
The Effect of Service Quality Perception and Price Perception on Customer Loyalty of the Gojek Application Mediated by Satisfaction

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ABSTRACT

The purpose of this study is to test and analyze the influence of Perception of Service Quality and Perception of Price on Customer Loyalty of the Gojek application mediated by Customer Satisfaction. The data used in this study are primary data using a questionnaire, the measurement scale used is a Likert scale of 1-5. The sampling technique used in this study used purposive sampling and obtained research data of 225 samples. The method used in this study is SEM Amos. The results of data analysis and hypothesis testing indicate that Perception of Service Quality has no effect on Customer Satisfaction. Perception of Price has a positive and significant effect on Customer Satisfaction. Perception of Service Quality has a positive and significant effect on Customer Loyalty. Perception of Price has a positive and significant effect on Customer Loyalty. Customer Satisfaction has no effect on Customer Loyalty. Customer Satisfaction is unable to mediate Perception of Service Quality on Customer Loyalty. Customer Satisfaction is unable to mediate Perception of Service Price on Customer Loyalty. Providing information or reading materials to advance understanding in the field of marketing management, especially related to Perception of Service Quality and Perception of Price towards customer loyalty mediated by customer satisfaction. The object used in this study is the Gojek application, with the research subjects being Gojek application users among students of Muhammadiyah University of Yogyakarta.

Keywords: Perception, Service Quality, Price, Satisfaction, and Loyalty.

INTRODUCTION

Transportation has existed since ancient times to move places, find food, and other resources. Due to rapid development and increasingly sophisticated technology, humans have created several types of transportation such as motor vehicles, trains, and others. Currently, the majority of people prefer to deliver food or goods or simply go from one place to another using *online transportation*, especially taxis and *online motorcycle taxis*. Because public transportation is more affordable, more enjoyable, and faster than private vehicles, some people who previously used conventional motorcycle taxis decided to switch because of this

situation. Compared to previous transportation models, the implications of this service model allow most individuals to make decisions faster and more affordable (Kuswanto et al., 2019). Price competition is a natural thing in any field, including in *online transportation providers* in Indonesia. Gojek itself has a special strategy in pricing to compete with similar companies. If we are new users of Gojek, there are many coupons or discounts given in it so that the price paid is not too expensive and lower than similar companies to meet customer satisfaction. According to Kotler and Armstrong (2016), it is an amount of money that can be exchanged for an item or value that can be exchanged by buyers with the benefits obtained from using or owning the item. In addition to service quality and price, customer satisfaction is important for a company. Companies compete with any strategy for customer satisfaction. As stated by Tjiptono (2019), stating that "Consumer satisfaction is a condition that arises from feelings to evaluate a product or service experience".

From customer satisfaction comes customer loyalty. This one aspect is an important thing for the company. Customer loyalty or loyalty to the company does not just appear directly but because of previous satisfaction and experience from the company. Customer sentiment is often influenced by the efforts made to create customer satisfaction. On the other hand, the idea of client loyalty provides additional insight into consumer behavior. A strong commitment to buy or subscribe to a particular product in the future, despite external influences and the marketing department's capacity to influence behavior, is what is meant to be described as loyalty (Kotler and Keller, 2016).

LITERATURE REVIEW

1. Perception of Service Quality

According to Kotler and Armstrong (2016), every action or activity that can be offered by one party to another party, and basically services are intangible and do not result in any ownership.

According to Zeithaml in Hardiansyah (2011), service quality can be measured by:

- a. In the form of
- b. Reliable
- c. Responsive
- d. Guaranteed
- e. Empathetic

2. Price Perception

According to Kotler and Armstrong (2016), it is an amount of money that can be exchanged for an item or a value that can be exchanged by the buyer for the benefits obtained from using or owning the item.

According to Kotler and Armstrong (2016), price indicators:

- a. Price Affordability
- b. Price Match and Product Quality
- c. Price Ratio
- d. Pricing

3. Customer Loyalty

According to Kotler and Keller (2016), a strong commitment to buy or subscribe to a particular product in the future, despite external influences and the marketing department's capacity to influence behavior, is what is meant to be described as loyalty.

