research is not exactly known, the number of samples can be calculated using Cochran's formula (Sugiyono, 2019: 136). As shown in the following formula:

$$n = \frac{z^2 pq}{e^2} \qquad (3.1)$$

Information:

n : Number of samples required

z : Price in the normal curve for a deviation of 5%, with a value of 1.96

p : 50% chance = 0.5

q : Probability of False 50% = 0.5

e : The sampling error rate, usually 5%

Based on the formula above, the number of samples identified in this research are:

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2}$$

$$n = \frac{0.9604}{0.0025}$$

$$n = 384,16$$

$$n = 385$$

Based on these arithmetic operations, the minimum sample size required for this research was 385 respondents. In addition, the number of sample used in this research was rounded up to 390 data to replace invalid dates.

3.6. Data Collection and Data Sources

3.6.1. Data Collection

The information the researchers gathered from start to finish was performed in several phases, described below.

1. Questionnaire

   Questionnaire is a data collection technique performed by presenting a series of questions or a written statement to answer a respondent. In this study, data collection techniques with questionnaires went through the following stages:

   a. Stage preparation

   At this stage the researcher prepares all that is needed during the research. Preparation begins with making questions or statements on the questionnaire items. Questionnaires were used to obtain data on service quality, price, trust, and customer satisfaction variables. This activity is a basic requirement in data collection.

   b. Implementation stage

   This implementation phase is the second phase of data collection. During this phase, researchers collected primary data by

distributing online survey in the form of Google Forms to customers GoCar Protect+ in Indonesia. The form will be sent via social media personally and collectively.

    c. Data management stage

The results of filling out the questionnaire will be processed to be used as quantitative data at this stage. In addition, the data is analyzed and used as the basis for decision making.

2. Literature review

This research data collection was also obtained through literature studies. Literature studies is a technique for collecting data by searching for data and information in secondary sources such as documents, journals, reports, books, articles, and other sources that support the study.

3.6.2. Data Source

The data sources that will be used by researchers in this study consist of primary and secondary data, the following is an explanation of the data sources:

1. Primary data

Primary data is data collected by researchers about respondents. The key data for this research was obtained through the distribution of questionnaire that provide quantitative data. A questionnaire is a data collection technique performed by asking and answering a series of questions or statements in a survey sample. (Sugiyono, 2017:142).

2. Secondary Data

Secondary data is supplemental data that can be obtained through either literature review or field information. Secondary data in this research were obtained from various literatures sourced from previous research, books, scientific journals, and other data.

3.7. Validity and Reliability Test

3.7.1. Validity test

A valid measurer means that the measurer used to collect (measure) data is valid. Valid means that you can use the measurer to measure the object to be

measured. (Sugiyono, 2019:175). To find out if the questionnaire is valid or invalid, there are several criteria that must be met including: If product moment correlation exceeds 0.3, if product moment correlation coefficient > R table (α ; n-2) n = number of samples and if the value of sig. .≤ α. The following formulas can be used to test the validity of a configuration using the product-moment correlation:

$$r - value = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{(N(\sum X^2) - [(\sum X)^2 \ n \ (\sum Y)^2]}}$$ (3.2)

Information:

n = Number of Respondents

X = Variable Score

Y = Total Score of Variables

Validity can also be calculated using SPSS software. In addition, it can be use the correlation table to analyze the results. If Rcount > Rtable value, the survey items are valid. The table below shows the results of validation tests conducted by researchers on 30 valid respondent data:

Table 3.4 Validity Test Results

Variable	Items	*r-count*	*r-table*	Results
Service Quality (X1)	SQ 1	0.795	0.361	✓
	SQ2	0.584	0.361	✓
	SQ3	0.759	0.361	✓
	SQ 4	0.791	0.361	✓
	SQ 5	0.893	0.361	✓
	SQ 6	0.634	0.361	✓
	SQ 7	0.784	0.361	✓
	SQ 8	0.644	0.361	✓
	SQ 9	0.756	0.361	✓
	SQ 10	0.703	0.361	✓
	SQ 11	0.815	0.361	✓
	SQ 12	0.673	0.361	✓
	SQ 13	0.671	0.361	✓
	SQ 14	0.773	0.361	✓
	SQ 15	0.753	0.361	✓
Price (X2)	PR 1	0.872	0.361	✓
	PR 2	0.886	0.361	✓

(Connection)

	PR 3	0.777	0.361	✓
	PR 4	0.682	0.361	✓
Trust (X3)	TR 1	0.700	0.361	✓
	TR 2	0.892	0.361	✓
	TR 3	0.874	0.361	✓
	TR 4	0.515	0.361	✓
	CS 1	0.797	0.361	✓
	CS 2	0.847	0.361	✓
	CS 3	0.793	0.361	✓
Customer	CS 4	0.809	0.361	✓
Satisfaction	CS 5	0.855	0.361	✓
(Y)	CS 6	0.893	0.361	✓
	CS 7	0.727	0.361	✓
	CS 8	0.595	0.361	✓
	CS 9	0.840	0.361	✓

Source: Processed Data, 2022

Notes : ✓ (Valid) , ✗ (Invalid)

3.7.2. Reliability Test

Reliability is meant to determine how consistent the measurement results are maintained when the same symptom is measured more than once using the same measuring instrument (Siregar, 2017: 55). A reliable instrument is one that provides the same data when used multiple times to measure the same object (Sugiyono, 2019).

