The Relation Between Quality Of Information System, Price And Quality Of Service To Customer Loyalty (Study Of Online Ojek Customers At SMK Negeri 26 Jakarta)

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Abstract – This study aims to determine the relationship between the quality of information systems, pricing, and service quality on customer loyalty in the online motorcycle users in SMK Negeri 26 Jakarta by using Google as a media form questionnaire. The sampling method used was purposive sampling technique with a total sample of 97 respondents. The strategy used in this research is quantitative as measured by the calculation of the correlation coefficient (partial and simultaneous) and hypothesis testing using SPSS 22.0. Resultresearch shows that, (1) Quality of Information Systems on Customer Loyalty has a strong and positive relationship, (2) Price to Customer Loyalty has a strong and positive relationship, (3) Service Quality to Customer Loyalty has a strong and positive relationship. positive.

Keywords: Information System Quality, Price, Service Quality, Customer Loyalty

I. INTRODUCTION

The act of transportation is an important means of development in accelerating the economy and affecting all aspects of life. Transportation can help a good economy in an area even in a country. The better and more organized the transportation in an area, the better the economy. With the increasing population growth the need for transportation services will also increase, this is what has led to the growing business world in the transportation service sector.

One of the impacts of congestion is that it will slow down the economy. For this reason, many work programs of the central government and local governments are planning to switch from private vehicles to public vehicles. To reduce the number of congestion and interest in using public transportation, the government should strive for facilities, easy access to public transportation and security guarantees for customers.

Nowadays, the growth of public transportation includes large-scale businesses such as taxis, buses and others to small-scale businesses such as conventional motorcycle taxis, which have mushroomed, but are deemed not fulfilling the demands of users. There are many complaints about public transportation such as unsatisfactory services, unsupportive facilities, ineffective for activities and many more. For this reason, it is necessary to have service providers who provide better and innovative services. Renewal is not only the creation of something new, but also an

actual product or outcome. For a service, the outcome is not an output result, but a modification of an existing service (Tjiptono, 2012).

Online motorcycle taxi transportation is public transportation that is in great demand by the public, the same as ojek, in general, online motorcycle taxis use motorbikes as a means of transportation. Online motorcycle taxis are now in great demand because they develop with technological advances. Online motorcycle taxis are motorbikes that can be ordered using internet technology by utilizing applications on mobile phones. This can make it easier for service users to call online motorcycle taxi drivers.

The emergence of this online transportation fleet was pioneered by Go-Jek, which was named Go-Ride, to be precise in 2010. Nadiem Makarim, one of the founders of Go-Jek, saw that solutions to improve transportation services in Jakarta were urgently needed. The apparent problem is not only traffic jams, but also "unreasonably" expensive ojek rates. The idea for this business also came from the Indonesian Young Entrepreneur Competition and the Indonesian Global Entrepreneurship Program. This idea is then realized into a technology-based start-up for its operations.

Furthermore, GrabTaxi appeared in Indonesia in 2014. Initially GrabTaxi was only a platform provider that connected off-line taxis with consumers. But seeing the market potential of motorbikes and cars (not taxis), Grab then developed its business domain by naming GrabBike for its motorbike taxis. For now, Grab is a strong competitor to Go-Jek.

With this, students of SMKN 26 Jakarta prefer to use online motorcycle taxis to go to school and do other things, such as going to tutoring centers. Because the prices offered by online motorcycle taxis are affordable and also very efficient to get to school on time because it can avoid congestion.

Services that consistently satisfy customers will increase customer satisfaction. If the information system, prices and services are consistently perceived as being of quality, customers will be satisfied. Satisfaction is very important for the company so that customers want to use these services again without worrying and it will foster customer loyalty. The greater customer satisfaction will create loyalty which has an impact on increased revenue for the company.

II. LITERATURE REVIEW
2.1. Review of Previous Research Results

The first research conducted by Satria Abdi PratamaYudha , Rois Arifin , and M. Hufron in eJrm Vol.8 No.9 August 2019 e-Journal of Management Research Study Program Management, Faculty of Economics, Unisma, with the title "The Effect of Ease of Use, Service Quality, Price and Promotion. Towards Grabfood Customer Satisfaction".

Grabfood is a food and beverage delivery service that makes it easy for consumers to get the food and drinks they want without going to restaurants or waiting in long queues. Consumers can order the food they want through the app can grab the download on the play store for the device a ndroid and a ppstore for iOS devices. In order to achieve sales targets for products and services, the company always prioritizes customer satisfaction. Consumer satisfaction is one of the goals of the company. By providing effective quality service, of course, consumers will feel satisfied with the services provided by the company.

