The Influence of Service Quality, Price and Trust on Customer Loyalty through Customer Satisfaction (Study on Grab Bike Customer SMA Islam Al-Azhar4)

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Abstract- This study aims to determine how much influence the quality of service, price and trust on customer loyalty through customer satisfaction in students of Al Azhar 4 Islamic High School.

This study uses an associative research strategy measured by using the path analysis method with SPSS 22.00. The population of this study were students of SMA Islam Al Azhar 4 Kemang Pratama, Bekasi, with a total of 100 respondents. The data used in this study are primary data. The data collection technique uses two methods, namely library research and field studies by distributing questionnaires.

The research results prove that 1). The direct effect of service quality on customer satisfaction has a significant effect. 2). The direct effect of price on customer satisfaction does not have a significant effect. 3). The direct effect of trust on customer satisfaction has no significant effect. 4). The direct effect of service quality on customer loyalty has a significant effect. 5). The direct effect of price on customer loyalty has a significant effect. 6). The direct effect of trust on customer loyalty is significant. 7). The direct effect of customer satisfaction on customer loyalty is not significant. 8). The indirect effect of service quality on customer loyalty through customer satisfaction is not significant. 9). The indirect effect of price on customer loyalty through customer satisfaction is not significant. 10). The indirect effect of trust on customer loyalty through customer satisfaction is not significant.

Keywords: *Service Quality, Price, Trust, Customer Satisfaction And Customer Loyalty*

I.   PRELIMINARY

Transportation is a tool that is needed to support all aspects of life, one of which is for students to go to and from school. Most schoolchildren today go to school using their private vehicles, they either bring a motorbike or a car. Students who use motorbikes or cars do not have a driver's license, which will endanger the driver and other road users.

By law, children under that age are also not allowed to bring cars or motorbikes. Because, in the provisions of Law No. 22 of 2009 concerning Traffic and Road Traffic (LLAJ) Article 81 explains, to obtain a driving license (SIM) is at least 17 years old. Because minors who have not received a SIM, will endanger the driver as well as other drivers as reported by Kompas.com-30/08/2019, "Minors become perpetrators and victims of accidents and then pass the road". The data that I obtained from 2011-2016 shows that more than 139,000 children were the perpetrators of accidents. On the other hand, as accident victims the number could be doubled, "said Edo Rusyanto, a traffic safety observer.

One school that prohibits students from bringing their private vehicles as much as possible is the Al-Azhar 4 Islamic Senior High School in Kemang Pratama, Bekasi. This creates an opportunity for online motorcycle taxi companies, namely Grab, to be able to contribute to meeting the needs of their students to goor come home from school by giving the best offer.

Grab is one of the online transportation service providers, especially motorbikes. Grab is a social-spirited company that has revolutionized the Ojek transportation industry. Grab partners with experienced riders both abroad and Indonesia, especially in the JABODETABEK, Bandung, Bali & Surabaya areas. Grab is the main solution for goods delivery, food delivery, shopping and traveling in traffic jams. The current dynamics of service business competition requires every company engaged in this field to always carry out various strategies in order to win the hearts of consumers. Companies must be able to implement the right strategy in attracting consumers to reuse the services offered.

There are various kinds of strategies implemented by companies engaged in the transportation sector in Indonesia, one of which is service quality, price, trust, customer satisfaction and customer loyalty. The objective of implementing this strategy is to gain market share in consumers and so as not to lose to competitors.

In this research, the researcher wants to know the marketing of the online transportation company called Grab. In Indonesia, online transportation is still quite new because it has only been known in Indonesia since 5 years ago. Online transportation really helps people to get transportation easily without having to go to a stop or vehicle base. The price offered is relatively affordable for every level of society. The quality of service offered is very good with the hope that customers are satisfied with the services offered.

With the explanation as above, the researcher is also interested in conducting a research entitled "THE EFFECT OF SERVICE QUALITY, PRICE AND TRUST ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION" (Study on Grab Bike Customer SMA Islam Al-Azhar 4)

II.   BASIS OF THEORY AND HYPOTHESIS DEVELOPMENT
2.1   Research Review

The first research was conducted through a journal conducted by Ahmad Nor Soleh, Cicik Harini, Djamaludin, with the title "The Effect of Service Quality, Price and Trust on Customer Satisfaction of Online Ojek Transportation Service Users (Study on Gojek Customers in Semarang City). Journal of Management UNPAND, Volume 4, Number 4, April 2018 with ISSN Number: 2502-7689. This study aims to determine the effect of service quality, price, and trust on customer satisfaction of users of Gojek online motorcycle taxi transportation services in the city of Semarang. This research is a survey research. The population in this study were all customers who used Gojek online transportation in Semarang City, with a total sample of 100 people. The data analysis technique used is multiple regression. The results showed that:

The second research was conducted through a journal conducted by Riyan Indra Pramana, I Made Sukresna, with the title "Analysis of the Influence of Service Quality and Perception of Price on Consumer Loyalty through Customer Satisfaction (Case Study on the Consumer of the Po Jaya Indah Semarang Tourism Bus). Diponegoro Management Journal, Volume 5, Number 2, Pages 1-15, Year 2016 with ISSN Number: 2337-3792.The background of this research is the decline in sales of PO Jaya Indah Semarang in the 2012-2014 period. , The decline in sales can be formulated that how consumers feel satisfied and loyal after using PO Jaya Indah Semarang in the midst of the phenomenon of increasingly fierce competition. The research objective was to examine the effect of Service Quality, Price Perception on Customer Loyalty through Customer Satisfaction on the PO Jaya Indah Semarang tour bus. The sample is the bus consumers of PO Jaya Indah Semarang, which amount to 100 people. The data analysis method used is quantitative analysis using multiple linear regression analysis. Quantitative methods include validity and reliability, classical assumption tests, hypothesis testing through the F test, t test and the coefficient of determination (R2). And in this study using the Sobel test to detect customer satisfaction as an intervening variable. The results showed that Service Quality and Price Perception showed a positive influence on Customer Satisfaction.

The third research is through a journal conducted by Dheni Indra Setyati and Ngatno, with the title "The Effect of Service Quality and Customer Satisfaction on Customer Loyalty (Case Study of Gojek Customers in Semarang). Journal of Business Administration, Volume 4, Number 2, April 2015 with ISSN Number: 3290-7341. The purpose of this research was to determine the effect of service quality on customer loyalty through customer satisfaction Gojek in Semarang. The sample in this study amounted to 100 respondents using purposive sampling method. Analysis of the data in the study used validity, reliability, linear regression analysis, significance test and determination of SPSS 23. The results of the study were the effect of mediation as evidenced by sobel methods and path analysis. The regression coefficient of the service quality variable is 0, 176 and the satisfaction variable regression coefficient of 0.172. Both of these variables have a positive influence   on   customer   loyalty   variables.

The fourth research is through a journal conducted by Anka Zahra, EMBA journal, with the title "The Influence of Service Quality, Price Perception and Brand Image on Customer Satisfaction of Online Ojek Transportation Service Users (Studies on Gojek Customers in Yogyakarta City). Volume 1, Number 3, January 2016 with ISSN Number: 338-7808. This research is a survey research. The population in this study were all customers using the Gojek online motorcycle taxi transportation in the city of Yogyakarta. The sampling technique used purposive sampling with a sample size of 200 people. The data collection technique uses a questionnaire that has been tested for validity and reliability. The data analysis technique used is multiple regression. The results showed that: (1) there is a positive effect of service quality on customer satisfaction of users of Gojek online ojek transportation services in the city of Yogyakarta, (2) there is a positive effect of perceived price on customer satisfaction of users of Gojek online ojek transportation services in Yogyakarta City. (3) there is a positive effect of brand image on customer satisfaction of users of Gojek online motorcycle taxi transportation services in the city of Yogyakarta. (4) there is an effect of service quality, price perception, and brand image together on customer satisfaction of Gojek online motorcycle taxi users in Yogyakarta City. (3) there is a positive effect of brand image on customer satisfaction of users of Gojek online motorcycle taxi transportation services in the city of Yogyakarta. (4) there is an effect of service quality, price perception, and brand image together on customer satisfaction of Gojek online motorcycle taxi users in Yogyakarta City. (3) there is a positive effect of brand image on customer satisfaction of users of Gojek online motorcycle taxi transportation services in the city of Yogyakarta. (4) there is an effect of service quality, price perception, and brand image together on customer satisfaction of Gojek online motorcycle taxi users in Yogyakarta City.

The fifth research conducted by Nafisa Choirul Mar'ati, Journal of Commerce Education, Faculty of Economics, Volume 3, Number 1. February 2016. with ISSN number: 2549-3289 entitled "The Effect of Service Quality and Price on Customer Satisfaction of Online Ojek Transportation Services (Case Study on Gojek Consumers in Surabaya) ". This study aims to determine the impact of service quality, price on customer satisfaction Gojek in Surabaya. The data is summarized using the survey method through a questionnaire: which is filled in by the respondents. The research sample used was 96 respondents. The research used the Multiple Linear Regression Analysis method. Hypothesis testing is done using the F test and T test. The results of the study using the T test note that the quality of service (X.) has a significant effect on customer satisfaction of 2.237 which is also supported by a significance level of 0.028 <0.05 or 5%, while price (Xz) is known to have a value of 3.534 which is also supported by a significance level of 0.0001 <0.05, this shows The dominant variable in influencing customer satisfaction is the variable (Xz), while the service quality variable (X.) and price (Xz) have a simultaneous influence on purchasing decisions. This can be seen from the magnitude of the adjusted r square value of 0.198. 05 this shows that the dominant variable in influencing customer satisfaction is the variable (Xz), while the variable service quality (X.) and price (Xz) have a simultaneous influence on purchasing decisions. This can be seen from the magnitude of the adjusted r square value of 0.198. 05 this shows that the dominant variable in influencing customer satisfaction is the variable (Xz), while the variable service quality (X.) and price (Xz) have a simultaneous influence on purchasing decisions. This can be seen from the magnitude of the adjusted r square value of 0.198.