The method used in this research to calculate reliability based on the source of measurementis the Alpha Cronbach method. This method is used to calculate the reliability of a test that does not have a choice of 'correct' or 'incorrect' or 'yes' or 'not'. However, it is used to calculate the reliability of test that measure attitudes or behaviors. The answers of respondents who interpret attitude assessments are in the form of scales such as 1-3, 1-5 or 1-7 (Siregar, 2017:57).

The criteria for a research instrument can be said to be reliable by using this technique if the reliability coefficient (r_{11}) > 0.6 (Siregar, 2017:57-58). The stages of calculating the reliability test using the Alpha Cronbach method, that is:

a. Determine the value of the variance of each question item.

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$$\sigma_t^2 = \frac{\sum X_i^2 - \frac{(\sum X_i)^2}{n}}{n}$$

(3.3)

b.   Determine the total variance value.

$$\sigma_t^2 = \frac{\sum X^2 - \frac{(\sum X)^2}{n}}{n}$$

(3.4)

c.   Determine the reliability of the instrument.

$$\sigma_t^2 = \frac{\sum X^2 - \frac{(\sum X)^2}{n}}{n}$$

(3.5)

Information:

n   = Number of samples.

Xi   = Respondents' answers for each question item.

X   = Total respondents' answers for each item of the question.

σ_t^2 = total variance.

$\sum \sigma_b^2$ = Number of item variances.

k   = Number of questions.

r_{11} = Instrument reliability coefficient.

        The table below shows the results of reliability tests conducted by researchers on 30 valid respondent data:

Table 3.5 Reliability Test Results

Variable	Cronbach's Alpha	Critical Point	Results
Service Quality	0.944	0.6	Reliable
Price	0.817	0.6	Reliable
Trust	0.737	0.6	Reliable
Consumer Satisfaction	0.927	0,6	Reliable

Source: Processed Data, 2022

3.8. Data Analysis Technique

According to Sugiyono (2018:147), quantitative data analysis is an activity after data has been collected from all respondents. Data analysis groups data based on variables and respondent types, tabulates the results of variable measurement data, presents data from the variable under investigation, processes the data, answers question statements, and calculates. Consists of activities that test established hypotheses by running.

In this research, the data analysis method used is multiple linear regression analysis, using SPSS computer software as a tool. SPSS (Statistical Package for Social Sciences) is a computer program used to analyzing data using statistical analysis, The SPSS used in this study is SPSS version 26 (2021). The data analysis techniques used in this research are:

3.8.1. Descriptive Analysis

Descriptive statistics are statistics used to describe or explain the data collected as is and analyze the data without the intention of drawing a generalization or conclusion that is generally applied. (Sugiyono, 2019:206). Meanwhile, Sujarweni (2019:122) stated that descriptive analysis aims to describe the types data characteristic obtained from a sample. This study will use descriptive statistics. Descriptive statistics are mean, median, mode, percentage, deciles, quartiles in the form of numerical analysis and pictures/diagrams (Sujarweni, 2019:123). The following is the calculation of the score in this study:

1. Determine the lowest and highest score values

   The total number of respondents to this research was 390 using the 5-point Likert scale. Furthermore, the highest Likert scale value is five (5) and the lowest is one (1). So that the highest and lowest scores can be obtained as follows:

   Largest Cumulative Sum : 390 x 5 = 1950

   Lowest Cumulative Sum : 390 x 1 = 390

2. Calculating the lowest and highest percentage values

   To determine the lowest and highest percentage, it is done by calculation, namely the highest score is divide by the highest score and then multiply

by 100%, while the lowest percentage is done by dividing the lowest score by the highest score and then multiplied by 100%. The lowest and highest percentage values are as follows.

Highest Percentage Score: (1950: 1950) x 100% = 100%

Lowest Percentage Value: (390: 1950) x 100% = 20%

3. Calculate percentage range value

To find out the percentage range value, that is the highest percentage value minus the lowest percentage value then divide by the highest scale. The results are as follows.