The second research conducted by Ahmad Nor Soleh, Dra. Cicik Harini, MM, Djamuludin, Spd, Msi in ISSN: 2502-7689 Vol.4 4 2018 Management Faculty of Economics and Business, University Pandanaran entitled "The Effect Of Service Quality, Price And Trust To Customer Satisfaction Users Of Transportation Services Online Ojek (Study on Customers of Gojek in Semarang City)".

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 show that: there is a positive influence on service quality, price, and trust on customer satisfaction of users of Gojek online motorcycle taxi transportation services in the city of Semarang. This is evidenced by the t value of 1.954; a significance value of 0.054 > 0.05; and a regression coefficient of 0.073; the value of t count is 3.553; a significance value of 0.001 < 0.05. and a regression coefficient of 0.195; the value of t count of 11.637; significance value 0.000 < 0.05.

The third research conducted by Yusepaldo Pasharibu, Eristia Lidia Paramita, Stefianus Febrianto in ISSN 1979-6471 E-ISSN 2528-0147, Vol. 21 No.2 October 2018, 240-264 Satya Wacana Christian University Economics and Business Journal entitled "Price , Service Quality and Trust on Online Transportation Towards Customer Satisfaction".

Online transportation, which enables people to freely choose and order transportation services with their smartphones, is growing very rapidly in Indonesia lately. This study aims to examine the variables that affect customer satisfaction in online transportation transactions, including price, service quality and trust. This research design is quantitative with a sample size of 100 respondents obtained through purposive sampling technique. Furthermore, the data from the sample obtained through the questionnaire were processed using multiple linear regression analysis techniques. The findings of this study are service quality and trust have a significant effect on customer satisfaction, while the price variable does not have a significant effect on customer satisfaction, especially in online transportation services. The next finding is that the variable price, service quality and trust simultaneously have a significant effect on customer satisfaction in online transportation. Practical implications that need to be done by service providers are the provision of competent service quality, such as paying attention to cleanliness and tidiness of the car, providing responsive service responses with the right time attendance and increasing the ability of the driver. In addition, customer trust needs to be maintained by providing comfort, satisfaction and responsible service.

The fourth research conducted by Stephaldi Otto Agussalim and Arazzi Bin Hassab Jan in ISSN 2303-1174 Vol.6 No 4 (2018) Department of Management, Sam Ratulangi University, Manado with the title "The Effect Of Price And Quality Of Services On Customer Satisfaction On GO- JEK Online Transportations Services In Manado".

The development of business in this modern era has grown very rapidly and is undergoing a continuous metamorphosis. The factors that cause this is the existence of price competition and the many alternative choices for online motorcycle taxi services. This makes consumers more selective, consumers will choose one of the alternative options according to what they want. Anticipating this situation, online motorcycle taxi companies must be able to create quality services and prices that are appropriate in order to create customer satisfaction. The purpose of this study was to determine the effect of price, service quality on job satisfaction. The population and sample of this study were students of the Faculty of Economics and Business, Sam Ratulangi University, Manado and the number of respondents as the sample in this study were 100 respondents. Data analysis in the form of validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, determinant coefficient test, F test, and t test. The results of this study indicate that price has an effect on customer satisfaction and service quality has a positive but insignificant effect. Companies should increase price promotions in order to compete with other competitors, the quality of services provided by competitors to customer satisfaction should be further improved.

The fifth research conducted by Jimmy Fachmy, Syahnur Said, Mapparenta in Vol.2 No3 July 2019 Journal of Economics at Muslim University of Indonesia with the title "The Effect of Service Quality, Price and Benefit Value on Go-Jek Customer Satisfaction".

This study aims to examine the effect of service quality, price, and benefit value on Go-jek customer satisfaction among students in the city of Makassar. This research is expected to

contribute to the science of management and theory development, especially those related to service quality, price and value of benefits to customer satisfaction for students in the city of Makassar. This research was conducted at three universities in the city of Makassar, where students were used as samples in this study. Sampling using action dental sampling method with a total of 300 respondents. The type of data used in this study is primary data. Methods of data collection using questionnaires. Data analysis techniques using multiple linear regression methods. The results showed that the quality of service has a positive and significant effect on customer satisfaction Go-jek for students in the city of Makassar. Price has a positive and significant effect on Go-jek customer satisfaction for students in the city of Makassar. The value of benefits has a positive and significant effect on Go-jek customer satisfaction for students in the city of Makassar.

