The Influence Of Price, Service Quality And Trust On OnlineTransportation Towards Consumer Satisfaction

(Study Case Customers Go-Car Protect+ In Indonesia)

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Abstrak

Perkembangan Transportasi Online di Indonesia saat ini sangat berkembang pesat. Salah satu perusahaan layanan transportasi online Paling berkembang di Indonesia adalah Gojek. Gojek memperoleh antusiasme dan kepercayaan yang tinggi dari masyarakat hingga saat ini aplikasi tersebut telah menjadi Super Apps yang telah diinstall lebih dari 190 juta kali. Meskipun menunjukkan perkembangan yang signifikan, tidak dapat dipungkiri Gojek juga menjadi salah satu bisnis jasa yang terdampak pandemi Covid-19. Menyadari kebutuhan pelanggan perusahaan Gojek pada September 2021 meluncurkan Gocar Protect + sebagai moda transportasi dengan layanan berstandar proteksi ekstra. Layanan yang diluncur Gojek tersebut banyak mendapatkan tanggapan yg kurang baik dari konsumen. Karena itu penting bagi perusahaan untuk meningkatkan kepuasaan konsumen dalam menggunakan Transportasi Gocar Protect + dengan cara meningkatkan kualitas pelayanan, memberikan harga yang sesuai dan meningkatkan kepercayaan konsumen. Tujuan dari Penelitian ini untuk mengetahui berapa besar pengaruh service quality, price, dan trust terhadap customer satisfaction pada transportasi online Go-car protect + di Indonesia. Metode penelitian yang digunakan dalam penelitian ini merupakan metode kuantitatif dengan teknik analisis kausal. Teknik pengumpulan data yang digunakan melalui data primer dengan kuisioner. Sample yang diambil dalam penelitian ini sebanyak 390 orang pengguna layanan transportasi online Go-Car protect + di indonesia. Sedangkan teknik analisis yang digunakan merupakan analisis regresi linier berganda. Hasil penelitian ini menghasilkan temuan bahwa kualitas pelayanan, harga dan kepercayaan berpengaruh positif secara parsial dan simultan terhadap kepuasan konsumen

Kata Kunci-transportasi online, Go-car Protect +, service quality, price, trust, customer satisfaction

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 consumers. Therefore, it is important for companies to increase consumer satisfaction in using Gocar Protect + Transportation by improving service quality, providing appropriate prices and increasing consumer confidence. 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 resulted 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

I.   INTRODUCTION

A. 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 individual transportation service where customers can 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 the following figure 1.2:
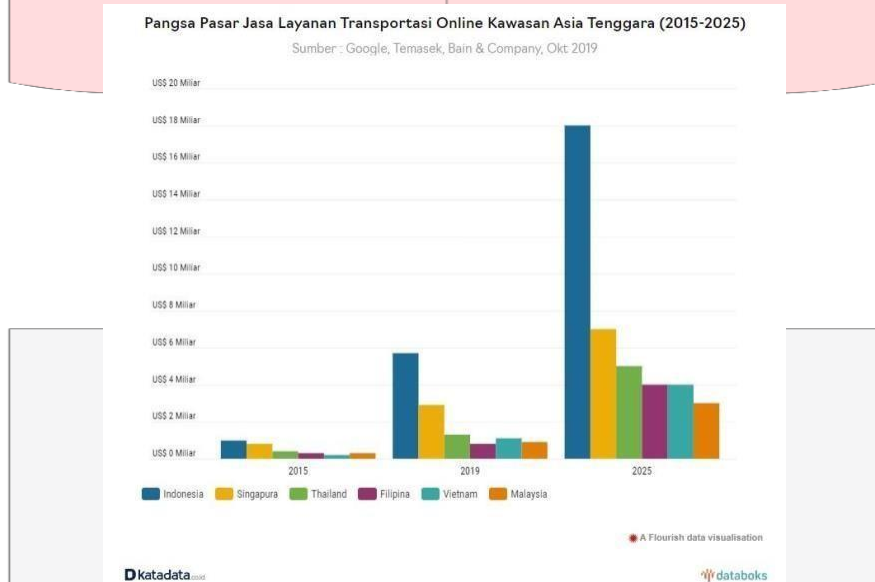

Figure 1.1 Southeast Asia Online Transportation Market Share 2015-2025 Source: databoks.katadata.co.id (2019)

Figure 1.1 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.

