# EFFECT OF SERVICE QUALITY, PRICE AND PROMOTION ON CUSTOMER SATISFACTION THROUGH GO-JEK CONSUMER LOYALTY

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**Abstract The**

purpose of this study was to determine how much influence the quality of service, price and promotion on customer satisfaction through consumer loyalty Go-jek. The population in this study were all Go-jek consumers in the East Jakarta region. This sampling technique is *accidental sampling* where the sample is 100 respondents. This study uses a path analysis tool (analysis*path*).

Based on the results of direct and partial calculations, there is an influence between service quality, price, and promotion on customer satisfaction with a significance value below 0.05 (significance level). Directly and partially, there is an influence between service quality, price, and promotion on consumer loyalty with a value below 0.05 (significance level). And indirectly and partially there is an influence between service quality, price, and promotion on customer satisfaction through Go-jek customer loyalty. Based on the calculation coefficient of determination, Rniai$^2$consumer loyalty by 0.583 and $R^2$of consumer satisfaction at 0.737. And the value of $Q^2$ amounting to 0.891.

**Keywords: Service quality, Price, Promotion, Customer Satisfaction and Consumer Loyalty**

## I. INTRODUCTION
### 1.1. Background

. Globalization causes an increase in population. This results in increased community needs. Apart from the necessities of clothing, food and shelter, transportation is also a basic daily necessity. Apart from private vehicles, public transportation is in great demand by the public. However, the public realizes that this is relatively inefficient in terms of time. Therefore, many service companies are thinking of taking the opportunity with

gadget development through online-based transportation. This transportation model makes time more efficient at a relatively low cost. The increasing number of companies of this type raises competitive competition among online transportation service companies.

Each company tries to attract its consumers so that the competition results in the demand for online transportation services also decreasing or increasing. In general, consumers want low prices with the best service. However, the low price has a relatively small impact on the company profits. The increase in the price of online transportation can make consumers turn to other service companies. Ideally, both parties get the same return where online transportation service companies benefit from good service but provide prices that are in line with what consumers expect. In general, the more the quality of company services increases, the more comfortable consumers are in using these transportation services.

If the Indonesian people need fast transportation services as well as transportation that can easily penetrate traffic jams, then online transportation of motorbikes or in Indonesia known as online motorbikes can be an effective solution for the community (Comm & Thung, 2017). In Indonesia, there are several online transportation businesses that are well known to the wider community, including Gojek, Grab, Uber and Blue-jek.

## 1.2. Problem Formulation

Based on the background of the problems above, the research problem formulation is:

1. Does the quality of service have a direct effect on customer satisfaction at the company PT. Indonesian Gojek?

2. Does the price directly affect customer satisfaction at PT. Indonesian Gojek?

3. Does the promotion directly affect customer satisfaction at the company PT. Indonesian Gojek?

4. Does the quality of service have a direct effect on consumer loyalty at the company PT. Indonesian Gojek?

5. Does the price directly influence consumer loyalty at the company PT. Indonesian Gojek?

6. Does the promotion directly affect consumer loyalty at PT. Indonesian Gojek?

7. Does consumer loyalty have a direct effect on customer satisfaction at PT. Indonesian Gojek?

8. Does service quality indirectly affect customer satisfaction through customer loyalty at the company PT. Indonesian Gojek?

9. Does the price indirectly affect customer satisfaction through customer loyalty at the company PT. Indonesian Gojek?

10. Does promotion have an indirect effect on customer satisfaction through customer loyalty at PT. Indonesian Gojek?

## 1.3. Research Objectives

. From the formulation of the problem the objectives of this study are:

1. To determine the direct effect of service quality on customer satisfaction at PT. Indonesian Gojek.

2. To determine the direct effect of price on customer satisfaction at the company PT. Indonesian Gojek.

3. To determine the direct effect of promotion on customer satisfaction at the company PT. Indonesian Gojek.

4. To determine the direct effect of service quality on consumer loyalty at PT. Indonesian Gojek.

5. To determine the direct effect of price on consumer loyalty at the company PT. Indonesian Gojek.

6. To determine the direct effect of promotion on consumer loyalty at the company PT. Indonesian Gojek.

7. To determine the effect of service quality indirectly influence customer satisfaction through customer loyalty at the company PT. Indonesian Gojek.