The sixth research was conducted by I Made Adi Juniantara and Tjokorda Gde Raka Sukawati in ISSN: 2302-8912 Vol.7 No 11,2018: 5955-5982 E-Journal of Management of Udayana University with the title "The Effect of Perceptions of Price, Promotion and Service Quality on Satisfaction and Its Impact. Against Consumer Loyalty".

In Denpasar, online-based transportation service provider applications experience intense competition in order to get big profits. In the Denpasar area, three online service provider applications are already operating, namely Uber, Gojek and Grab. In this study, the type of online transportation service to be chosen is UberX. The research location was conducted in the city of Denpasar. The number of samples used was 133 respondents, the sample determination used non-probability sampling method with purposive sampling technique. The data collection method used was a questionnaire with path analysis techniques. The results of the study found that price perception has a positive and significant effect on satisfaction, promotion has a positive and significant effect on satisfaction, service quality has a positive and significant effect on customer satisfaction and customer satisfaction has a positive and significant effect on customer loyalty. This shows that the better the consumer's perception of the price, promotion and quality of services provided, the better UberX customer satisfaction and loyalty.

2.2. Theoretical Basis
2.2.1. Information Systems
2.2.1.1. Definition of Quality Information Systems

According to Tata Sutabri (2012: 33) in the book Information Systems Analysis, the quality of information depends on 3 things, namely :
1. Accurate
2. Time Lines
3. Relevance

According to Jogiyanto (2007: 15) the quality of information can be used to measure the quality of the output of the information system. The quality of information is in the form of a structured operational report document which has the following characteristics: relevant, punctual, accuracy, completeness, concise. Information quality is a measurement model that focuses on the output produced by the system, as well as the value of the output to users.

2.2.1.2. Information System Quality Indicators

The quality of information systems according to Delone and McLean 2003, namely:
1. Ease of User
2. Access Speed
3. System Reliability
4. Flexibility
5. Security

2.2.2. Price
2.2.2.1. Understanding Price
Price according to Kotler and Keller (2012: 405) defines that: "Price is the one element of the marketing mix that produces revenue; the other elements produce coasts. Prices are perhaps the easiest element of the marketing program to adjust; product features, channels, and even communication take more time".

2.2.2.2. Purpose of Pricing
Realistic pricing objectives require periodic monitoring to determine the effectiveness of the company's strategy.
The purpose of pricing according to Tjiptono (2010: 152) is basically four types of pricing, namely:
1. Interest b erorientasi on l aba t Objective is known as m emaksimalisasi profit.
2. Interest b erorientasi in v olume s Elain profit-oriented objectives, those companies that set the price based on the goal-oriented a certain volume or commonly known as volume pricing objectives.
3. Objectives Oriented to the image of a company can be formed through a pricing strategy.
4. Objectives s tabilisasi h arga d natural that the consumer market is very sensitive to price.
5. The objectives l ainnya h arga can also be set with the aim of preventing the entry of competitors, maintain customer loyalty, support the re-sale or avoid government intervention.

2.2.2.3. Consideration Factors In Pricing
According to Kotler and Armstrong (2012: 52) stated that in the price variable there are several elements of the main price activities which include:
1. The price list set by the company is adjusted to the company's overall strategy in dealing with certain situations and conditions.
2. Discounts or discounts are often used by companies to increase the number of sales and sales revenue and the company's market share, companies can provide discounts to buyers who buy in large quantities or to buyers who pay in cash.
3. Payment Period The payment period is one of the pricing strategies because it is included in the consideration of the level of sacrifice that must be calculated by the consumer.

2.2.2.4. Price Indicator
Indicators used in pricing include (Kotler and Amstrong, 2012: 452):
1. Selling price determination of pricing decisions, as well as other marketing mix decisions must be buyer-oriented.
2. Price elasticity how responsive the demand to a price change.
3. Competitor price growth another factor influencing the company's pricing decisions is the pricing of competitors and the possible reaction of competitors to the pricing actions taken by the company.

2.2.3. Service Quality
2.2.3.1. Definition Of Service Quality
According to Sunyoto (2012), "Service quality is centered on fulfilling the needs and desires of consumers and the accuracy of its delivery to balance consumer expectations, namely the conformity between expectations and management perceptions, the conformity between perceptions of consumer expectations and employee work standards, conformity between standards. employees work with the services provided with the promised services and there is a match between the services received and those expected by consumers.