The sixth research conducted by Sedjai Asma, Maliki Samir Baha Dine, Berbar Wafaa and Ainous Redouan, International Journal Of Economics & Management Sciences, Volume 7: 1, 2018, ISSN Number: 2162-6359 with the title "The Effect of Perception Quality / Price of Service on Satisfaction and Loyalty Algerians Customers Evidence Study Turkish Airlines ". Research purposesto deal with theoretically and empirically the effect of service quality and price on customer satisfaction and loyalty to Turkish Airline. After determining the main service variables surround the airline's service area. We came up with a conceptualization model to continue that to analyze the perceived effects of service quality and price on the satisfaction and loyalty of Algerian

customers. This model was tested on a sample of 300 respondents. We chose to analyze the model using the SEM structural equation model. The results confirm the hypothesis that service quality affects customer satisfaction. Satisfaction also affects loyalty to the company. Perceived price fairness affects satisfaction and a weak impact on loyalty.Based on the results confirm the hypothesis that service quality affects customer satisfaction. And satisfaction affects loyalty to the company. Perceived price fairness affects satisfaction and a weak impact on loyalty.

Pearson correlation illustrates that all variables have a positive value and a significant relationship with customer satisfaction. To test the effect of these variables on customer satisfaction, six hypotheses were tested. The results of multiple regression analysis prove that continuous service, convenience, affordability, and reliability have a positive and significant effect on customer satisfaction, with security having a positive but insignificant effect. However, minicab taxi services are not only affected by service convenience, safety, reliability, affordability, driver behavior and sustainable service. As the analysis suggests the variable only accounts for 53% and the variation and customer satisfaction, shows the other 47% variables affect customer satisfaction. To test the effect of these variables on customer satisfaction, six hypotheses were tested. The results of multiple regression analysis prove that continuous service, convenience, affordability, and reliability have a positive and significant effect on customer satisfaction, with security having a positive but insignificant effect. However, minicab taxi services are not only affected by service convenience, safety, reliability, affordability, driver behavior and sustainable service. As the analysis suggests the variable only accounts for 53% and the variation and customer satisfaction, shows the other variables 47% affect customer satisfaction. To test the effect of these variables on customer satisfaction, six hypotheses were tested. The results of multiple regression analysis prove that continuous service, convenience, affordability, and reliability have a positive and significant effect on customer satisfaction, with security having a positive but insignificant effect. However, minicab taxi services are not only affected by service convenience, safety, reliability, affordability, driver behavior and sustainable service. As the analysis suggests the variable only accounts for 53% and the variation and customer satisfaction, shows the other 47% variables affect customer satisfaction. and continued reliability has a positive and significant effect on customer satisfaction, with safety having a positive but insignificant effect. However, minicab taxi services are not only affected by service convenience, safety, reliability, affordability, driver behavior and sustainable service. As the analysis suggests the variable only accounts for 53% and variation and customer satisfaction, showing the other variables 47% affect customer satisfaction. and continued reliability has a positive and significant effect on customer satisfaction, with safety having a positive but insignificant effect. However, minicab taxi services are not only affected by service convenience, safety, reliability, affordability, driver behavior and sustainable service. As the analysis suggests the variable only accounts for 53% and the variation and customer satisfaction, shows the other 47% variables affect customer satisfaction.

The eighth research conducted by Musa Kasuwar Kuka Gambo, International Jamal of Business and Management Studies, Volume 8, No 2, 2016, ISSN Number 1309-804 entitled "Service Quality and Customer Satisfaction Among Domestic Air Passengers In Negeria". This study examines the relationship between flight service quality and customer satisfaction among domestic air passengers in Nigeria. Applied quantitative approach learning through cross-sectional surveys using a closed approach to self-completion of the list of questions. The results revealed that there was no significant relationship between the check-in process and customer satisfaction among domestic airlines in Nigeria. This study determined that there is a significant relationship between the four service quality attributes (in-flight service, reliability, responsiveness, and baggage handling) and customer satisfaction. Consequently, it is recommended that domestic airlines should introduce ongoing training on good customer relations, remain responsive and proactive and ensure timely departures and arrivals, while maintaining the safety and well-being of passengers.

2.2 Definition of Service Quality

According to Fandy Tjiptono (2012: 189), service quality is an effort to discover the needs and desires of consumers, specific services must pay attention to the needs and desires of consumers because services suggested directly by consumers will immediately receive an assessment according to or not according to expectations and assessments.

Kotler and Keller (2012: 130) service quality is the overall characteristics and characteristics of a product or service based on its ability to express satisfaction or need indirectly.

There are several indicators according to Fandy Tjiptono (2012: 198) that there are five main dimensions that can be used to measure service quality, namely:
1. Direct evidence (Tangibles)
2. Reliability (Reliability)
3. Responsiveness (Responsiveness)
4. Guarantee (Assurance)
5. Empathy (Empathy)

2.3 Understanding of Price

According to 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". the amount of money spent on a product or service, or an amount of value that is exchanged by consumers to obtain benefits or ownership or use of a product or service).