According to Kotler and Keller (2016) Customer Loyalty Indicators:

- a. *Repeat Business*
- b. *Retention*

c. *Referrals*

4. Customer satisfaction

According to Tjiptono (2019), "Consumer satisfaction is a condition that arises from feelings to evaluate a product or service experience".

According to (Tjiptono, 2019) the indicators that form consumer satisfaction are:

- a. Conformity of Expectations
- b. Perform Reuse
- c. Willingness to Recommend

Hypothesis Development

1. The Influence of Perception of Service Quality on Customer Satisfaction

The results of research conducted by Widagdo and Laily (2020) show that service quality has a positive and significant effect on customer satisfaction. Similar results are supported by research by Joudeh and Dandies (2018) which shows that service quality has a positive effect on customer satisfaction. The results of research conducted by Oktarini (2019) also show that service quality has a positive and significant effect on customer satisfaction. The results of research conducted by Rivai et al. (2019) also show that service quality has a positive effect on customer satisfaction.

H1: Perception of Service Quality has a positive and significant effect on Customer Satisfaction.

2. The Influence of Price Perception on Customer Satisfaction

The results of the study conducted in Nuraeni's study (2016) which showed that price has a positive and significant effect on customer satisfaction. Similar results are supported by the study by Martua and Djati (2018) which showed that price has a positive effect on customer satisfaction. The results of the study conducted by Kudus et al. (2020) also showed that price has a positive and significant effect on customer satisfaction.

H2: Price Perception has a positive and significant effect on Customer Satisfaction

3. The Influence of Perceived Service Quality on Customer Loyalty

The results of research conducted by Bulan (2016) show that service quality has a positive and significant effect on customer loyalty. Similar results are supported by research by Mai and Cuong (2021) which shows that service quality has a positive effect on customer loyalty.

H3: Perception of Service Quality has a positive and significant effect on Customer Loyalty

4. The Influence of Price Perception on Customer Loyalty

The results of the study conducted in Pangaila et al. (2018) where the results showed that price has a positive and significant effect on customer loyalty. The results of a similar study conducted by Asma et al. (2018) showed that price has a positive and significant effect on customer loyalty .

H4: Price Perception has a positive and significant effect on Customer Loyalty

5. The Influence of Customer Satisfaction on Customer Loyalty

The results of research conducted by Sudirman et al. (2020) showed that customer satisfaction has a positive and significant effect on customer loyalty. Similar results are supported by research by Deccasari (2018) which shows that customer satisfaction has a positive effect on customer loyalty. The results of research conducted by Thanh et al. (2020) also show that customer satisfaction has a positive effect on customer loyalty. The results of

research conducted by Dhialo et al. (2018) also show that customer satisfaction has a positive effect on customer loyalty.

H5: Customer Satisfaction has a positive and significant effect on Customer Loyalty.

6. The Influence of Perceived Service Quality on Customer Loyalty Mediated by Customer Satisfaction

The results of the study conducted in Dewa (2020) showed that service quality affects customer loyalty mediated by customer satisfaction. Customer perceptions of positive service quality will increase customer satisfaction which will ultimately affect customer loyalty.

H6: Customer Satisfaction mediates the influence of Perceived Service Quality on Customer Loyalty.

The Influence of Price Perception on Customer Loyalty Mediated by Customer Satisfaction The results of a study conducted by Widadgo and Laily (2020) showed that price perception influences customer loyalty mediated by customer satisfaction. Prices that match quality will increase customer satisfaction which will ultimately affect customer loyalty.

H7: Customer Satisfaction mediates the influence of Price Perception on Customer Loyalty

RESEARCH METHOD

The object of this study is Gojek and the subject of this study is students at the Muhammadiyah University of Yogyakarta. The type of data used in this study is primary data. Primary data collection in this study was obtained through a survey method with a questionnaire instrument given to Gojek application customers. The population in this study were students at the Muhammadiyah University of Yogyakarta. The sampling technique used was *non-probability sampling*, with the type of method used was *purposive sampling*. The criteria for sampling in this study were students at the Muhammadiyah University of Yogyakarta and students who had used the Gojek application more than once. The scale used in this study was the Likert scale 1-5.