2.2.3.2. Service Quality Indicators

According to Parasuraman quoted by Tjiptono (2011: 198) there are five main dimensions in service quality as follows:

1. Reliability
2. Responsiveness
3. Assurance
4. Empathy
5. Tangible

2.2.3.3. Service Quality Concept

According to Tjiptono and Chandra (2011: 175) that the service or service component plays a strategic role in every business. The purchase of an item is often accompanied by an element of service / service. Likewise, on the other hand, a service is often expanded by including or adding physical products to the service offering. Generally, services are more intangibles, cannot be seen and touched so that users can only be felt through direct experience. But service includes tangibles, which can be seen and touched, in the form of physical dimensions of the service itself. A company can be said to be successful when viewed from the customer service factor, therefore good service greatly affects the large number of customers in a company.

2.2.4. Customer Loyalty
2.2.4.1. Understanding Customer Loyalty

According to Sangadji and Shopiah (2013: 104) defines that: Customer loyalty in the context of service marketing is a response that is closely related to pledges or promises by upholding the commitment that underlies the continuity of relationships, and is usually reflected in continuous purchases from the same service provider on the basis of dedication and pragmatic constraints.

2.2.4.2. Customer Loyalty Characteristics

Loyal customers are important assets for a company. This can be seen from the characteristics it has. As stated by Griffin in Sangadji and Shopiah (2013: 105), customers who are loyal to the company have several characteristics. The characteristics of customers who are loyal to the company are as follows:

1. Makes regular repeat purchase
2. Purchase across product and service lines
3. Recommend other products (referencing other)
4. Shows immunity from the attractiveness of similar products from the competition (demonstrates on immunity to the full of the competition

Customer loyalty according to Mardikawati and Farida (2013), the characteristics of loyal customers to the company are as follows:

1. Order again at the same service
2. Not influenced by competitors
3. Recommend these services to others.

2.2.4.3. Loyal Customer Benefits

Customer loyalty to a company will create many benefits for the company. According to Griffin quoted by Sangadji and Shopiah (2013: 113), the benefits that a company will get if it has a loya customer are:

1. Reducing marketing costs, because the cost of attracting new customers is more expensive.
2. Reducing transaction costs.

3. Reduced customer turnover or turnover, due to less customer turnover.
4. Increase cross-selling which will increase the company's market share.
5. Encourage more positive word of mouth by assuming that loyal customers mean those who are satisfied.
6. Reducing failure costs, such as replacement costs.

2.2.5. Hypothesis Development

According to Sugiyono (2017: 99) Hypothesis is a temporary answer to the formulation of research problems, in which the formulation of research problems has been stated in the form of questions. The hypothesis is said to be temporary because the answers given are only based on theory. Based on the research above, the research takes the hypothesis:

1. There is a positive relationship between the quality of the information system and customer loyalty for the online motorcycle taxi services at SMK Negeri 26 Jakarta.
2. There is a positive relationship between price and customer loyalty in online motorcycle taxi services at SMK Negeri 26 Jakarta.
3. There is a positive relationship of service quality to customer loyalty in online motorcycle taxi services at SMK Negeri 26 Jakarta.
4. There is a positive relationship of information system quality, price and service quality to customer loyalty at online motorcycle taxi services at SMK Negeri 26 Jakarta.

III. RESEARCH METHOD
3.1. Research Strategy

The research strategy used in this research is survey research. In survey research, information is collected from respondents using a questionnaire. According to Sugiyono (2007), survey research is data collection using a questionnaire or interview instrument to get responses from respondents.

3.2. Population And Sample

According to Sugiyono (2010: 117) population is a generalization area consisting of objects / subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions.

According to Sugiyono (2010: 62) the sample is part of the number and characteristics possessed by the population. The sampling technique used in this study was purposive sampling, which is a sampling technique using certain considerations. The consideration used in this research is purposive sampling , namely the technique of determining the sample with certain considerations. The considerations used are based on the characteristics of the respondent such as gender and age. Therefore the population is large or unknown, the formula is as follows:

$$n = \frac{Z^2}{4 + (M_{oe})^2}$$

Information :
n   = Sample Size
Z   = Level of confidence in determining the sample 95% = 1,96
M_{oe} = Margin of error or the maximum tolerable error here is set by 10%

With this formula, it can be seen that the minimum sample size that must be achieved in this study is:

$$n = \frac{1,96^2}{4(0,10)^2}$$
$$n = 96,04$$

Based on this formula, samples that can be taken from a minimum population of 96.04 people are rounded off by 97 respondents.