Currently, there are 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 displays complete 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. TOP Brand Index of Online Transportation Services 2016-2021

Brand	TOP Brand Index (TBI)						Category
	2016	2017	2018	2019	2020	2021	
Gojek			44.9%				TOP
Grab	14.7%	28.2%		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 these data, it can be concluded that Gojek is the leader of 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 consumers is GoCar. (Riyanto & Fardhani, 2021)

Despite showing significant developments, it is undeniable 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 has become 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 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. Service Gojek Protect+ ensure that all driver partners have been vaccinated, ensure that every GoCar is equipped with an air purifier, and ensure that there is a protective bulkhead on the four-wheeled fleet, check protocol, and verify masks.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

erwindaardestian Semoga terdistribusi secara merata.. atau mungkin di prioritaskan yg aktif ngebid🙏

30 mg   13 suka   Balas

nurmlsri Dimedan gocar nya ga bisa sosial distancing ditempat lain juga kah 🥺🥺🥺

33 mg   Balas

ririn_daffando1522 Tp nyatanya bnyk yg msih blom pake, mlh tempo hari nemu yg ngg pake sekat ☹️☹️

33 mg   8 suka   Balas

dewyalestari_ Kereen sih tapii belum semua gocar, tadii mah aku gaada curug nya.

33 mg   1 suka   Balas

bumi_bulan_bintang_matahari Masih ada driver yg masker di dagu. Saya pernah naik, dr sy naik smp turun masker gak pernah dibenerin

15 mg   Balas

ulfah_khalif_khalisya Saya terharu dengan kisah ini. 🥰🥰 Tapi masih ada juga yg mobilnya bau asap rokok, dan gak semua ada sekatnya☹️ Saya tetep kasih bintang 5 ko

40 mg   Balas

atika_nsari Kenapa ngga semua mitra gocar ada penyekatnya @gojekindonesia ?

40 mg   Balas

Figure 1.2 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. Consumers 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 consumers 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 consumers Gocar Protect+ not satisfied with the services provided by the service provider. It means in the quality of service Gocar Protect+ The gap between expectations and the company's performance that consumers 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 consumer desires. So it is very important for companies to improve service quality, especially in service Gocar Protect+.

For a company, consumer satisfaction is the basis for achieving the goals to be achieved (Li et al., 2019). Every customer who is satisfied with a product will tend to create a friendly and profitable 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 makes quality an important part and needs that describe the comparison of customer expectations with actual company performance (Li et al., 2019). The availability of good service quality will be an added value (competitive) for companies in formulating strategies to maintain customer loyalty (Dubey & Srivastava, 2016).

Research from Rochim (2020) found that service quality significantly affects online transportation customer satisfaction and loyalty. 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 stated that service quality has a negative and insignificant effect on customer satisfaction and loyalty. So 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 consumers 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. So it can be concluded that there is a research gap between the price variable and customer satisfaction, so this research will review the relationship between the two.

Another factor that is considered to affect customer satisfaction and loyalty is consumer trust. A good relationship between satisfaction and trust depends on consumer 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 consumer 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 consumer 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 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 phenomenon on the object, theoretical studies, previous research and the research gap in it, the researcher will review the relationship between service quality, price, trust, and customer satisfaction of GoCar

Protect+. The research will be entitled "The Influence of Service Quality, Price and Trust on Online Transportation Toward Consumer Satisfaction (Study case customers Gocar Protect+ in Indonesia)".

B. Problem Statement

Gojek is one of the largest 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 consumers is Go-Car. (Riyanto & Fardhani, 2021)

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. 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. Consumers 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 consumers 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 consumers Gocar Protect+ not satisfied with the services provided by the service provider. It means in the quality of service Gocar Protect+, the gap between expectations and the company's performance that consumers 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 consumer desires. So it is very important for companies to improve service quality, especially in service Gocar Protect+.