Range value : (100% - 20%) / 5 = 16%

4. The percentage categories used are as follows:

Table 3.6 Category Percentage

No	Percentage	Rating Category
1.	20% - 36%	Very low
2.	>36% - 52%	Low
3.	>52% - 68%	Moderate
4.	>68% - 84%	High
5.	>84% - 100%	Very high

Source: Processed Data, 2022

The interpretation of the score viewable in the continuum line in figure 3.6 below.
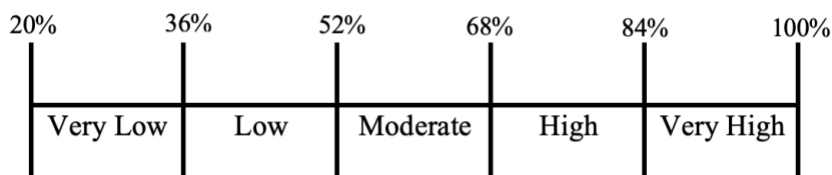

Figure 3.2 Continuum Line

Source: Processed Data, 2022

3.8.2. Classic Assumption Test

Before testing the hypothesis, that should first test the classical assumptions to ensure the reasearch is unbiased and testing for errors in the regression model used in research. According to Ghozali (2018: 137), the classical assumption test to confirm that the regression equations show significant and representative relationships.

This test is run to determine if the received data is valid (no deviation). To ensure that the resulting regression linear equation is linear and can be effectively used to find predictions, the classical assumption test is performed as follows:

3.8.2.1. Normality Test

The normality test is used to determine if the noise or residual variables in the regression model are normally distributed (Ghozali, 2018:161). Normality test results are said to be normal if the value is more than 5% or more than 0.05 on the normality test results using the One Sample Kolmogorov-Smirnov (KS) Test. Testing the normality of the data using the Kolmogorov-Smirnov test has the following criteria:

1) If the value of significance > 0.05 then H0 is accepted which means normal.
2) If the value of signidicance < 0.05 then H0 is rejected, the error is not normally distributed.

3.8.2.2. Heteroscedasticity Test

Heteroscedasticity means that there is a variable variance that is not equal to the regression model (Ghozali 2018: 137). On the other hand, the variance of the variables in the regression model with the same value is called homoscedasticity. A good model is one that does not show symptoms of heteroscedasticity (Gozali, 2016: 134), so that heteroscedasticity problems can be detected using the graphical analysis method. The chart method is performed by looking at the chart graph between the predicted values of the dependent variables, namely ZPRED with the residual SRESID (Ghozali 2017:49) which is analyzed on the following basis:

1) If there is a certain pattern, such as dots that form a regular pattern (wavy, widening, then narrowing), then it showsoccurheteroscedasticity.
2) If the resulting pattern is not clear, the dots spread above and below the number 0 on the Y axis randomly thenindicatesheteroscedasticity occurs.

3.8.2.3. Multicollinearity Test

The multicollinearity test is intended to test whether the regression model has detected a correlation between the independent variables of the regression model. Multicollinearity detection can be done by analyzing the correlation matrix or by looking at the Variance Inflation Factor (VIF) values and Tolerance from the

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regression analysis. A low tolerance value equals a high VIF value. According to (Ghozali 2018:107) the assumptions of the Tolerance and Variance Inflation Factor (VIF) values are stated as follows:

1) If VIF > 10 and Tolerance value < 0.10, multicollinearity happen.

2) If VIF < 10 and Tolerance value > 0.10, there is no multicollinearity.

3.8.3. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine or investigate the effect of an independent variable on a dependent variable either simultaneously or partially (Ghozali 2018:95). Multiple regression model is an analytical techniqueregressionwhich is used to test the effect of two or more independent variables on the dependent variable with an interval measurement scale. The regression equations in this study are:

$$Y = \alpha + \beta 1 X1 + \beta 2 X2 + \beta 3 X3\ e \qquad (3.7)$$

Keterangan :

Y	= Customer Satisfaction
α	= Constant
$\beta 1 - \beta 2$	= Regression Coefficient
X1	= Service Quality
X2	= Price
X3	= Trust
e	= Confounding Variable (error)

3.8.4. Coefficient of Determination Test

The coefficient of determination measures the range in which the model can explain the dependent variable (Ghozali, 2018: 97). One weakness of using the coefficient of determination is that it focuses on the number of independent variables, so R2 needs to be increased regardless of whether the variables have a significant impact on the dependent variable. Therefore, many researchers recommend using a fitted R2 value when evaluating the best regression model. The following assumptions apply to the decision:

1) A value of R^2 which is close to 1 means that the independent variable provides almost all the information needed to predict the variation of the

dependent variable.

2) On the other hand, if R^2 is close to 0, it means that the ability of the independent variable to explain the variation of the dependent variable is very limited.

3.8.5. Hypothesis Test

Hypothesis testing in this research using partial hypothesis testing (T test) and simultaneously (F test).