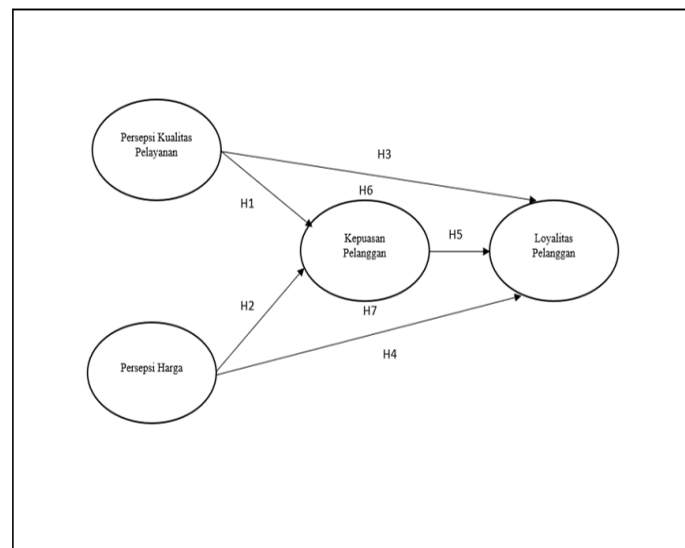


Figure 1. Research Model

RESULTS AND DISCUSSION

In this study, the respondent profile is as follows: Total respondents are 225. Based on gender, male respondents are 156 (69.33%) and female respondents are 69 (30.67%). Based on class, respondents from the 2019 class are 39 (17.33%), respondents from the 2020 class

are 98 (43.56%), respondents from the 2021 class are 57 (25.33%), and respondents from the 2022 class are 31 (13.78%). Based on age, respondents aged 18-21 years are 31 (13.78%) and respondents aged 22-25 years are 194 (86.22%).

1. Validity Test and Reliability Test

Table 1. Results of Validity Test and Reliability Test

Variables	Indicator	Factor Loading	CR
Perception of Service Quality	In the form of	0.834	0.916
	Can be dialed	0.980	
	Responsive	0.543	
	Guaranteed	0.773	
Price Perception	Empathetic	0.959	0.789
	Affordability	0.688	
	Price matches product quality	0.748	
	Price competitiveness	0.677	
Customer satisfaction	Price match with benefits	0.667	0.794
	Conformity to Expectations	0.709	
	Perform reuse	0.960	
Customer Loyalty	Willingness to recommend	0.549	0.714
	<i>Repeat Purchase</i>	0.685	
	<i>Retention</i>	0.705	
	<i>Referrals</i>	0.631	

The data shows valid and reliable results because it meets the requirements of *Factor Loading* > 0.5 and *Construct Reliability* > 0.7.

2. Normality Test

Table 2. Normality Test Results

Variable	min	max	skew	cr	kurtosis	cr
PKP5	2,000	5,000	-,376	-2,303	-,722	-2,211
PKP4	2,000	5,000	-,292	-1,790	-,651	-2,312
PKP3	2,000	5,000	-,411	-2,519	-,329	-1,009
PKP2	2,000	5,000	-,373	-2,283	-,748	-2,292
PKP1	2,000	5,000	-,348	-2,129	-,745	-2,281
LP3	2,000	5,000	-,142	-,868	-,868	-2,457
LP2	3,000	5,000	-,167	-1,020	-,791	-2,421
LP1	2,000	5,000	-,263	-1,608	-,345	-1,057
KP3	2,000	5,000	-,171	-1,046	-,790	-2,419
KP2	2,000	5,000	-,373	-2,283	-,579	-1,774
KP1	2,000	5,000	-,299	-1,829	-,417	-2,806
PH4	2,000	5,000	-,389	-2,383	-,765	-2,343
PH3	2,000	5,000	-,253	-1,548	-,405	-1,077
PH2	2,000	5,000	-,376	-2,303	-,533	-1,632
PH1	2,000	5,000	-,485	-2,970	-,447	-1,369

Variable	min	max	skew	cr	kurtosis	cr
Multivariate					,707	2,438

The normality test is normally distributed because the multivariate value of 2.438 is in the range of -2.58 to ± 2.58 .