For a company, consumer satisfaction is the basis for achieving the goals to be achieved (Li et al., 2019). In addition, to face business competition, the Company also makes quality an important part and needs that describe the comparison of customer expectations with the actual performance of the company (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 consumer trust. A good relationship between satisfaction and trust depends on consumer perceptions when comparing expectations with perceived company performance (Li et al., 2019).

Based on the description of the research background above, in this study the following research questions are presented:

1. How service quality, price, trust and consumer satisfaction on online transportationGo-car Protect Indonesia based on the opinion of the respondents?
2. Does service quality affect consumer satisfaction in online transportation Go-car Protect Indonesia?
3. Does price affect consumer satisfaction in online transportation Go-car Protect Indonesia?
4. Does trust affect consumer satisfaction in online transportation Go-car Protect Indonesia?
5. Do service quality, price, and trust simultaneous affect consumer satisfaction in online transportation Go-car Protect Indonesia?

C. Research Purpose Objectives

Based on the research questions above, the objectives of this study are as follows.

1. To find out service quality, price, trust and consumer 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 consumer satisfaction in online transportation Go- car Protect Indonesia.
3. To find out whether price has an effect on consumer satisfaction in online transportation Go-car ProtectIndonesia.
4. To find out whether trust has an effect on consumer satisfaction in online transportation Go-car ProtectIndonesia.
5. To find out if service quality, price, and trust have a simultaneous affect consumer satisfaction in online transportation Go-car Protect Indonesia.

II. RESEARCH METHODS

A. Literature Review

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. This process can determine the achievement of predetermined targets by utilizing human resources and other resources to achieve 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.

So it can be concluded that management is the process of planning, organizing, preparing personnel, directing and supervising an organization in order to create effective and efficient performance to achieve organizational goals.

2. Marketing

Marketing byKeller & Kotler, (2016:27)is "Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is meeting needs profitably". This means that marketing is identifying and meeting human and social needs. The definition of marketing is good and short is to meet 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 consumers, clients, partners and the general public.(Schiffman & Wisenblit, 2015). Meanwhile, according toKotler & Armstrong, (2017:255) Marketing is the activity, set of institutions, and processes for generating, communicating, distributing, and exchanging offerings that have value for 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 consumers are satisfied and the company can earn profits.

3. Marketing Management

Marketing management is the art and science of selecting target markets and building profitable 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 choosing target markets and achieving, retaining, 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.

4. Marketing Mix

The marketing mix is a set of tactical marketing tools that a company uses to produce the replication it wants in the marketplace, consisting of everything the company can do to influence the ordinant dictation for its products. (Kotler & Armstrong, 2017). Buchari Alma (2016:205) defines the marketing mix as a strategy to interfere with marketing activities, so that the maximum combination is sought so that the results are satisfactory.

Kotler & Armstrong (2016: 47) classify marketing tools into four groups called the 4Ps, namely: product (product), pcice (price), place (place), and promotion (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 (processes) 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:

    a. Product

        According to Philip Kotler, a product is defined as "A product is a thing that can be offered to a market to satisfy a want or need". Product is defined as anything that a provider offers to the market to satisfy a market's wants and needs. Products can be of two types such as goods or services. This section functions to manage product elements including planning and developing the right product to be marketed by managing products or services.

b. Price

Price is part of a company management system that will determine the right base price for goods or services involving price discounts, payment of transportation costs and other variables.

c. Place

*Place*or distribution is a strategy to manage trade channels used to distribute goods or services as well as to serve the target market, as well as develop a distribution system for the delivery and sale of physical products.

d. Promotion

Promotion is a strategy used to communicate the company's goods and services to the market through advertising, sales promotion, personal selling, direct marketing, public relations and publications.

e. People

*People*are all actors who play a role in providing services so that they can influence buyer perceptions. Elements of people include the company and consumers. Both attitudes, actions, manner of dressing and appearance of employees have an influence on success in delivering services.

f. Physical Evidence

Physical evidence is an element included in physical facilities including the environment or physical buildings, equipment, equipment, logos, colors and other attributes.

g. Process

Processes are all the actual procedures, mechanisms, and flow of activities used to deliver services. The process in service marketing is the main factor in the service marketing mix including the service delivery system as part of the service itself.