3.3. Data and Data Collection Methods

The data used in this study are primary data. Primary data is a source of research data obtained directly from the original source, which can be a questionnaire. The data in question is obtained in the following ways:

1. Library research
2. Field research

3.4. Operational Definition Of Variables

In a study, there are several variables that must be clearly defined before starting data collection. The research variable is an attribute or nature and value of people, objects or activities that have certain variations that are determined by researchers to be studied and then conclusions are drawn (Sugiyono, 2012: 61). In this study, two variables have been determined, namely the independent variable and the dependent variable.

3.4.1. Independent Variable

In this study, the independent variable (free) consists of three variables:

1. Quality of information systems.
2. Price
3. Service quality

3.4.2. Dependent Variable

In this study, the dependent variable (bound) is the loyalty obtained by customers after ordering on the online motorcycle taxi application of the various services offered. The dependent variable in this study is customer loyalty.

3.5. Research Methods
3.5.1. Data Presentation Methods

To obtain primary data, the instrument in this study was a questionnaire which was measured using a Likert scale.

According to (Sugiyono, 2016: 93) the Likert scale is a scale used to measure attitudes, opinions and perceptions of a person or group of people about certain events. The answers to each instrument item have a weighted value as listed in table 3.1 as follows:

Table 3.1. Research Instrument Likert Scale

No	Statement	Score
1	Stongly Agree (SS)	4
2	Agree (S)	3
3	Disagree (TS)	2
4	Strongly Disagree (STS)	1

Source: (Sugiyono, 2016)

3.5.2. Statistical Analysis Of Data

Statistical analysis of the data was carried out in order to calculate the data obtained in this study through the results of a survey on a questionnaire. The survey results will be grouped based on the variables and types of respondents, tabulate, prepare the data and variables under study and after that perform calculations to test the hypothesis that has been proposed. The method used in

this research is to use correlation coefficient analysis by testing the hypothesis partially and simultaneously.

IV. RESEARCH RESULTS AND DISCUSSION
4.1. Validity test

According to Sugiyono (2013) a questionnaire or research instrument is said to be valid for research if it has a validity value (r_{count}) of 0.30 or more, so that the factor is a strong construction or has good construction validity and vice versa if the validity value is less than 0,30 research instruments are said to be invalid.

Every statement of the instrument needs to be tested for the validity of each item, so that we can find out whether or not each statement in this study is valid. Testing using the SPSS version 22.0 program.

1. Information System Quality Validity Test (X_1)

Following are the results of the validity test for the Information System Quality variable (X_1) which consists of 10 statements:

Table 4.1. Instrument validity test results per item variable Quality of Information Systems (X_1)

No. Statement	r_{count}	$r_{critical}$	Decision
Item 1	0.438	0.30	Valid
Item 2	0.603	0.30	Valid
Item 3	0.718	0.30	Valid
Item 4	0.747	0.30	Valid
Item 5	0.809	0.30	Valid
Item 6	0.774	0.30	Valid
Item 7	0.668	0.30	Valid
Item 8	0.815	0.30	Valid
Item 9	0.717	0.30	Valid
Item 10	0.675	0.30	Valid

Source : Data processed (2020)

The data and the data obtained are shown in **Table 4.1.** the results of the variable Quality Information Systems (X_1) all statements have a value of $r_{count} > 0.30$, then the data can be said valid and can be used in this research.

2. Price Validity Test (X_2)

Following are the results of the validity test for the variable Price (X_2) which consists of 6 statements:

Table 4.2. Instrument validity test results per item variable price (X_2)

No. Pernyataan	r_{count}	$r_{critical}$	Decision
Item 1	0.719	0.30	Valid
Item 2	0.734	0.30	Valid
Item 3	0.830	0.30	Valid
Item 4	0.690	0.30	Valid
Item 5	0.763	0.30	Valid
Item 6	0.790	0.30	Valid

Source : Data processed (2020)

Data data obtained and shown in **T able 4.2.** variab results el Price (X_2) the entire statement has a value of r $_{arithmetic}$ > 0.30, this data can be valid and can be used in this study.