8. To determine the effect of price has an indirect effect on customer satisfaction through customer loyalty at PT. Gojek Indonesia

9. To find out that promotion has an indirect effect on customer satisfaction through consumer loyalty at the company PT. Indonesian Gojek.

## 1.4. Benefits of Research

1. For Science

Hoping through this research can add insight and better understand and understand the theories obtained, especially those related to customer satisfaction. For academics, this research can be used as additional information and reference for future researchers related to service quality and customer satisfaction.

2. For Regulators

This research is expected to be used as a material consideration in determining policies related to service quality, price and promotion, so that it can be used as input to improve the quality of the company.

3. For Investors

The results of this study can provide information, data exposure, and matters related to online transportation, as well as solutions for business people, in order to find out about service quality, price and promotion of customer satisfaction through the loyalty of

## II. Literature Review
### 2.1. Previous Research Review

1. The research was conducted by Paulus A. Pangaila, Frederik G. Worang and Rudy S. Wenas Sam Ratulangi University Manado, entitled "The Effect of Service Quality and Price on Customer Loyalty in Gojek Application Users" (Studies on Go-Ride Service Users in Manado City) The purpose of this study is to analyze the factors that influence customer satisfaction on customer loyalty of Gojek application users. Ariable studied: Independent variables such as Service Quality (X1), Price (X2) Against Customer Satisfaction (Y).

2. The research was conducted by Lumintang Intan Sintya, SLHV Joyce Lapian and Merlyn M. Karuntu Sam Ratulangi University Manado, a journal entitled "The Effect of Price and Service Quality on Customer Satisfaction of Go-jek Online Transportation Services for FEB UNSRAT Manado Students." The purpose of this study is Knowing the effect of price and service quality on customer satisfaction of online gojek transportation services in students of the Faculty of Economics and Business, University of Sam Ratulangi Manado. The variables studied were independent variables such as Price (X1), Service Quality (X2), Against Customer Satisfaction (Y).

3. The research was conducted by Muhammaad Fachrurrozy and Indira Rachmawati Telkom University, a journal entitled "Analysis of Service Quality at Bandung Gojek" The objectives of this study were: to determine the quality of service at Gojek based on the level of conformity (Tki) between performance and interests, knowing the attributes that must be repaired, maintained or reduced priority by the gojek

4. The research was conducted by Made Adi Juniantara and Tjokorda Gde Raka Sukawati from the Faculty of Economics and Business, Udayana University, Bali, Indonesia. entitled "The effect of price perceptions, promotions and service quality on satisfaction and their impact on consumer loyalty" The purpose of this study was to determine the effect of perceived price, promotion and service quality on satisfaction and their impact on consumer loyalty. Number of samples used as many as 133 respondents, determining the sample using

5. non-probability sampling method with purposive sampling technique. The data collection method used was a questionnaire with path analysis techniques.

6. The research was conducted by Sarjita Academy of Administrative Management YPK Yogyakarta, a journal entitled "The Effect of Service, Price and Promotion on Customer Loyalty in Gojek Users in the Special Region of Yogyakarta." The purpose of this study was to analyze the variable service quality, price and promotion on consumer loyalty to users. Go-Jek in the Special Region of Yogyakarta. Data collection in this study used a questionnaire, which was distributed to Go-Jek users in the Special Region of Yogyakarta. The sampling technique used was non-probability sampling, with one of the methods being purposive sampling. The number of respondents in the study this is 100 people.

7. The research was conducted by Emmanuel Nondzor Horsu Cape Coast Polytechnic, School of Business and Management Studies, Marketing Department, Cape Coast, Ghana. International Research Journal of Applied and Basic Sciences, entitled "Influence Of Service Quality On Customer Satisfaction: A Study Of Minicab Taxi Services In Cape Coast, Ghana ". The aim of this paper is to examine the relationship and effect of service quality on customer satisfaction by applying the RESCA (service quality) model with the introduction of other variable driver behavior.

8. The research was conducted by Indra Balachandran School of Accounting & Business Management FTMS Collage, Malaysia. International Journal of Accounting And Business Management, entitled "The Influence Of Customer Satisfaction On Ride-Sharing Services In Malaysia". The main objective of this research is to identify the factors that influence service quality on customer satisfaction. travel sharing service in Malaysia. The independent variables of this study are tangibility, reliability, price, promotion and coupon exchange, and convenience; and the dependent variable is customer satisfaction. The methodology used by researchers is quantitative, a questionnaire tool via google form, 156 respondents participated in this study, and used the convenience sampling method.