3.8.5.2. T-Test

The statistical T test is used to show how much the descriptive / independent variable has an individual effect when explaining the dependent variable (Ghozali, 2018: 179). The t-test is used to determine if each independent variable can significantly explain the changes that occur in the dependent variable. This study uses a significance level of 0.05 (= 5%). The criteria for T test are clear from the significance and t values under the following conditions:

1) If the value of significance of 0.05, then there is a significant relationship between the independent variable and the dependent variable.

2) If the value of significance < than 0.05, then there is no significant relationship between the independent variable and the dependent variable.

3) If T count < T table, then the hypothesis is rejected. This means that the independent variable has no effect on the dependent variable.

4) If T count > T table, then the hypothesis is accepted. This means that the independent variable has an effect on the dependent variable.

3.8.5.3. F-Test

The statistical F test basically indicates whether all independent or independent variables contained in the model have a common or simultaneous effect on the dependent or dependent variable (Ghozali, 2018: 179). In other words, it shows that the independent variable has a simultaneous and significant effect on the independent variable. By comparing the test criteria, calculated F value with the F table:

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1) If F Count > F Table, H0 is rejected and Ha is accepted, this means that there is a significant effect between the independent variables together on the dependent variable.

2) If F Count < F Table, H0 is accepted and Ha is rejected, this means that there is no significant effect between the independent variables together on the dependent variable.

   By using significant probability numbers

3) If the probability of significance 0.05 then H0 is accepted and Ha is rejected.

4) If the probability of significance <0.05 then H0 is rejected and Ha is accepted.

CHAPTER IV
RESULTS AND DISCUSSION

4.1 Characteristics of Respondents

The object of this research is Gocar Protect+ customers in Indonesia. In distributing questionnaires, researchers distributed questionnaires using social media Instagram and WhatsApp to those who met the criteria of this study. Total respondents that submitted on Google Form response were 404 people. 14 responses were not valid due to screening question who chose no. And the rest of the respondents are meet the respondent criteria. The characteristics of the respondents in this research were divided into 5 parts, that are questions respondent's gender, respondent's age, respondent's occupation, how often respondents used Gocar Protect+ service, and the city where the respondent currently lives.

Figure 4.1 Respondents' Responses Screening Question
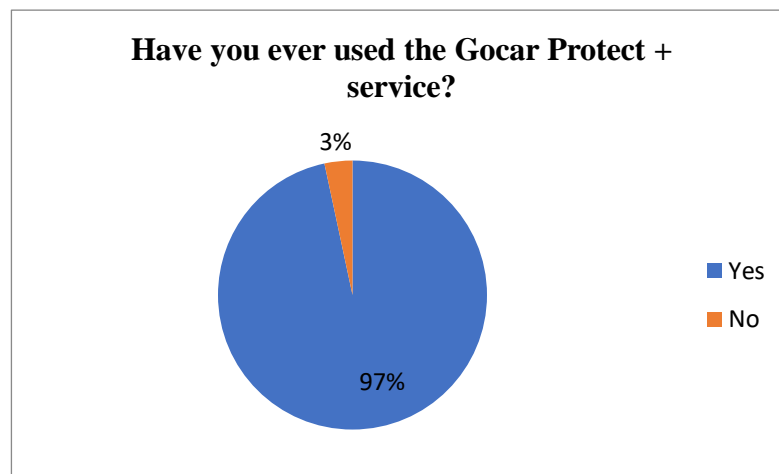
Source: Processed Data, 2022

The figure shows the percentage of respondents' answers regarding the use of the Gocar Protect+ service. The results showed that of the 404 respondents who filled out this questionnaire, 97% or 390 respondents had ever used gocar service and 39% or 152 respondents had never used gocar service.