3. Normality Test

Table 3. Outliers Test Results

Observation number	Mahalanobis d-squared	p1	p2
79	34,309	,003	,000
31	33,256	,004	,000
143	32,762	,005	,000
34	32,137	,006	,000
29	32,006	,006	,000
37	31,915	,007	,000
131	31,767	,007	,000
14	31,258	,008	,000
82	30,942	,009	,000
164	29,562	,014	,000
165	29,150	,015	,000
186	29,150	,015	,000
9	28,997	,016	,000
43	28,226	,020	,000
206	27,895	,022	,000
125	26,848	,030	,000
132	26,848	,030	,000
26	26,714	,031	,000
1	26,544	,033	,000
51	25,058	,049	,000
159	24,911	,051	,000
180	24,911	,051	,000
117	24,147	,063	,000
168	23,948	,066	,000
128	23,673	,071	,000
47	23,356	,077	,000
21	23,247	,079	,000

Observation number	Mahalanobis d-squared	p1	p2
142	23,205	,080	,000
58	23,132	,081	,000
170	23,119	,082	,000
87	22,458	,096	,000
124	22,334	,099	,000
163	22,217	,102	,000
25	22,115	,105	,000
149	21,291	,128	,003
172	21,231	,130	,002
69	21,202	,130	,001
13	21,189	,131	,001
81	21,015	,136	,001
211	20,790	,144	,002
84	20,613	,150	,002
156	20,588	,151	,002
177	20,588	,151	,001
161	20,196	,165	,004
182	20,196	,165	,002
101	20,195	,165	,001
20	19,681	,184	,010
209	19,500	,192	,014
76	19,373	,197	,016
3	19,253	,203	,018
33	19,206	,205	,015
73	18,975	,215	,027
78	18,901	,218	,025
178	18,812	,222	,025
8	18,627	,231	,037
158	18,172	,254	,129
179	18,172	,254	,100
45	18,152	,255	,082
106	18,063	,259	,084

Observation number	Mahalanobis d-squared	p1	p2
12	18,020	,262	,074
27	17,849	,271	,100
134	17,753	,276	,105
190	17,198	,307	,362
194	16,849	,328	,569
55	16,613	,343	,690
166	16,545	,347	,687
187	16,545	,347	,636
155	16,461	,352	,646
75	16,406	,356	,634
193	16,207	,368	,727
30	15,820	,394	,895
205	15,643	,406	,931
122	15,581	,410	,930
68	15,389	,424	,959
67	15,338	,427	,957
201	15,301	,430	,951
214	15,141	,441	,969
223	15,141	,441	,958
85	14,654	,477	,996
70	14,589	,481	,996
213	14,582	,482	,994
222	14,582	,482	,992
200	14,329	,501	,998
145	14,028	,523	1,000
140	13,946	,530	1,000
90	13,927	,531	1,000
191	13,907	,533	,999
195	13,907	,533	,999
38	13,758	,544	1,000
198	13,744	,545	,999
219	13,744	,545	,999

From the processed data, no value greater than 37.70 was detected. So it can be concluded that there are no *outliers in the data*.

4. Goodness of fit

Table 4 Assessing Goodness of Fit

Goodness of fit index	Cut-off value	Research Model	Model
Chi-square	Expected small	111,713	Marginal
Significant probability	≥ 0.05	0,000	Not Fit
RMSEA	≤ 0.08	0.065	Fit
GFI	≥ 0.90	0.940	Fit
AGFI	≥ 0.90	0.875	Marginal
CMIN/DF	≤ 2.0	1,960	Fit
TLI	≥ 0.90	0.957	Fit
CFI	≥ 0.90	0.977	Fit

Based on the overall data, *the Goodness of Fit* indicates that the model proposed in this study is accepted.

5. Direct Hypothesis Testing

Table 5. Results of Direct Hypothesis Testing

Hypothesis	Estimate	SE	CR	P	Results	Information
H1 The Influence of Perception of Service Quality on Customer Satisfaction	0.118	0.083	1,423	,155	Positive Not Significant	Not Supported
H2 The Influence of Price Perception on Customer Satisfaction	0.420	0.107	3,926	***	Significant Positive	Supported
H3 The Influence of Service Quality Perception on Customer Loyalty	0.144	0.051	2,834	0.005	Significant Positive	Supported
H4 The Influence of Price Perception on Customer Loyalty	0.190	0.066	2,886	0.004	Significant Positive	Supported
H5 The Influence of Customer Satisfaction on Customer Loyalty	0.451	0.66	6,799	***	Significant Positive	Supported

Based on the overall data, the results of direct hypothesis testing show the coefficient of influence between variables as seen from the *standardized regression weight value*.