9. *The research was conducted by Hendri Iskandar, Imam Wibowo, Iwan Kurniawan Subagja from the faculty of economics, Krisnadwipayana University, Jakarta, Indonesia in 2017. With thetitle research"Effect of customer value and quality of service on customer satisfaction (Case study on consumers GO- JEK, Jakarta Indonesia) "The purpose of this study is to increase customer value and good service quality to get customer satisfaction in the transportation service sector with descriptive statistical analysis. This research was conducted on 110 GO-JEK consumers in Jakarta.*

**Theory basis 2.2.1.PengertianService Quality**

Tjiptonoand Chandra (2016: 157), nerpendapat that service quality as measure of how good a given level of service that is able to be realized  as customer expectations. Meanwhile, according to (Lupiyoadi, 2014: 7) service quality is any action or activity that can be offered by one party to another, basically intangible and does not result in any transfer of ownership.

**Service Quality Indicators Service**

quality is an assessment factor that reflects consumer perceptions of 5 (five) specific indicators of service performance. The five indicators of service quality are described by Tjiptono and Chandra (2016: 137) as follows:

10. *Tangibles*, with respect to the attractiveness of physical facilities, equipment and materials used by the company, as well as the appearance of employees.
11. *Reliability*, related to the company's ability to provide accurate service from the first time without making any mistakes and delivering its services according to the agreed time.
12. *Responsiveness*, with regard to the willingness and ability to help customers and process their requests, as well as informing when services will be provided and then providing services quickly.
13. *Assurance*, with regard to the behavior of employees able to foster customer trust in the company and the company can create a sense of security for customers.
14. Empati*(Empathy),* means that the company understands the problem the customer and act in the interest of the customer, and provide personal attention to our customers and have convenient hours of operation.

**2.2.2 Definition of Price**

Price is a value made to be the benchmark value of a good or service. The following are some understanding of prices according to experts. According to Kotler and Armstrong (2013: 151), the amount of money charged for a good or service or the amount of money exchanged by consumers for the benefits of owning or using the product or service.

**Price**

Indicators Indicators used in pricing include (Tjiptono, 2014: 209-211), as follows:

1. Pricing, like price is an element of the mix marketing that is flexible means that it can change quickly. From the consumer's point of view, price is associated with the perceived benefits of a good or service. At a certain price level, if the benefits received by consumers increase, the value will also increase. Likewise, on the contrary, at a certain price level, the value of a good or service increases with the increase inbenefits obtained.

2. Price elasticity, which reflects the sensitivity of demand to price changes. The price chosen has a direct effect on the level of demand and determines the level of activity.

3. Competitor prices are other factors that influence pricing decisions. if the price is too high, while the competitor charges a lower price, then the customer can turn to a competitor.

### 2.2.3. Promotion.

Definition ofDefinition of promotion according to Kotler and Armstrong (2014: 77): Promotion is an activity that communicates product excellence and persuades customers to buy the product. This definition can say that by holding promotional activities, producers can convey various information to consumers. Promotion can also help introduce consumers to a production to be able to choose which products they want through messages that persuade, remind, inform, and encourage consumers to buy the products offered. In carrying out promotional activities there are various means of promotional tools designed to encourage an increase in sales volume.

**Promotion Indicators Promotion**

indicators according to Kotler and Armstrong (2012: 432), namely: Advertising (advertising), Sales promotion (sales promotion), Personal selling

(personal selling), public relations (public relations), direct marketing (direct selling).

### 2.2.4. Understanding Consumer Satisfaction

Kotler and Armstrong (2015: 35) define customer satisfaction as follows: *"Customer satisfaction is the extent to which a product's perceived performance matches a buyer's expectations. If the product's performance falls short of expectations the customers is dissatisfied. If performance matches expectations, the customers issatisfied. If performance exceeds expectations, the customers ih highly satisfied or delighted "*.

### Indicators of Consumer Satisfaction

According to Tjiptono (2014: 150) suggests that there are several indicators that can measure customer satisfaction. These indicators are:

1. Suitability expectations This

is the level of conformity between product performance expected by consumers and perceived by consumers. Such as services by employees obtained in accordance with or exceeding expectations.