The indicators are:
1. Affordability of prices
2. Price compatibility with product quality.
3. Price match for benefits
4. Price competitiveness or price according to ability

2.4 Definition of Trust

According to Kotler & Keller (2012: 225), "Trust is the willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty and benevolence ". Where, trust is the willingness of the company to rely on business partners. Trust depends on a number of interpersonal and interorganizational factors, such as company competence, integrity, honesty and kindness.

The indicators of trust are as follows:
1. Object-attribute trust
2. Benefit-attribute trust
3. Benefit-object belief

2.5 Understanding Customer Satisfaction

Kotler and Armstrong (2016: 39) define that: "Customer Satisfaction the extent to which a product's or services perceived performance matches a buyer's expectations. If the product's or services performance falls short of expectations the customers is dissatisfied. If performance matches expectations, the customers is satisfied. If performance exceeds expectations, the customers ih highly satisfied or delighted ". (Satisfaction is the degree to which the perceived performance of a product or service is in accordance with expectations. If the performance of the product or service is lower than expectations, the consumer is not satisfied. If the performance is in line with expectations, then the consumer is satisfied. If the performance exceeds expectations, then the consumer feeling very satisfied or very happy). Indicators to measure customer satisfaction according to Kotler (2014: 150), namely:

1. Buy Back
2. Creating a brand image
3. Creating purchasing decisions

2.6   Understanding Customer Loyalty

Kotler and Keller (2016: 153) define customer loyalty as follows: "A deeply held commitment to rebuy or repatronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behavior." A firmly held commitment to repurchasing or repatronizing a preferred product or service in the future regardless of situational influences and marketing efforts that could potentially lead to switching behavior). customer loyalty indicators consist of:

Make repeat purchases on a regular basis, i.e. customers buy back the same products offered by the company.

1. Make purchases between product lines and services, namely customers make purchases on other products in the same company.
2. Referring to other people, namely customers communicate with respect to products to other people.
3. Demonstrates immunity against competitors, that is, customers are not interested in offers of similar products made by competitors.

2.7   The Relationship Between Research Variables

In this study I conducted an analysis to determine the relationship between variables of; Service Quality (X1), Price (X2), Trust (X3), Customer Satisfaction (Y1) Customer Loyalty (Z1). The dependent variable used in this study is Customer Satisfaction (Y1), Customer Loyalty (Z1) and the independent variables are Service Quality (X1), Price (X2), Trust (X3).

2.8   Hypothesis Development

H1: It is suspected that there is a direct effect of service quality on customer satisfaction in Grab bike consumers at SMA Islam Al Azhar 4 Kemang Pratama, Bekasi.

H2: It is suspected that there is a direct effect of price on customer satisfaction in Grab bike consumers at SMA Islam Al Azhar 4 Kemang Pratama, Bekasi.

H3: It is suspected that there is a direct effect of trust on customer satisfaction in Grab bike consumers at SMA Islam Al Azhar 4 Kemang Pratama, Bekasi.

H4: It is suspected that there is a direct influence on service quality affecting customer loyalty to Grab bike consumers at SMA Islam Al Azhar 4 Kemang Pratama, Bekasi.

H5: It is suspected that there is a direct effect of price affecting customer loyalty to Grab bike consumers at SMA Islam Al Azhar 4 Kemang Pratama, Bekasi.

H6: It is suspected that there is a direct effect of trust affecting customer loyalty in Grab bike consumers at SMA Islam Al Azhar 4 Kemang Pratama, Bekasi

H7: It is suspected that there is a direct influence on customer satisfaction affecting customer loyalty to Grab bike consumers at SMA Islam Al Azhar 4 Kemang Pratama, Bekasi.

H8: It is suspected that there is an indirect effect of service quality on customer loyalty through customer satisfaction on Grab bike consumers at SMA Islam Al Azhar 4 Kemang Pratama, Bekasi.

H9: It is suspected that there is an indirect effect of price on customer loyalty through customer satisfaction on Grab bike consumers at SMA Islam Al Azhar 4 Kemang Pratama, Bekasi.

H10: It is suspected that there is an indirect effect of trust on customer loyalty through customer satisfaction on Grab bike consumers at SMA Islam Al Azhar 4 Kemang Pratama, Bekasi.

III.   RESEARCH METHODS

The type of research used in this research is associative. In this type of research, associative is intended to examine the effect of service quality, price, trust, on customer loyalty and customer satisfaction as a mediating variable. The sampling technique in this study was to use purposive sampling. The criteria used in the sample research are women, customers of Al-Azhar 4 Islamic High School students, Kemang Pratama Bekasi with a minimum age of 15 years, and who have used the Grab-Bike service at least 2 times. The sampling technique uses the convenience sampling method with a system of randomly distributing questionnaires to customers encountered. In this study, the population size is not known so that the sample determination uses the Wibisono formula (2013:

With a confidence level of 95% or Z = 1.95 and Moe of 10%, the number of samples can be determined as follows:

$$n = \frac{1,95^2}{4(0,1)^2} \tag{1}$$

$$n = \sim 10095,06 \tag{2}$$

Based on the formula above, a population sample of 96 can be obtained. However, because there is an element of rounding and to make calculations easier, the researchers took a sample of 100 respondents.