5. Consumer Behavior

Consumer behavior is the study of how individuals, groups and organizations select, use, and dispose of goods, services, ideas or experiences to satisfy their needs and wants (Kotler & Keller, 2016:179).

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

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

6. Service Quality

Quality according to Tjiptono & Candra (2016:115) is defined as a dynamic condition related to products, services, human resources, processes and the environment that meet or exceed expectations. While service (service) is defined as an action or act that can be offered by a party to another party that is intangible or intangible and does not result in physical ownership (Tjiptono & Candra, 2016:13). So that service quality can be defined as a measure of how well the level of service capability provided meets customer expectations.

Service quality is defined as the totality of features and characteristics of a product or service that has the ability to satisfy stated or implied needs (Kotler & Keller, 2016:156). According to Kotler & Armstrong (2016) services have four characteristics which are described as follows:

a. Intangibility

The characteristics of the service form that cannot be seen, felt, heard or smelled before being purchased.

b. Variability

The quality of service depends on who provides it, when, where, and how the service is provided so that it is called varied.

c. Inseparability

In general, services are produced and consumed at the same time that consumers participate in them.

d. Cannot be saved (Pershability)

Services cannot be kept in inventory. This means that the value of services only exists when services are produced and directly received by consumers.

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

a. Correctly identify customer needs and requirements.

b. Convey customer expectations to product designers.

c. Ensuring customer orders are fulfilled correctly.

d. 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:

a. Tangible
    Physical evidence regarding the attractiveness of the physical facilities, equipment, and materials used by the company, including the appearance of employees.
b. Empathy
    Empathy means the company understands the problems of customers and takes action in the interests of customers, and gives personal attention to customers and has supportive operating hours.
c. Responsiveness
    Responsiveness relates to the willingness and ability of employees to help customers by responding to their requests, as well as informing when services will be provided and providing services quickly.
d. Reliability
    Reliability relates to the company's ability to provide the right service from the first time without errors or to deliver services at the agreed time.
e. Assurance
    Assurance relates to employee behavior that is able to foster customer trust in the company so that the company can create a sense of security for its customers.

7. Price
    Kotler & Armstrong (2016: 324) defines that "Price the amount of money charged for a product or service, or the sum of the value that customers exchange for the benefits or having or using the product or service". This means that price is the amount of money spent on a product or service, or the amount of value exchanged by consumers for benefits, ownership of goods or use of a 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 part of the marketing mix that can generate income, while other elements generate costs (Kotler & Keller, 2009: 67) . Price according to Tjiptono (2008) in Aulia (2016) is one of the most important factors in marketing, where price can influence consumer 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 consumers are interested in making purchases (Rahman & Syadianansah, 2021). Nowadays consumers 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, consumers will think the company is taking too high a profit, but if the price is felt to be too low, consumers 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:
    a. Price Affordability
        Product price affordability is defined as the ability of consumers to buy the product purchased.
    b. 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.
    c. 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 consumers get after using the product.
    d. 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.

8. Trust
    Trust is the main intermediary in building long-term relationships for consumers who have a high relationship orientation towards the company. (Trisusanti 2017). Trust according to Priansa (2017: 115), the pillar of business, where building and creating consumers is one of the most important factors in creating consumer loyalty.
    Trust is a customer's willingness to become involved in future transactions, which reflects trust in the reliability of the seller's transactional behavior, thereby leading to a reduced perception of future risk and probability of opportunism (Kotler and Keller, 2016). According to Kotler and Keller (2016: 231), trust is a company's willingness to rely on business partners.
    According to Kotler & Keller (2016:225) the consumer confidence variable can be measured using the following indicators:

a. Banevolence

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

b. 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.

c. Integrity

It is the degree to which a person believes in the honesty of marketers to maintain and fulfill the agreements promised to consumers.

d. Willingness to Depend

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

9. Consumer Satisfaction

Consumer satisfaction is defined as a measure of the extent to which the performance of goods or services perceived by consumers is in accordance with what they expect (Kotler & Armstrong, 2016:39). According to Tjiptono (2012) in Arianto (2018) consumer satisfaction is the level of a person's feelings after comparing the performance (or results) he perceives with his expectations.