2. Interested in returning to visit This

is the customer's willingness to visit again or to re-purchase the related product. For example, they are interested in visiting again because the services provided by the employees are satisfying and are interested in visiting again because the supporting facilities provided are adequate.

### 2.2.5. Understanding Customer Loyalty

Ali has defined customer loyalty as a person who buys, especially those who buy regularly and repeatedly (Ali Hasan 2013: 123). A customer is someone who continuously and repeatedly comes to the same place to satisfy his desires by having a product or getting a service and paying for the product or service. Loyalty is actually a habit of repetitive purchasing behavior, high linkages and involvement in the choice, which begins with

with external information dissemination and evaluation of alternatives to existing products.
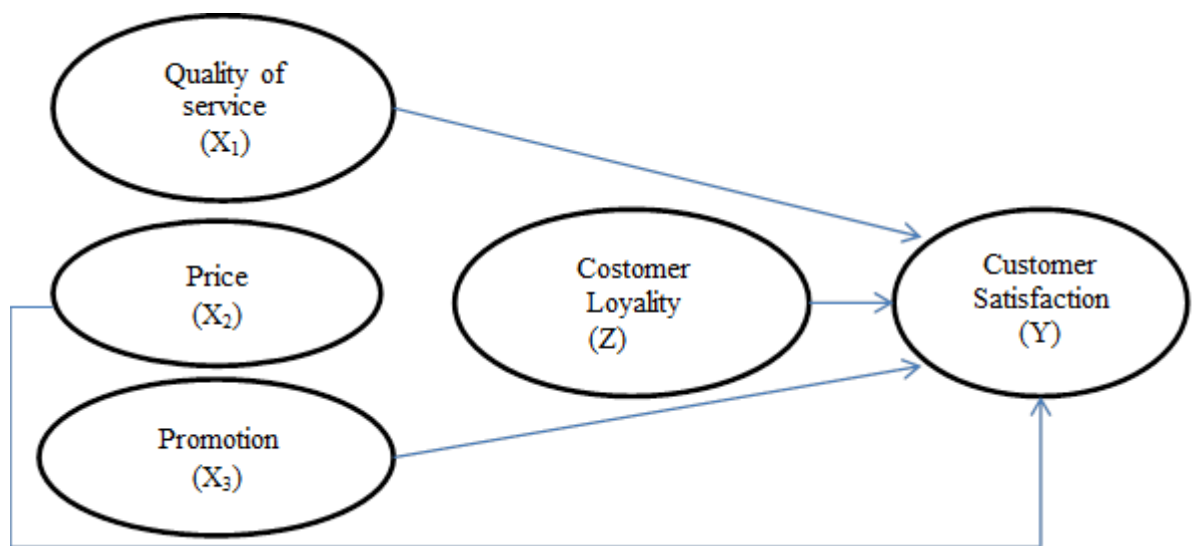
**Indicators of Consumer Loyalty**

Indicators of customer loyalty according to Kotler & Keller (2016: 57) are:

1. *Repeat*, loyalty to product purchases).
2. *Retention*, resistance to negative influences on the company).
3. *Referalls*, referencing the company's total resistance). **2.3.**

**Research Framework**
**Figure 2.1. Framework**



**Quality of Service (X1)**
According Tjiptono (2014: 268), Quality of Service focuses on addressing the needs and consumer desires and delivery accuracy to match consumers.

**Price (X$_2$)**
Price is a value made to be the benchmark value of a good or service. The following are some understanding of prices according to experts. According to Kotler and Armstrong (2013: 151), the amount of money charged for a good or service or the amount of money exchanged by consumers for the benefits of owning or using the product or service.

**Promotion (X$_3$)**
Kotler and Armstrong (2014: 77): Promotion is activities that communicate product excellence and persuade customers to buy that product. This definition can say that by holding promotional activities, producers can convey various information to consumers.

### Customer Satisfaction (Y)

According to Kottler and Keller (2016: 153), generally emphasizing that satisfaction is a person's feeling of pleasure or disappointment resulting from comparing perceived product performance (or results) with expectations.