The data analysis method uses the validity test, reliability test, and the path analysis method is tested with the SPSS 22 application. The validity test is useful for knowing if there are questions on the questionnaire that must be discarded or replaced because they are considered irrelevant. The validity test can be seen by looking at r count, if r count> r table then the item is declared valid. The reliability test is a continuation of the validity test, where the items that enter the test are only valid items. To determine whether it is reliable or not, use the 0.6 limit, that is, if the reliability is less than 0.6 it means that it is not good, if 0.7 is acceptable and above 0.8 is good. In path analysis, the influence of exogenous variables on endogenous variables can be in the form of direct and indirect effects or in other words, path analysis takes into account the direct and indirect effects. Structural equation or also called a structural model, where each dependent / endogenous variable (Y) is uniquely determined by a set of independent / exogenous variables (X).

IV.   RESEARCH RESULTS AND DISCUSSION
4.1   Description of Research Object

The Al-Muhajirien Jakapermai Islamic education foundation in collaboration with the Al-Azhar Islamic Boarding School Foundation in the academic year 1995/1996 initiated the establishment of the Al Azhar 4 Islamic High School Kemang Pratama Bekasi to anticipate graduates of the Al-Azhar 6 Jakarta Islamic Junior High School Bekasi. Alhamdulillah, based on the Decree of the Head of the Office of the Ministry of Education and Culture of West Java Province Number 276 / 1.02 / Kep / OT / 1996, Islamic High School Al Azhar 4 Kemang Pratama has been able to operate led by Mr. Santoso as the Principal of the School.

Teaching and learning activities at Al Azhar 4 Kemang Pratama Islamic Senior High School are temporarily located in the Al-Azhar 6 Jakapermai Islamic Junior High School building on Jalan Cendana 11, Jakapermai, South Bekasi. There are 79 students of class I at Al Azhar 4 Islamic High School in Kemang Pratama Bekasi, consisting of 40 people in IA class, and 39 people in IB class. As many as 34% of the total students come from Al Azhar 6 Jakapermai Bekasi Islamic Junior High School graduates. At that time, the students received teaching and guidance from 15 teachers assisted by an administrative and cleaning worker. Entering the 1996/1997 school year, Al Azhar 4 Kemang Pratama Islamic High School moved its location to Jalan Mitra Duta Kemang Pratama, East Bekasi. In this building, the name of Al Azhar 4 Kemang Pratama Islamic High School was

changed to Al Azhar 4 Kemang Pratama Islamic High School, Bekasi.

4.2 Respondent Description Based on Gender Jemis

Table 4.1 Respondent data by occupation

Information	amount	Percentage (%)
Male	38	38
Women	62	62
Total	100	100

Source: Data processed (2020)

The results from table 4.1 show that the table above shows that grab bike users at the Al-Azhar 4 Islamic High School are mostly used by female students because maybe there are more female students than male students.

4.3 Respondents' Description by Age

Table 4.2 Respondent data by age

Information	amount	Percentage (%)
≥15 years	48	48
≥16 years	34	34
≥17 years	18	18
Total	100	100

Source: Data processed (2020)

Table 4.2 presents the characteristics of respondents when viewed from the percentage of age, age ≥15 years consists of 48 people This shows that most of the respondents are aged ≥15 years. to bring motorbikes to school.

4.4 Respondent Description Based on Usage

Table 4.3 Respondent data based on usage

Information	amount	Percentage (%)
Using Grab Bike 2X	9	9
Using Grab Bike 3X	13	13
Using Grab Bike ≥ 3X	78	78
Total	100	100

Source: Data processed (2020)

The results of table 4.3 present the characteristics of respondents when viewed from having used a Grab bike, namely, respondents who have filled out this questionnaire mostly have used the Grab Bike service ≥ 3X because students who have used the Grab Bike ≥ 3X type service do not only use it when going or just going home from school, but outside of that they often use it, either to go to friends' houses, malls or other places.

4.5 Validity test

In the book Syahrum and Salim (2012: 133) validity is a measure that shows the level of validity and validity of an instrument. In this study the validity of the data was tested using the SPSS 22 application. The validity test was processed using a computer with the SPSS version 22.0 program. the research instrument can be said to be valid (accurate) for research if it has a validity value greater than or equal to 0.30 and vice versa, if the validity value is less than 0.30 it is said to

be invalid (inaccurate). The following are the results of data management for all statements in the Product instrument which consists of 10 statement items in the table as follows:

Table 4.4 Instrument Validity Test Results

Variable	No. Item	Rhitung	Rtabel	Decision
Service quality	Kply1	0.669	0.3	Valid
	Kply 2	0.693	0.3	Valid
	Kply 3	0.735	0.3	Valid
	Kply 4	0.714	0.3	Valid
	Kply 5	0.606	0.3	Valid
	Kply 6	0.645	0.3	Valid
	Kply 7	0.659	0.3	Valid
	Kply 8	0.646	0.3	Valid
	Kply 9	0.481	0.3	Valid
	Kply 10	0.525	0.3	Valid
	Kply 11	0.685	0.3	Valid
	Kply 12	0.525	0.3	Valid
	Kply 13	0.809	0.3	Valid
	Kply 14	0.613	0.3	Valid
	Kply 15	0.648	0.3	Valid
Price	Day 1	0.772	0.3	Valid
	Day 2	0.822	0.3	Valid
	Day 3	0.703	0.3	Valid
	Day 4	0.764	0.3	Valid

Variable	No. Item	Rhitung	Rtabel	Decision
Trust	Kpcn1	0.737	0.3	Valid
	Kpcn 2	0.798	0.3	Valid
	Kpcn 3	0.852	0.3	Valid
Customer satisfaction	Satisfied 1	0.718	0.3	Valid
	Satisfied 2	0.690	0.3	Valid
	Satisfied 3	0.778	0.3	Valid
	Satisfied 4	0.739	0.3	Valid
Customer loyalty	Loyal 1	0.694	0.3	Valid
	Loyal 2	0.831	0.3	Valid
	Loyal 3	0.705	0.3	Valid
	Loyal 4	0.670	0.3	Valid

Source: Data processed (2020)

4.6 Reliability Test

In their book Syahrum and Salim (2012: 134) explain that reliability is used to determine the consistency of measuring instruments that usually use a questionnaire. To determine whether it is reliable or not, that is by using a limit, that is, if the reliability is less than 0.6 it means that it is not good, if 0.7 is acceptable and above 0.8 is good. The following are the results of the reliability test in this study:

Table 4.5 Instrument Reliability Test Results

Variable	*Cornbach's Alpha*	*Alpha*	**Decision**
Quality of Service (X_1)	0.896	0.60	Reliable
Price (X_2)	0.752	0.60	Reliable
Trust (X_3)	0.687	0.60	Reliabe
Customer Satisfaction (Y)	0.698	0.60	Reliable
Customer Loyalty (Z)	0.677	0.60	Reliable

Source: Data processed (2020)

Based on the results of the statistical test above, it was found that the Cronbach Alpha value exceeded the Alpha value or was greater than 0.60. It can be seen that the product variable (X1) which consists of 5 statements has a Cronbach Alpha value of 0.665, the price variable (X2) consisting of 4 statements has a Cronbach Alpha value of 0.624, the Distribution Channel variable (X3) which consists of 3 statements has a Cronbach Alpha value 0.814, the Promotion variable (X4) which consists of 5 statements has a Cronbach Alpha value of 0.688, the Customer Satisfaction variable (Y) which consists of 4 statements has a Cronbach Alpha value of 0.827, the Customer Loyalty variable (Z) which consists of 4 statements has a Cronbach Alpha value of 0.776 . Thus it can be stated that all instruments are reliable.

4.7 Path Analysis of Structural Equations 1

Test the magnitude of the influence of the independent variables; service quality, price and trust in the dependent variable; customer satisfaction (Sub Structure 1). Based on the results of processing assisted by analysis tools, namely SPSS 22, the following results were obtained:

Table 4.6 Structural Equations 1

Model		Standardized Coefficients	Sig.
		Beta	
1	Service quality	.751	.000
	Price	.108	.157
	Trust	.033	.718
a. Dependent Variable: Customer_Satisfaction			

Source: Data processed (2020)

Referring to the Standardized Coefficients Beta table, it is known that the significance value of the three variables X1 = 0.000, X2 = 0.157 and X3 = 0.718. The only variable that has a significance value of less than 0.05 is X1. These results conclude that the Regression Model 1, namely the variable X1 has a significant effect on Y.

Table 4.7 Coefficient of Determination (R2) Structural Equation 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859a	.737	.729	.827
a. Predictors: (Constant), Trustworthiness, Price, Quality of service				

Source: Data processed (2019)

The amount of the Adjusted R square number is 0.729. This figure shows that the contribution of the influence of X1, X2 and X3 to Y is 72.9%. This figure means that the effect of service quality, price and trust on customer satisfaction is 72.9% simultaneously, while the remaining 27.1% is influenced by other factors. Meanwhile, the value of e can be found with the formula e1 = $\sqrt{(1-0.729)}$ = 0.5205