4.1.1 Respondents' Characterists Based on Gender
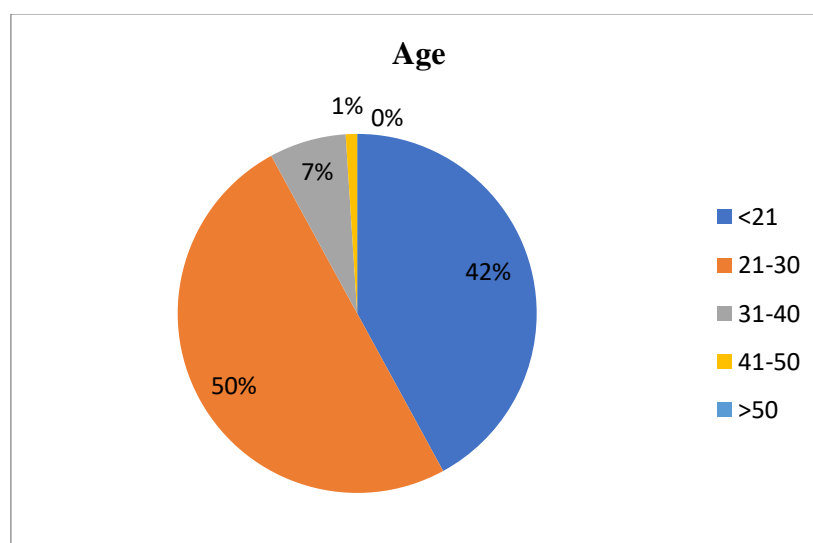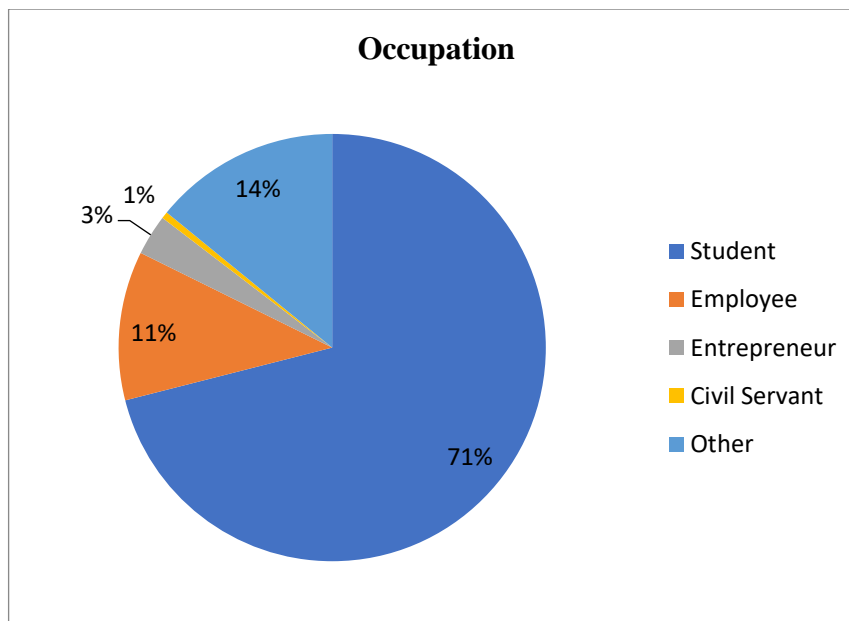
Figure 4.2 Gender
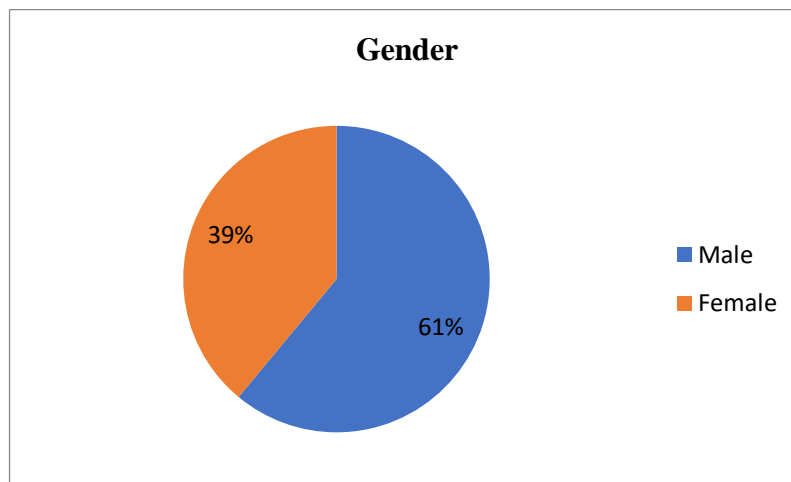
Gender

Source :Processed Data, 2022

The figure shows the percentage of respondents' gender who filled out this questionnaire. The results show that of the 390 respondents who filled out the questionnaire, 61% or 238 respondents were male and 39% or 152 respondents were female.

4.1.2 Respondents' Characteristic Based on Age

Figure 4.3 Age

Age

The figure shows the percentage of respondents' age who filled out this questionnaire. The results showed that of the 390 respondents who filled out the questionnaire, 42% or 164 respondents were under 21 years of age, 50% or 195 respondents had ages between 21 to 30 years, 7% or 27 respondents had ages between 31 to 40 years, amounting to 1% or 4 respondents have an age between 41 to 50 years and 0% or none of the respondents who fill out the questionnaire have an age above 50 years.

4.1.3   Respondents' Characteristic Based on Occupation

Figure 4.4 Occupation

Source: Processed Data, 2022

The figure shows the percentage of respondents who responded to this questionnaire. The results show that of the 390 respondents who filled out, 71% or 277 respondents worked as students, 11% or 44 respondents worked as employees, 3% or 12 respondents worked as entrepreneurs, 1% or 2 respondents worked as civil servants. and 14% or 55 respondents chose other as answers to the job questions in this questionnaire.

4.1.4   Respondents' Characteristic Based on How often use the Gocar

Protect+ service?

Figure 4.5 How often respondents
using Gocar Protect+ service

How often do you use the Gocar Protect+ service?