3. Service Quality Validity Test (X_3)

Following are the results of the validity test for the Service Quality variable (X_3) which consists of 10 statements:

Table 4.3. Instrument validity test results per item variable Service Quality (X_3)

No. Pernyataan	r $_{count}$	r $_{critical}$	Decision
Item 1	0.731	0.30	Valid
Item 2	0.659	0.30	Valid
Item 3	0.750	0.30	Valid
Item 4	0.783	0.30	Valid
Item 5	0.822	0.30	Valid
Item 6	0.793	0.30	Valid
Item 7	0.650	0.30	Valid
Item 8	0.790	0.30	Valid
Item 9	0.737	0.30	Valid
Item 10	0.776	0.30	Valid

Source: Data processed (2020)

Data data obtained and shown in **Table 4.3.** the results of the Service Quality variable (X_3) all statements have a value of r $_{count}$ > 0.30, then the data can be said to be valid and can be used in this study.

4. Customer Loyalty Validity Test (Y)

The following are the results of the validity test for the Customer Loyalty (Y) variable which consists of 6 statements:

Table 4.4. Instrument validity test results per item Customer Loyalty variable (Y)

No. Statement	r $_{count}$	r $_{critical}$	Decision
Item 1	0.710	0.30	Valid
Item 2	0.771	0.30	Valid
Item 3	0.789	0.30	Valid
Item 4	0.812	0.30	Valid
Item 5	0.693	0.30	Valid
Item 6	0.797	0.30	Valid

Data processed (2020)

Data obtained and shown in **Table 4.4.** variab results el Loyalty (Y) the entire statement has a value of r $_{arithmetic}$ > 0.30, this data can be valid and can be used in this study.

4.2. Reliability Test

This test aims to ensure that the instrument has consistency as a measuring tool so that the level of reliability can show consistent results. Based on data processing, reliability test results were obtained (attached) as follows:

Table 4.5. Reliability Test Results

No.	Variable	Cronbach's Alpha	Standard Cronbach's Alpha	Information
1.	Information System Quality (X_1)	0,885	0,60	Reliable
2.	Price (X_2)	0,848	0,60	Reliable
3.	Service Quality (X_3)	0,911	0,60	Reliable
4.	Customer Loyalty (Y)	0,851	0,60	Reliable

Source: Data processed in 2020

Table 4.5. shows that the influence between each statement item score of the Information System Quality (X_1), Price (X_2), Service Quality (X_3), and Customer Loyalty (Y) variables has a cronbach's alpha value *of* more than 0.60. Thus, it can be concluded that the variables of Information System Quality (X_1), Price (X_2), Service Quality (X_3), and Customer Loyalty (Y) are considered reliable because the value of cronbach's alpha > 0.60.

4.3. Statistical Analysis of Data
4.3.1. Partial Correlation Coefficient Analysis

Partial correlation coefficient analysis is used to determine how much the relationship between the independent variables, namely the quality of information systems (X_1), price (X_2), service quality (X_3) to customer loyalty (Y). The value of the correlation coefficient for each variable is as follows:

1. Partial Correlation Coefficient X_1 to Y

Table 4.6. Results of Partial Correlation Analysis of Information System Quality Variables (X_1) to Customer Loyalty (Y)

Correlations		X1	Y
X1	Correlation	1,000	,560
	Significance (2-tailed)	.	,000
	Df	0	94
Y	Correlation	,560	1,000
	Significance (2-tailed)	,000	.
	Df	94	0

Source: Data processed in 2020

Based on the above data processing results in **Table 4.6.** using SPSS software version 22.0 obtained a partial correlation coefficient of Information System Quality to Customer Loyalty (Y) of 0.560 (positive) with a significance tailed value of 0.000 < 0.05. So it can be concluded that there is a positive and significant relationship between the Quality of Information Systems and Customer Loyalty. Meanwhile, the Correlations value of 0.560 is in the strong relationship category.

2. Partial Correlation Coefficient X_2 to Y

Table 4.7. Results of Partial Correlation Analysis of Price Variables (X_2) on Customer Loyalty (Y)

Correlations		X2	Y
X2	Correlation	1,000	,339
	Significance (2-tailed)	.	,001
	Df	0	92
Y	Correlation	,339	1,000
	Significance (2-tailed)	,001	.
	Df	92	0

Source: Data processed in 2020

Based on the results of the above data processing in **Table 4.7.** using SPSS version 22.0 software obtained a partial correlation coefficient of Price (X_2) to Customer Loyalty (Y) of 0.339 (positive) with a significance tailed value of $0.001 < 0.05$. So it can be concluded that there is a positive and significant relationship between Price and Customer Loyalty. Meanwhile, the Correlations value of 0.339 is in the weak relationship category.