Another definition of consumer satisfaction according to Tse and Wilton (1988) in Tjiptono (2019:265) states that customer satisfaction is a consumer evaluation of changes in expectations with the performance of a product after consuming it. If the goods or service performance falls short of expectations, the customer will be dissatisfied. If the product performance is in line with consumer expectations, the consumer will be satisfied. Then if the goods or service performance exceeds the service, the consumer will feel very satisfied.

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

a. Product Quality

Consumer satisfaction can depend on the perceived performance of the product compared to consumer expectations. Consumers can feel satisfied if the performance of the product is in accordance with what is expected.

b. Service Quality

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

c. Price

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

d. Promotion

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

e. Good Relationship with Customers

Building good relationships with consumers can create customer satisfaction.

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

a. Conformity with Expectations

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

1) The product obtained meets or exceeds expectations.

2) Employee services that meet or exceed expectations.

3) Supporting facilities obtained match or exceed expectations.

b. Interest to Repurchase

It is a customer's willingness to repurchase a product or decide to reuse a service, which consists of:

1) Interested in reusing because the services provided by employees are satisfactory.

2) Interested in repurchasing because of the value and benefits obtained after using the product.

3) Intend to visit again because the supporting facilities provided are adequate.

c. Willingness to Recommend

It is a customer's willingness to recommend a product to those closest to him, which consists of:

1) Advise friends or relatives to buy a product because the service / product quality is satisfactory.

2) Advise friends or relatives to buy a product because the supporting facilities provided are adequate.

3) Advise friends or relatives to buy a product because of the value and benefits obtained after consuming the product.

B. Research 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 framework of thought in this study, was formed based on the variables that will be studied by researchers, including: Service quality, Price, Trust, and Consumer satisfaction.

Service quality is defined as the totality of features and characteristics of a product or service that has the ability to satisfy stated or implied 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 "Price the amount of money charged for a product or service, or the sum of the value that customers exchange for the benefits or having or using the product or service". This means that price is the amount of money spent on a product or service, or the amount of value exchanged by consumers for benefits, ownership of goods or use of a 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 a customer's willingness to become involved in future transactions, which reflects trust in the reliability of the seller's transactional behavior, thus leading to a reduced perception of future risk and probability of opportunism.) includes all knowledge possessed by consumers and all conclusions made by consumers regarding objects, attributes, and benefits of a product. 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 pleasure or disappointment that arises after consumers compare product performance and expectations. Consumer satisfaction is defined as a measure of the extent to which the performance of goods or services perceived by consumers is in accordance with what they expect (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 description of the theory above, the schema of the conceptual framework model in this study is depicted in Figure 2.1 below:
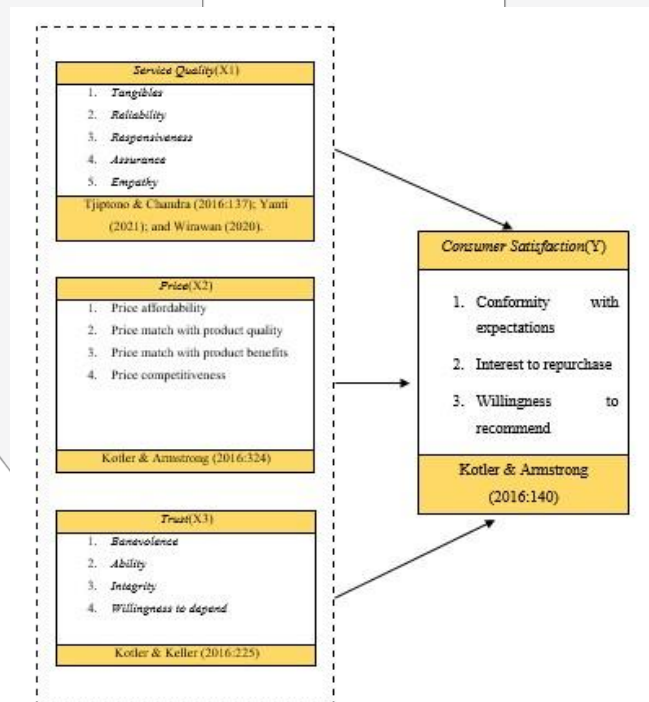

Figure 2.1 Kerangka Pemikiran
Source: Pasharibu et al., 2018

C. Research Metodology

The research method used in this study includes a quantitative approach. According to Sugiyono, (2019:16) quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing hypotheses that has been established.