Legend:
- 1 - 5 times
- 6 - 10 times
- 11 - 15 times
- >15 times

Pie chart values: 34%, 25%, 19%, 22%
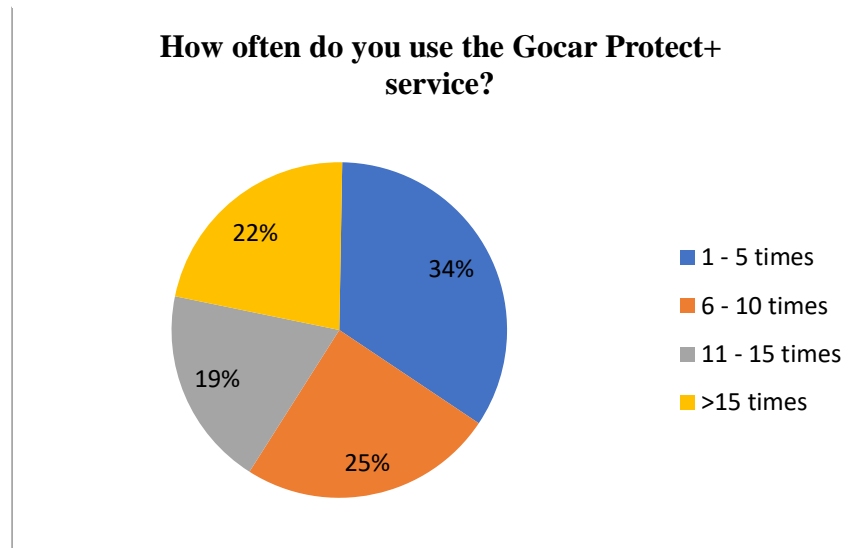
Source: Processed Data, 2022

The figure shows the percentage of how often respondents use the Gocar Protect+ service. The results show that from 390 respondents who filled up, 34% or 133 respondents used Gocar Protect+ services 1 to 5 times, 25% or 96 respondents used Gocar Protect+ services 6 to 10 times, 19% or 75 respondents used Gocar services. Protect+ 11 to 15 times and 22% or 86 respondents used the Gocar Protect+ service more than 15 times.

4.1.5 Respondents' Characteristic Based on The City Where Currently Lives

Figure 4.6 The city where respondent currently lives

The city where you currently live?

- Jakarta 26%
- Surabaya 16%
- Yogyakarta 11%
- Bandung 29%
- Bali 10%
- Makassar 8%
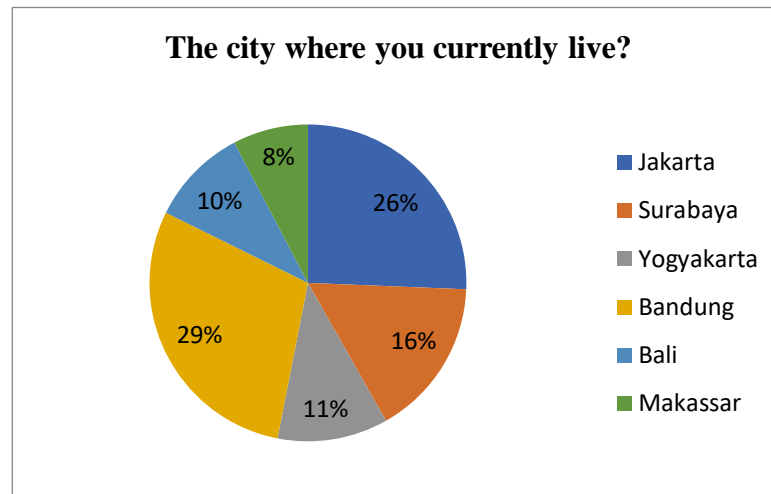
Source: Processed Data, 2022

The figure shows the percentage of the city where the respondent currently lives. The results show that of the 390 respondents who filled out, 26% or 100 respondents resided in the city of Jakarta, 16% or 63 respondents resided in Surabaya, 11% or 44 respondents resided live in the city of Yogyakarta, 29% or 114 respondents resided in the city of Bandung, 10% or 39 respondents live in the city of Bali, and 8% or 30 respondents live in the city of Makassar.