The simultaneous influence of service quality, price and trust on customer satisfaction, path diagram sub structure 1, the influence of service quality (X1), price (X2) and trust (X3) on customer satisfaction (Y), is shown in the following diagram:
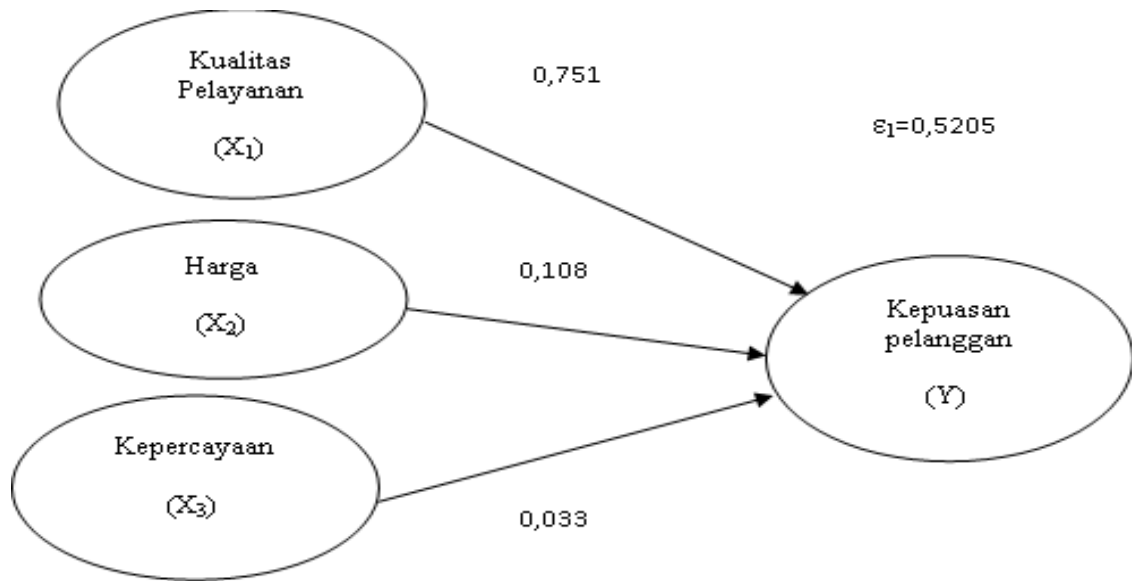
Figure 4.1 Structural Equation Path Diagram 1

4.8 Structural Equations 2

Testing the effect of service quality, price, trust and customer satisfaction through customer loyalty (Sub Structure 2). Based on the results of processing assisted by an analysis tool, namely SPSS 22, the following results were obtained:

Table 4.8 Structural Equations 2

	Model	Standardized Coefficients Beta	Sig.
1	Service quality	.284	.005
	Price	.212	.000
	Trust	.487	.000
	Customer satisfaction	.029	.707
a. Dependent Variable: Customer_ Loyalty			

Source: Data processed (2020)

Referring to the Standardized Coefficients Beta table, it is known that the significance value of the three variables X1 = 0.005, X2 = 0.000, X3 = 0.000 and Y = 0.707. Variables that have a significance value less than 0.05 are only variables X1, X2 and X3. These results conclude that Model 2 Regression, namely the variables X1, X2 and X3 have a significant effect on Z.

Table 4.9 Coefficient of Determination (R2) Structural Equation 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.920a	.847	.840	.706
a. Predictors: (Constant), Promotion, Distribution_Channel, Price, Product, Customer satisfaction				

Source: Data processed (2020)

The amount of the Adjusted R square is 0.840. This figure shows that the contribution of the influence of X1, X2, X3 and Y on Z is 84%. This figure means that the effect of service quality, price, trust and customer satisfaction on customer loyalty is simultaneously 84% while the remaining 16% is influenced by other factors. Meanwhile, the value of e can be found with the formula e2 = $\sqrt{(1-0,840)}$ = 0.400

simultaneous influence of service quality, price, trust and customer satisfaction on customer loyalty, path diagram sub structure 2, the influence of service quality (X1), price (X2), trust (X3) and customer satisfaction (Y) on customer loyalty (Z) , shown in the diagram as follows:
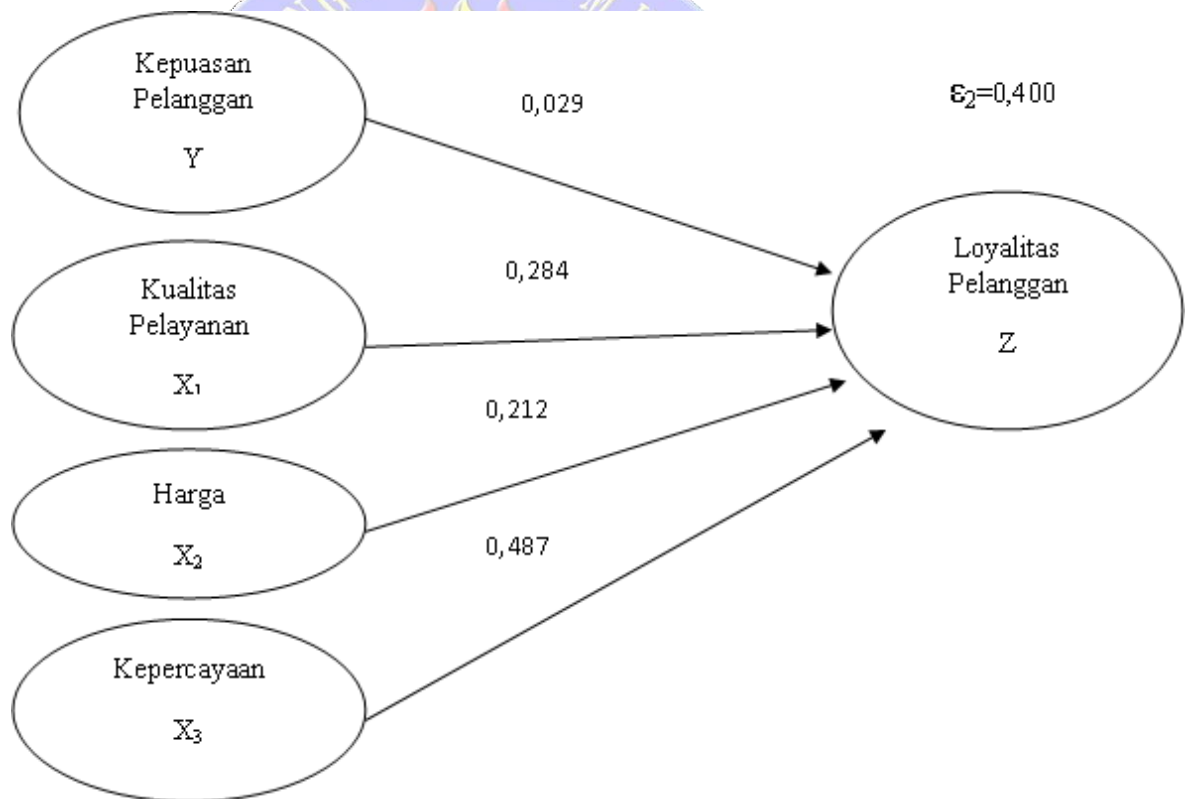