3. Partial Correlation Coefficient X_3 to Y

Table 4.8. Results of Partial Correlation Analysis of Service Quality Variables (X_3) on Customer Loyalty (Y)

Correlations		X3	Y
X3	Correlation	1,000	,515
	Significance (2-tailed)	.	,000
	Df	0	94
Y	Correlation	,515	1,000
	Significance (2-tailed)	,000	.
	Df	94	0

Source: Data processed in 2020

Based on the results of the above data processing in **Table 4.8.** using SPSS software version 22.0 obtained a partial correlation coefficient of Service Quality (X_3) to Customer Loyalty (Y) of 0.515 (positive) with a significance tailed value of $0.000 < 0.05$. So it can be concluded that there is a positive and significant relationship between Service Quality and Customer Loyalty. Meanwhile, the Correlations value of 0.515 is in the strong relationship category.

4.3.2. Multiple Correlation Coefficient Analysis

Table 4.9. Multiple Correlation Coefficient
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,913ª	,834	,827	1,279	,834	115,693	4	92	,000

a. Predictors: (Constant), Z, X2, X3, X1
Source: data processed in 2020

Based on the table above, it can be obtained the value of the correlation coefficient between variables X_1, X_2 and X_3 to Y simultaneously which is carried out by processing with SPSS version 22.0, it is known that the magnitude of the relationship between variables X1, X2, and X3 to Y simultaneously is 0.834. or 83.4% this shows a very strong influence while 16.6% is influenced by other variables outside of this study.

4.3.3. Hypothesis testing
A. Partial testing (t test)

Tabel.4.10. Partial Hypothesis Test (t test)
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,062	1,259		4,020	,000
	X1	,171	,056	,232	3,050	,003
	X2	,244	,071	,195	3,460	,001
	X3	,117	,048	,170	2,445	,016
	Z	,715	,097	,459	7,371	,000

a. Dependent Variable: Y
Source: data processed in 2020

Based on **Table 4.10.** above, shows that the variables are positive, this shows that the variables of information system quality, price, and service quality will have a positive influence on customer loyalty. The results of the partial hypothesis test (t test) are as follows:

1. Hypothesis Test X_1 to Y
   Ho : $\rho_{y1.23} = 0$ Partially, the quality of information systems has no effect on online motorcycle taxi customer loyalty at SMK Negeri 26 Jakarta
   Ha : $\rho_{y1.23} \neq 0$ Partially, the quality of information systems affects loyalty online motorcycle taxi customers at SMK Negeri 26 Jakarta

After testing the hypothesis in **Table 4.10.** processed using SPSS version 22.0, referring to t $_{table}$ that is equal to 1.9860 and obtained t $_{count}$ of 3.050. This shows that t $_{table}$ < t $_{count}$ or 1.9860 < 3.050. And the magnitude of the significance of t at X_1 is 0.003 smaller than the real level or 0.003 < 0.05. Therefore, it can be concluded that H0 is rejected and Ha is accepted, it can be concluded that partially the quality of the information system affects online motorcycle taxi customer loyalty at SMK Negeri 26 Jakarta.

2. Hypothesis Test X_2 to Y
   Ho : $\rho_{y2.23} = 0$ Partially the price has no effect on motorcycle taxi customer loyalty online at SMKN 26 Jakarta
   Ha : $\rho_{y2.23} \neq 0$ Partially price affects online motorcycle taxi customer loyalty at SMKN 26 Jakarta

After testing the hypothesis in Table 4.1 0 . processed using SPSS version 22.0, referring to the t $_{table}$ of 1.9860 and obtained t $_{count}$ of 3.460. This shows that t $_{table}$ < t $_{count}$ or 1.9860 < 3,460. And the amount of significance t at X_1 is 0.001 smaller than the real level or 0.001 < 0.05. Therefore, it

can be concluded that Ho is rejected and Ha is accepted, it can be concluded that partially the price has an effect on online motorcycle taxi customer loyalty at SMKN 26 Jakarta.