4.2 Research Result

4.2.1 Descriptive Analysis

1. Service Quality

Table 4.1 Service Quality Descriptive Analysis

No	Indicator	Respondents Response					TS	IS	%	Category
		1	2	3	4	5				
1	The condition of the car incorporated in Gocar Protect+ is in good condition.	0	44	174	107	65	1363	1950	69.89	High
2	Gocar Protect+ facility in good condition.	0	73	138	103	76	1352	1950	69.33	High

(Connection)

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3	The condition inside the Gocar Protect+ is neat.	0	58	160	125	47	1331	1950	68.25	High
4	Gocar Protect+ drivers care about customer complaints.	3	43	150	130	64	1379	1950	70.71	High
5	Gocar Protect+ drivers are fast in handling customer complaints.	3	44	149	144	50	1364	1950	69.94	High
6	Gocar Protect+ drivers maintain good communication with customers.	0	42	170	127	51	1357	1950	69.58	High
7	Gocar Protect+ drivers are responsive in solving problems.	0	74	215	67	34	1231	1950	63.12	Moderate
8	Gocar Proctect + drivers are able to provide fast service.	0	84	181	86	39	1250	1950	64.10	Moderate
9	Gocar Protect + drivers always help customers.	0	88	160	92	50	1274	1950	65.33	Moderate
10	Gocar Protect + Service Driver can handle all orders.	0	79	167	84	60	1295	1950	66.41	Moderate
11	Gocar Protect + Service Driver is always on time in his service	4	80	181	83	42	1249	1950	64.05	Moderate
12	Gocar Protect + service drivers know all the fastest routes.	0	93	188	79	30	1216	1950	62.35	Moderate
13	Gocar Protect + service drivers can be trusted.	3	93	156	70	68	1277	1950	65.48	Moderate
14	Gocar Protect + Service Driver	3	59	153	86	89	1369	1950	70.20	High

|									
	obeys traffic rules.								
15	Gocar Protect + service drivers use health protocol.	3	58	165	90	74	1344	1950	68.92	High
Average							1310.25	67.19	Moderate

In the table of descriptive analysis of service quality variables above, the total scores, percentages and categories for the answers to each indicator on these variables are obtained which can be explained as follows:

1) The SQ1 item shows a total score of 1363 with a percentage of 69.89% in the high category. This shows that the car integrated with GocarProtect + is in good condition.

2) The item SQ2 shows a total score of 1352 with a percentage of 69.33% in the high category. This indicates that the Gocar Protect+ facility is in good condition.

3) The SQ3 item shows a total score of 1331 with a percentage of 68.25% in the high category. This shows that the conditions inside the Gocar Protect+ are neat.

4) The SQ4 item shows a total score of 1379 with a percentage of 70.71% in the high category. This shows that Gocar Protect+ drivers care about customer complaints.

5) The SQ5 item shows a total score of 1364 with a percentage of 69.94% in the high category. This shows that Gocar Protect+ drivers can respond quickly to customer complaints.

6) The item SQ6 shows a total score of 1357 with a percentage of 69.58% in the high category. This shows that Gocar Protect+ drivers maintain good communication with customers.

7) The item SQ7 shows a total score of 1231 with a percentage of 63.12% in the moderate category. This shows that the Gocar Protect+ driver is quite responsive in solving problems.

8) The SQ8 item shows a total score of 1250 with a percentage of 64.10% in the moderate category. This shows that the Gocar Protect+ driver is fast enough to be able to provide service.

9) The item SQ9 shows a total score of 1274 with a percentage of 65.33% in the moderate category. This shows that the Gocar Protect+ driver is quite helpful for customers.

10) The SQ10 item shows a total of 1295 with a percentage of 66.41% in the moderate category. This shows that the Gocar Protect+ driver can adequately handle all orders.

11) The item SQ11 shows a total score of 1249 with a percentage of 64.05% in the moderate category. This shows that Gocar Protect+ drivers are quite punctual in their service.

12) The item SQ12 shows a total score of 1216 with a percentage of 62.35% in the moderate category. This shows that Gocar Protect+ drivers know enough about the fastest route.

13) The item SQ13 shows a total score of 1277 with a percentage of 65.48% in the moderate category. This shows that the Gocar Protect+ driver is fast enough to be able to provide service.

14) The item SQ14 shows a total score of 1369 with a percentage of 70.20% in the high category. This shows that Gocar Protect+ service drivers obey traffic rules.

15) The item SQ15 shows a total score of 1344 with a percentage of 68.92% in the high category. This indicates that the Gocar Protect+ service driver uses a health protocol.

Based on the total score, percentage and category results response to each indicator of these variables that have been explained, it can be concluded that the average total score for the service quality variable is 1310.25 with a percentage of 67.19% in the moderate category. The position of the Service Quality variable on the continuum line is shown in the following figure:

Figure 4.7 Service Quality Continuum Line

67.19%

20%	36%	52%	68%	84%	100%
Very Low	Low	Moderate	High	Very High	
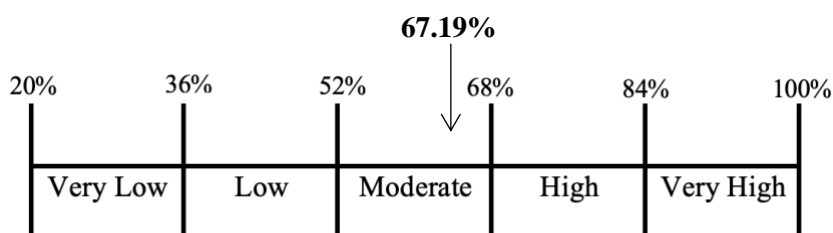
The position of the service quality variable on the continuum line is in the moderate category. The questionnaire item with the lowest score and percentage is the SQ12 item, namely the Gocar Protect+ service driver knows all the fastest routes with a total score of 1216 and a percentage of 62.35% in the moderate category. While the questionnaire item with the highest score and percentage is SQ4, namely Driver Gocar Protect+ cares about customer complaints with a total score of 1379 and a percentage of 70.71% in the high category.