6. Testing the Mediation Hypothesis

Table 6. Results of Indirect/Mediation Hypothesis Testing

Hypothesis	Direct	Indirect	Results	Tranquility
H6 Customer Satisfaction Mediates the Effect of Perceived Service Quality on Customer Loyalty	0.197	0.072	No Mediating	Not Supported
H7 Customer Satisfaction Mediates the Effect of Price Perception on Customer Loyalty	0.246	0.255	Mediating	Supported

Based on the results of the Indirect/Mediation Hypothesis Test Results, the *direct < indirect* value shows that only Customer Satisfaction mediates the Influence of Price Perception on Customer Loyalty.

1. Based on the results of the Hypothesis 1 (H1) test that has been carried out, it is not supported by the influence of Perception of Service Quality on Customer Satisfaction. This result can be seen from the hypothesis test which concludes that Perception of Service Quality has no effect on Customer Satisfaction. This shows that the influence of perception of service quality on customer satisfaction remains positive but not significant. This can be influenced by customer perceptions of Gojek regarding the services that have been provided so far have not had a significant impact on customer satisfaction.
2. Based on the results of the Hypothesis 2 (H2) test that has been carried out, it is supported that there is a positive and significant influence of Price Perception on Customer Satisfaction. This result can be seen from the hypothesis test which concludes that Price has a positive and significant influence on Customer Satisfaction. This shows that the more positive Gojek customers perceive Gojek prices, in other words Gojek prices have so far been perceived as cheap by customers, this will affect Gojek customer satisfaction.
3. Based on the results of the Hypothesis 3 (H3) test that has been carried out, it is supported that there is a positive and significant influence of Perception of Service Quality on Customer Loyalty. This result can be seen from the hypothesis test which concludes that Perception of Service Quality has a positive and significant influence on Customer Loyalty. This shows that the more positive Gojek customers perceive the quality of service that has been carried out by Gojek, the more this will affect Gojek customer loyalty.
4. Based on the results of the Hypothesis 4 (H4) test that has been carried out, it is supported that there is a positive and significant influence of Price Perception on Customer Loyalty. This result can be seen from the hypothesis test which concludes that Price Perception has a positive and significant influence on Customer Loyalty. This shows that the more positive Gojek customers perceive Gojek prices, the more this will affect Gojek customer loyalty.
5. Based on the results of the Hypothesis 5 (H5) test that has been carried out, it is supported that there is a positive and significant influence of Customer Satisfaction on Customer Loyalty. This result can be seen from the hypothesis test which concludes that Customer Satisfaction has a positive and significant influence on Customer Loyalty. This shows that the more satisfied Gojek customers are, the higher the loyalty of Gojek customers will be.
6. Based on the results of the Hypothesis 6 (H6) test that has been carried out, that Customer Satisfaction is not able to mediate the Perception of Service Quality towards Customer Loyalty. This means that Gojek customers' perceptions of service quality have not been able to significantly influence Customer Loyalty, and have not had an impact on increasing Customer Satisfaction.
7. Based on the results of the Hypothesis 7 (H7) test that has been carried out, that Customer Satisfaction mediates Price Perception on Customer Loyalty. This means that the more positive the customer's perception of Gojek's price, the more it will have an impact on increasing Customer Loyalty, and have an impact on increasing Customer Satisfaction.

CONCLUSION

Based on the results of the analysis and discussion that have been described, it can be concluded that:

1. The first hypothesis states that there is no influence of Perceived Service Quality on Customer Satisfaction.
2. The second hypothesis states that there is a positive and significant influence of Price Perception on Customer Satisfaction.
3. The third hypothesis states that there is a positive and significant influence of Perception of Service Quality on Customer Loyalty.
4. The fourth hypothesis states that there is a positive and significant influence of Price

- Perception on Customer Loyalty.
5. The fifth hypothesis states that there is a positive and significant influence of Customer Satisfaction on Customer Loyalty.
 6. The sixth hypothesis states that customer satisfaction is not able to mediate the perception of service quality towards customer loyalty.
 7. The seventh hypothesis states that Customer Satisfaction mediates Price Perception on Customer Loyalty.

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