3. Hypothesis Test X_3 to Y

Ho : $\rho_{y3.23} = 0$ Partially service quality has no effect on loyalty customers at SMKN 26 Jakarta.
Ha : $\rho_{y3.23} \neq 0$ Partially service quality has an effect on loyalty customers at SMKN 26 Jakarta.

After testing the hypothesis in Table 4.1 0 . processed using SPSS version 22.0, referring to the t $_{table}$ of 1.9860 and obtained t $_{count}$ of 2.445. This shows that t $_{table}$ < t $_{count}$ or 1.9860 < 2.445. And the magnitude of the significance of t at X_1 is 0.016 which is smaller than the real level or 0.016 < 0.05. Therefore, it can be concluded that Ho is rejected and Ha is accepted, so it can be concluded that partially service quality affects customer loyalty at SMKN 26 Jakarta.

B. Simultaneous Testing (Test F)

Table 4.11. Simultaneous Test (Test F)

ANOVAᵃ

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	756,494	4	189,124	115,693	,000ᵇ
	Residual	150,392	92	1,635		
	Total	906,887	96			

a. Dependent Variable: Y
b. Predictors: (Constant), Z, X2, X3, X1
Source: data processed in 2020

Ho : ρy_{123}=0   Simultaneously, information system quality, price and service quality are not significant towards customer loyalty with the satisfaction control variable online motorcycle taxi customers at SMKN 26 Jakarta.

Ha : ρy_{123}≠0   Simultaneously, information system quality, price and service quality are significant customer loyalty with the control variable motorcycle taxi customer satisfaction online at SMKN 26 Jakarta.

After testing the hypothesis in the above research, referring to df1 = 5-1 = 4 and df2 = 97-5 = 92, the value of F $_{table}$ = 2.47 and obtained F $_{count}$ of 115.693. This shows that F $_{count}$ > F $_{table}$ or 115.693 > 2.47 and in Table 4.1 6 it is obtained that the significance F is 0.000, smaller than the real level or 0.000 > 0.05. Thus, it can be concluded that Ho is rejected and Ha is accepted which means that simultaneously the quality of information systems, prices and service quality has a significant effect on customer loyalty of online motorcycle taxis at SMKN 26 Jakarta.

V. CONCLUSIONS AND SUGGESTIONS
5.1. Conclusion

Based on the results of the analysis and the findings of the study, the authors obtained conclusions that can be drawn from the research on the Relationship between Information System Quality, Price and Service Quality on Customer Loyalty and Customer Satisfaction as an intervening variable, as follows:

1. The results of the study indicate that the quality of the information system provided by online motorcycle taxi companies is maximal enough to build customer trust. Online motorcycle taxis have a good quality information system compared to other transportation, making it easier for customers to use the services provided. Online motorcycle taxis must

continue to maintain the quality of their information systems so that they can continue to increase the number and loyalty of customers.

2. The results of the study indicate that the prices given have not been able to attract special customers for students. Online motorcycle taxis provide quite affordable prices within the specified distance, but not for students. So it is better for online motorcycle taxis to offer cheaper prices especially for students.

3. The results of the study indicate that the quality of service provided is good enough to attract customers to use online motorcycle taxi services. Especially when online motorcycle taxi drivers provide attributes such as helmets and masks that can make customers safer when driving, because they prioritize safety. Online motorcycle taxis must continue to maintain service quality in order to increase customer loyalty.

4. The results of the study indicate that the quality of the information system, price and quality of service provided by online motorcycle taxis to customers is able to make customers satisfied, resulting in customer loyalty.

5.2. Suggestion

Based on the results of the research and the conclusions described above, what can be submitted for online motorcycle taxis related to research are as follows:

1. Quality Of Information Systems

   In the questionnaire for the variable quality of information systems, namely regarding the statement "Online motorcycle taxis can detect fraud by the driver", some respondents gave a disapproving response. Researchers suggest that online motorcycle taxi drivers be more honest in using the available applications. So that customers do not worry about fraudulent acts that will occur.

2. Price

   In the variable price questionnaire, namely regarding the statement "The rates given are quite affordable", some respondents gave disagreement responses. Researchers suggest that online motorcycle taxi companies provide cheaper rates to students. So that more customers who are student status use online motorcycle taxis as the main transportation.

3. Service Quality

   In the service quality variable questionnaire regarding the statement "The driver quickly goes to the place of the order", some respondents gave a disagreement. Researchers suggest that drivers can quickly and responsively go to the ordering location. So that customers do not wait too long to quickly arrive at the destination that the customer wants.

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