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 conducted if the researcher wants to describe the cause of a problem (either carried out through experiments or non-experiments). According to Indrawati (2015:117) based on the involvement of researchers in manipulating data in accordance with the objectives of the research. In this study 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 study are individuals. The research time used is cross-sectional because data collection is carried out in one period, then the data is processed, analyzed, and then conclusions are drawn. (Indrawati, 2015:118)

III. RESULT AND DISCUSSION

A. Result of t-Test Parsial

The T statistic test is used to show how far the influence of one explanatory/ independent variable individually in explaining the dependent variable. The T-test is used to determine whether each independent variable can explain the changes that occur in the dependent variable significantly.

The hypothesis in this study is as follows.

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

Then after analyzing and calculating the t count that has been compared with the T table, the hypothesis is testedwith the following criteria:

1. If the value of significance ≥0.05, then there is a significant relationship between the independent variable andthe dependent variable.
2. If the value of significance <0.05, then there is no significant relationship between the independent variable andthe dependent variable.
3. If T count < T table, then the hypothesis is rejected. This means that the independent variable has no effect onthe dependent variable.
4. If T count. > T table, then the hypothesis is accepted. This means that the independent variable has an effect onthe dependent variable.

The results of the T statistical test in this study are as follows

Table 3.1 Result of t-Test Parsial (a)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11,049	,820		1,279	,002		
	Service Quality	,310	,032	,474	9,540	,000	,186	5,380
	Price	,367	,064	,158	5,690	,000	,594	1,683
	Trust	,702	,091	,352	7,686	,000	,219	4,568

a. Dependent Variable: Customer Satisfaction

Source: Processed Data, 2022

Based on the results of the T statistical test above, it is known that the results of the t test in this study are as follows:

1. The service quality variable has a t value of 9.540 with a significance of 0.000. In accordance with the specified criteria, the service quality variable has a value of T count > T table that is 9.540 > 1.648 and a significance 0.000 < 0.05. Therefore, H1 in this study is accepted, namely service quality has a positive effect on customer satisfaction.
2. The price variable has a t-count value of 5.690 with a significance 0.000. In accordance with the specified criteria, the price variable has a value of T count > T table that is 5,690 > 1,648 and the significant value 0.000 < 0.05. Therefore, H2 in this study is accepted, namely price has a positive effect on customer satisfaction.

3. The trust variable has a t value of 7.686 with a significant value is 0.000. In accordance with the specified criteria, the trust variable has a value of T count > T table which is 7,686 > 1,648 and the significance value is 0.000 < 0.05. Therefore, H3 in the study is accepted, namely trust has a positive effect on customer satisfaction.

B. Result of F Test Simultan

Statistical test F is used to show whether all independent or independent variables included in the model have a joint or simultaneous effect on the dependent or dependent variable. In other words, it states that the independent variables simultaneously and significantly affect the independent variables. The test criteria for the F Testare as follows:

1. If F Count > F Table, H0 is rejected and Ha is accepted, it 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, it 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.
   The results of the F test in this research are as follows:

Table 3.2 F Test Result

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8895,100	3	2965,033	598,878	,000^b
	Residual	1911,077	386	4,951		
	Total	10806,177	389			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Trust, Price, Service Quality

Source :Processed Data, 2022

Based on the results of the F-test in the table above, it is known that the calculated F value in this study is 598,878 with a value of significance is 0.000. In accordance with the specified criteria, the F-test in this study has a calculated F value > F table that is 598,878 > 2,628 and the significance value is 0.000 < 0.05. 0.000. Therefore, in this study H0 is rejected and Ha is accepted, meaning that there is a significant influence between the independent variables trust, price, and service quality together on the customer satisfaction variable.