2. Price

Table 4.1 Price Descriptive Analysis Results

No	Indicator	Respondents Response					TS	IS	%	Category
		1	2	3	4	5				
1	The rates charged by Gocar Protect + are affordable.	3	75	185	82	45	1261	1950	64.66	Moderate
2	The rates offered by the Gocar Protect + service are in accordance with the quality provided.	7	89	162	79	53	1252	1950	64.20	Moderate
3	The rates offered by the Gocar Protect + service are in accordance with the benefits received.	6	77	196	73	38	1230	1950	63.07	Moderate
4	Gocar Protect + service rates have competitive prices.	0	67	209	72	42	1259	1950	64.56	Moderate
Average							**1250.5**		**64.1**	**Moderate**

In the table of descriptive analysis of the price variable above, the results of the total score, percentage and category for the answers to each indicator on these variables are obtained which can be explained as follows:

1) The PR1 item shows a total score of 1261 with a percentage of 64.66% in the moderate category. This shows that the rates charged by the Gocar Protect+ service are quite affordable.

2) The PR2 item shows a total score of 1252 with a percentage of 64.20% in the moderate category. This shows that the rates offered by the Gocar Protect + service are sufficient with the quality provided.

3) The PR3 item shows a total score of 1230 with a percentage of 63.07% in the moderate category. This shows that the rates offered by the Gocar Protect + service are sufficient for the benefits received.

4) The PR4 item shows a total score of 1259 with a percentage of 64.56% in the moderate category. This shows that Gocar Protect+ service rates are quite competitive.

Based on the total score, percentage and category results response to each indicator on these variables that have been explained, it can be concluded that the average total score for the Price variable is 1250.5 with a percentage of 64.1% with a moderate category. The position of the price variable on the continuum line is shown in the following figure:

Figure 4.8 Price Continuum Line
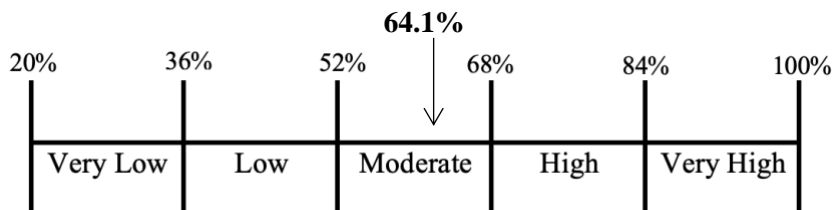
The position of the Price variable on the continuum is in the moderate category. The questionnaire item with the lowest score and percentage is the PR3 item, namely the tariff offered by the Gocar Protect + service according to the benefits received with a total score of 1230 and a percentage of 63.07% in the moderate category. The questionnaire item with the highest score and percentage is

PR1 item, namely Gocar Protect+ service rates have competitive prices with a total score of 1261 and a percentage of 64.56% in the moderate category.

3. Trust

Table 4.2 Trust Descriptive Analysis Results

No	Indicator	Respondents Response					TS	IS	%	Category
		1	2	3	4	5				
1	Gocar Protect + is responsible for any services provided.	0	88	184	72	46	1336	1950	68.5	High
2	Gocar Protect + can provide security guarantees when using the service.	0	88	165	86	51	1270	1950	65.12	Moderate
3	Gocar Protect + gives trust to customers	0	83	172	79	56	1278	1950	65.53	Moderate
4	I always use Gocar Protect + . service	0	78	184	88	40	1260	1950	64.61	Moderate
Average							**1286**		**65.94**	**Moderate**

In the table of descriptive analysis of the trust variable above, the results of the total score, percentage and category for the answers to each indicator on these variables are obtained which can be explained as follows:

1) The TR1 item shows a total score of 1336 with a percentage of 68.51% in the high category. This shows that Gocar Protect + is highly responsible for every service provided.

2) The TR2 item shows a total score of 1270 with a percentage of 65.12% in the moderate category. This shows that Gocar Protect + can provide adequate security guarantees when using the service.

3) The TR3 item shows a total score of 1278 with a percentage of 65.53% in the moderate category. This shows that Gocar Protect+ gives trust to customers

4) The TR4 item shows a total score of 1260 with a percentage of 64.61% in the moderate category. This shows that respondents always use the Gocar Protect+ service with a moderate category