Figure 4.2 Structural Equation Path Diagram 2

4.9 Calculation of Path Analysis Results

1. Direct effect of service quality on customer satisfaction
2. Direct effect of price on customer satisfaction
3. The direct effect of trust on customer satisfaction
4. Direct effect of service quality on customer loyalty
5. Direct effect of price on customer loyalty
6. The direct effect of trust on customer loyalty
7. Direct effect of customer satisfaction on customer loyalty
8. The indirect effect of service quality on customer loyalty through customer satisfaction
9. The indirect effect of price on customer loyalty through customer satisfaction
10. The indirect effect of trust on customer loyalty through customer satisfaction

V. CONCLUSION, IMPLICATIONS AND LIMITATIONS OF THE RESEARCH
5.1 Conclusion
Based on the research that has been done, the following conclusions can be drawn:

1. Good service quality is a measure of customers comparing with competitors. This shows that customer satisfaction is determined by service quality. Because the better the quality of service provided by Grab Company to its customers at Al-Azhar 4 Islamic High School, the customers are increasingly satisfied to enjoy the services provided.
2. The price offered by the Grab company for its customers is felt to be less acceptable to some students or Al-Azhar 4 high school students. This is because the price provided does not make customers satisfied because of several factors, from the absence of promos, then there is no discounted trip fare and so on. other.
3. Customer trust in the services offered by the Grab company does not provide satisfaction. This is due to the low level of Grab Company to build trust in the services offered at Al-Azhar 4 Islamic High School
4. The quality of service provided by the Grab company in the form of providing face masks and also headgear, clean and comfortable vehicles is a form of Grab company in maintaining the quality of its service. This shows that customer loyalty is determined by good service quality.
5. Grab companies pay great attention to affordability, especially since their target is not only office people, but also school children. This shows that the price that Grab Company offers to customers of SMA Islam Al-Azhar 4 can foster loyalty to continue using its services.
6. Growing and maintaining customer trust is not easy, from advertising on television, social media and from blogs, magazines and others. Finally, customers become interested and can believe that the services provided by Grab have a really good impact. This is because the higher customer trust in the services offered, the higher customer loyalty will be obtained.
7. To make customers loyal to the services offered by the company, the company must provide satisfaction with the services offered both in terms of service quality, price and trust. Grab companies must be more careful in managing strategies to meet customer satisfaction.
8. The quality of service provided by the Grab company has satisfied its customers, but customers can loyally use the services it offers. DueThere are competitors who are just as good and similar to Grab.
9. The price given has not been able to meet customer satisfaction so that customers are not loyal to using the services provided by the Grab company. Because the price offered always competes hard with its competitors from discounted travel rates, free travel and others.
   Customer trust in the services offered is still low, because one of the factors is the large number of irresponsible individuals using the Grab attribute to commit crimes such as robbery, mugging and others.

5.2   Suggestion

Based on the results of the research, discussion and conclusions obtained, several suggestions can be submitted to the Grab Company as follows:

1. Grab companies must train their driver partners so that they can pick up on time. Picking up customers on time is likely to give satisfaction to these passengers because they feel fully served and can be loyal using grab-bike transportation services.

2. Customers feel that the prices offered by the Grab Company are less affordable. Perhaps the Grab company can review the tariff rates for its customers again, because what happens is the price of the grab-bike service and the price of the grab-car service is not much different.

3. Customers perceive grab-bike service as providing good benefits. The Grab company must be able to build the trust of its customers to be sure that the grab-bike service can provide good benefits in a way maybe, one of which is by providing advertisements on television if the grab-bike can quickly get to the destination without getting jammed.

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