C. Result Coefficient Determination

The coefficient of determination is used to measure how far the model's ability to explain the dependent variable is. The results of the coefficient of determination in this study can be seen in the following table:

Table 3.3 Coefficient of Determination Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,907^a	,823	,822	2,22508

a. Predictors: (Constant), Trust, Price, Service Quality

b. Dependent Variable: Customer Satisfaction

Source :Processed Data, 2022

Based on the table above, it is known that the R Square value is 0.823 (82.3%). This proves that trust, price, and service quality are in accordance with the coefficient interval. While the rest (100%-82.3%=17.7%) was explained by other unknown factors or variables and not included in this regression analysis.

IV. CONCLUSION AND SUGGESTION

A. Conclusion

Based on the results of the research conducted and the previously described discussion regarding the effect of service quality, price and trust in online transportation on consumer satisfaction (a case study of Go-car protect+ customers in Indonesia), there are conclusions that can answer the formulation of the problems and questions in this study, namely as follows:

1. The service quality on Gocar Protect+ online transportation in Indonesia, based on respondents' opinions, has an average total score of 1310.25 with a percentage of 67.19% in the moderate category. Prices for online Gocar protect+ transportation in Indonesia based on respondents' opinions have an average total score of 1250.5 with a percentage of 64.1% being in the moderate category. Trust in Gocar Protect+ online transportation in Indonesia, based on respondents' opinions, has an average of 1286 with a percentage of 65.94% in the moderate category. Consumer satisfaction with Gocar protect+ online transportation in Indonesia based on respondents' opinions has an average total score of 1274.33 with a percentage of 65.35% being in the moderate category.

2. The relationship between service quality variables and consumer satisfaction can be seen with the t-count greater than t-table. Because the value of t count (9.540) > t table (1.648) and the significance value is less than 0.05, then H0 is rejected. Therefore, service quality has a partial effect on consumer satisfaction on Go- car Protect+ Indonesia online transportation.

3. The relationship between the price variable and consumer satisfaction can be seen with the t-count value greater than t-table. Because the value of t count (5.690) > t table (1.648) and the significance value is less than 0.05, then H0 is rejected. Therefore, price has a partial effect on consumer satisfaction in Go-car Protect+ Indonesia online transportation.

4. The relationship between the trust variable and consumer satisfaction can be seen with the t-count value greater than t-table. Because the value of t count (7.686) > t table (1.648) and the significance value is less than 0.05, then H0 is rejected. Therefore, trust has a partial effect on consumer satisfaction on Go-car Protect+ Indonesia online transportation.

5. If it is seen simultaneously that service quality, price, and trust have a simultaneous effect on consumer satisfaction on Go-car Protect+ Indonesia online transportation with an effect of 0.823 or 82.3%. While the remaining 17.7% is part of other variables besides service quality, price, and trust. This is obtained from the calculation of the calculated F value of (598.878) > F table (2.628) and the significance value is less than 0.05, that is 0.000.

B. Suggestion

Based on the results of the research and discussion as well as the conclusions that have been described previously, the researchers provide suggestions to companies related to this research and to further researchers as follows:

1. Suggestion for The Company
    a. Companies can take several ways to improve service quality by giving drivers several options for the fastest route to the customer's destination or choosing a driver who knows in detail about traffic and the surrounding environment to be able to choose the fastest route.
    b. Pricing by revising and periodically reviewing the prices offered to make them more in line with the benefits received by customers.
    c. Increase trust in consumers so that they can always use the Go-car protect+ service so as to increase customer satisfaction when using the Go-car Protect+ service.

2. Suggestion for Further Research
    a. This study focuses on finding out how service quality, price and trust have a partial and simultaneous effect on consumer satisfaction. Further researchers are advised to add other additional variables that can influence consumer satisfaction to be even better, conduct research with a wider sample of respondents to get more accurate results and conduct research using indicators and references from different and up-to-date sources.
    b. This research chooses Gocar protect + as its research object, it is recommended for further research to be able to choose more diverse research objects, such as competitors from Gocar protect + or other similar businesses or services.

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