### Customer Loyalty (Z)

According to Kotler and Keller (2016: 138), customer loyalty is a deeply held commitment to buy or support a product or service that you like in the future, even though the influence of the situation and marketing efforts has the potential to cause customers to switch. above, it can be concluded that consumer loyalty is an attitude that encourages behavior to purchase products or services from a company that includes aspects of feeling in it, especially those who buy regularly and repeatedly with high consistency, but not only repurchase a goods and services, but also has a positive commitment and attitude towards the company that offers the product / service.

## III. Research Methods

### 3.1. Data Research Strategy The

strategy used in this study is to use a quantitative approach, namely the associative research strategy used to determine the relationship between two or more variables. Where this study aims to determine the effect of service quality $(X_1)$, Price $(X_2)$ and Promotion $(X_3)$ on consumer satisfaction (Y) through Customer Loyalty (Z).

### 3.2. Population and Sample

#### 3.2.1 Research

Population Population is a generalization area consisting of objects / subjects that have certain quantities and characteristics that are determined by researchers to study and then draw conclusions (Sugiyono, 2016: 80). The target population in this study were all Gojek consumers in the East Jakarta area.

#### 3.2.2 Research Sample

Sugiyono (2017: 81) the sample is part of the number and characteristics

possessed by the population. If the population is large and it is impossible for    the researcher to study everything in the population, for example because of limited funds, energy and time, the researcher can use a sample taken from that population. Homogeneous population elements means that the population has the same criteria, so there is no need to question how much the sample size must be taken, research on all elements in the population makes no sense, and if the population is homogeneous, then a smaller sample can be used (Now , 2016: 252).

Sampling in this case uses accidental sampling technique which takes a sample of each customer who fits the criteria and is met when the researcher is doing research in the East Jakarta area, so that everyone does not have the same opportunity to be sampled. This technique was chosen by researchers because researchers also have limited time and funds. Sugiyono (2016: 58) for the population size in the study that cannot be known with certainty, the sample size used can be calculated with the following formula:

$$n = \frac{Z^2}{()^2 \, 4} \quad Moe$$

Information:

n = Sample size

Z = score at a certain level of significance (95% confidence level is determined) then Z = 1.96

Moe = Margin of error, the maximum error rate is 10% Using the formula above, the following calculation is obtained :

$$n = \frac{1.96^2}{()^2 \, 4 \, 10\%}$$

n = 96.04 = 97 or rounded up to 100.

From the results of the above calculations, the number of samples to be studied is 100 respondents. Samples were taken by purposive sampling method, namely sampling based on the sample needs the researcher wants in accordance with the criteria.

### 3.3. Data and Data Collection Methods

In this study the method used in data collection was a questionnaire or a questionnaire. A questionnaire or questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to the respondent to answer (Sugiyono, 2016: 142). The steps taken in data collection are as follows:

### 3.3.1. Studies Library*(Libraryresearch)*

This data can be obtained by using and studying literature or reading materials such as books dealing with the issues to be examined.

**Questionnaire**

Data collection using a questionnaire or a list of questions related to the problem to be studied. In this study the authors will manage the data by providing an assessment of the instruments or questionnaires distributed to respondents using *a Likert scale.*

According to Sugiyono (2017: 93) explains that "Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. In the Likert scale, the score (weighted value) is used against the answers provided in each question. Alternative answers provided can be seen in Table 3.3 below:

**Table 3.1Likert Scale**

| No. | Criteria | Score |
|-----|----------|-------|
| 1 | Strongly Agree | 4 |
| 2 | Agree | 3 |

| 3 | Disagree | 2 |
| 4 | Strongly Disagree | 1 |

*Source: Sugiyono (2017: 93)*

**3.4. Types of Data Collection**

**3.4.1 Primary Data Primary**

data is data that comes from the original or first sources, which the researcher collects to answer the problems found in the study, which are obtaine directly from sources either through interviews or through questionnaires (Sunyoto, 2014: 28).

The type of data obtained from the object we examine directly. In this study, primary data was obtained through distributing questionnaires on a Likert scale to 100 respondents by asking customers who would use the train to fill out the questionnaires that had been prepared.

**3.4.2 Secondary Data Secondary**

data is second hand information that has been collected by several people (organizations) for specific purposes and is available for various studies (Riadi, 2016: 48

**3.5 Data Analysis Methods**

In this method the data that has been obtained and collected, then processed to be analyzed first and then can be used as the basis for the discussion. In this research the data analysis method used is descriptive analysis and quantitative analysis

**3.5.1 Descriptive Analysis Descriptive**

analysis is the statistic used to analyze data by describing or describing the data that is have been collected as is without intending to make conclusions that apply to the general public or generalizations (Sugiyono 2016: 147). In this study

researchers Ti will discuss the description of the leaflets of respondents' answers to all the concepts measured.

### 3.6.2. Statistical Data Analysis

In this study, the data processing used theprogram *SmartPLS* version 3.0using themethod, *partial least square* which was carried out in three stages:

1. *Outer Model* analysis
2. analysis *Inner Model*
3. Hypothesis testing

### 3.6.3. Measurement Model (Outer Model)

Evaluation of the measurement model or the outer model is carried out to assess the validity or reliability of the model. Outer models with reflexive indicators are evaluated through convergent and discriminant validity of the latent construct-forming indicators and composite reliability and Cronbach alpha for the indicator block (Ghozali, 2015: 73).

### 3.6.4. Inner Analysis Model

Analysis *inner models* also known as structural analysis model, which aims to predict the relationship between latent variables (Ghozali, 2015: 73).

### 3.6.5. Hypothesis Testing

After conducting various evaluations, both the *outer model* and the *inner model* , the next step is to do hypothesis testing. Hypothesis testing is used to explain the direction of the relationship between endogenous and exogenous variables. Hypothesis testing is done by looking at the probability value and the t statistic. For the probability value, the *p-value* with an alpha of 5% is <

0.05. The t-table value for 5% alpha is 1.96. So that the criterion for acceptance of the hypothesis is when the t-statistic> t-table (Ghozali, 2015: 42).

A hypothesis that can be accepted or must be rejected can be statistically calculated through its significance level. The level of significance used in this study was 5%. If the selected significance level is 5%, the significance level or the confidence level is 0.05 to reject a hypothesis. In this study there is a 5% chance of making the wrong decision and a 95% chance of making the right decision.

## IV. RESULTS AND DISCUSSION
Data Description

### 4.1.1 Description of Research Respondents

Data collection in this study was carried out by distributing questionnaires to Gojek consumers in the East Jakarta region. Respondents in this study were users of theservice in Gojekthe East Jakarta area. The number of respondents studied was 100 service users. The questionnaires began to be distributed to respondents on January 25, 2020. The author's own collection of the questionnaires was carried out in stages depending on the willingness of the respondents to fill out the questionnaire. The rate of return on the questionnaire can be seen in table 4.1 below:

**Table 4.1: Questionnaire Return Rate**

|  | Total | Percentage (%) |
|---|---|---|
| Questionnaires sent | 100 | 100% |
| Questionnaires returnedQuestionnaire return | 100 | **100%** |
| Usable questionnaires (rate) | **100** | **100%** |

*Source: Data processed 2020*

Table 4.1 shows that as many as 100 questionnaires can be used in this study. Furthermore, the data is grouped by age, gender and income.

### 4.1.1.1. Respondents based on Gender

Respondent data based on the gender of Gojek consumers in the East Jakarta area can be seen in table 4.2 below.

**Table 4.2. Respondents based on**

| gender | Total | Percentage (%) |
|--------|-------|----------------|
| Male | 63 | 63% |
| Female | 37 | 37% |
| **Total** | 100 | 100% |

Table 4.2. shows that the highest frequency is female respondents (63%)

### 4.1.1.2. Respondents by Age Respondent

data based on the age group of Gojek consumers in the East Jakarta region can be seen in table 4.3 below.

**Table 4.3. Respondents by age**

| Age Group | Total | Percentage (%) |
|-----------|-------|----------------|
| 17-20 Years | 32 | 32% |
| 21-30 Years | 41 | 41% |
| 31-40 Years | 16 | 16% |
| > 40 Years | 11 | 11% |
| **Total** | 100 | 100% |

*Source: Processed data (2020)*

Table 4.3 shows that the highest frequency is respondents who belong to the age group in the range 21-30 years (41%)

### 4.1.1.3. Respondents based on Income Respondent

data based on the Gojek consumer income group in the East Jakarta region can be seen in table 4.4 below.

**Table 4.4. Respondents by**

| Revenue | Amount | Percentage (%) |
|---|---|---|
| <IDR. 3,000,000, - | 21 | 21% |
| Rp. 3,000,000, - up to Rp. 5,000,000, - | 35 | 35% |
| Rp. 5,000,000, - up to Rp. 8,000,000, - | 28 | 28% |
| > Rp. 8,000,000, - | 16 | 16% |
| **Total** | 100 | 100% |

*Source: Data processed (2020)*

Table 4.4 shows that the highest frequency is respondents who have an income in the range of Rp. 3,000,000, - up to Rp. 5.000.000, - (35%)

## V. CONCLUSIONS
### 1.1. Conclusions

Based on the results of the research and discussion that has been carried out in the previous chapter can produce the following conclusions:

1. Service quality variables directly have a positive influence on customer satisfaction at the company PT. Indonesian Gojek. This means that if Gojek is able to provide optimal service quality, consumers will be more satisfied with Gojek

2. The price variable directly has a positive influence on customer satisfaction at the company PT. Indonesian Gojek. This means that if Gojek is able to provide rates in accordance with consumer expectations, consumers will have consumer satisfaction with Gojek rates in East Jakarta City will increase.

3. Promotion variables directly have a positive influence on customer satisfaction at the company PT. Indonesian Gojek. This means that if Gojek is able to provide good and quality promotions, consumers will have a positive perception of Go-Jek Promotion, so that the level of consumer satisfaction will increase.

4. The variable quality of service directly has a positive influence on consumer loyalty at the company PT. Indonesian Gojek. This means that if Gojek is able to provide good quality service and quality, consumers will increase loyalty to Gojek.

5. The price variable directly has a positive influence on consumer loyalty at the company PT. Indonesian Gojek. This means that if Gojek is able to provide a relatively cheap price, consumers will have a sense of loyalty to Gojek.

6. Promotion variables directly have a positive influence on consumer loyalty at the company PT. Indonesian Gojek. This means that if Gojek is able to provide good promotions, the sense of consumer loyalty to Gojek will increase.

7. Consumer loyalty variable directly has a positive effect on customer satisfaction at the company PT. Indonesian Gojek. This means that the higher the level of Gojek customer satisfaction in East Jakarta, the higher the Gojek consumer loyalty.

8. Service quality variables indirectly have an influence on customer satisfaction through customer loyalty at the company PT. Indonesian Gojek. This means that if the quality of service provided by Gojek through good customer loyalty, the level of customer satisfaction will increase.

9. The price variable indirectly has an influence on customer satisfaction through customer loyalty at the company PT. Indonesian Gojek. This means that if the price given by Gojek through consumer loyalty is good, then the level of customer satisfaction will increase.

10. Promotion variables indirectly have an influence on customer satisfaction through consumer loyalty at the company PT. Indonesian Gojek. This means that if the promotion provided by Gojek through attractive consumer loyalty, the level of customer satisfaction will increase.

## 5.2 Suggestions

Based on the research results obtained, the researcher can provide suggestions that can be used as material for management consideration in making policies.

1. It is recommended to pay more attention to the price perception expected by consumers so that consumers can perceive prices with the benefits provided after using Gojek compared to other online-based transportation provider companies. Gojek parties must also pay attention from the promotion side, especially for Gojek users so that the promotions given are able to attract consumers to keep using Gojek.

2. Gojek management must pay attention to the quality of service provided by the driver and provide understanding to drivers to become five-star drivers so that Gojek consumers do not switch totransportation services *online* other. Consumer satisfaction must also be considered so that consumers can trust the facilities or advantages offered by Gojek compared to other service providers.

## 5.3 Research Limitations

This research has been carried out optimally, but there are still limitations as follows:

1. Further research can improve the limitations of the existing research in this study by increasing the number of samples or changing samples in order to get maximum results.

2. The data collection method used in this study is a questionnaire, so that the data collected is likely to be subjective. For further research, other methods can be carried out to obtain more comprehensive information.

3. It is hoped that further research can expand the sampling area of the study, not only in one area so that trends in other areas can be identified.

4. Based on the results of the research that has been done, it is expected to maintain and improve the quality of service for all Go-jek drivers who are fast in confirming service to consumers. Improve evaluation of company deficiencies to maintain customer trust and increase company productivity and better service performance than before.

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