



The Influence of Service Quality and Price on Customer Satisfaction of Grab Bike Features in Bandung City

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ABSTRACT

The subjects of this study were the citizens of Bandung. The goal of this study was to ascertain how much, either partially or concurrently, service quality and pricing had an impact on customer satisfaction for the Grab Bike feature in Bandung City. Descriptive and associative research methods were employed in this study. Individuals, specifically consumers who download the Grab application and use the Grab Bike service feature in the city of Bandung, serve as the unit of analysis in this study. Purposive sampling with non-probability is the sampling approach employed in this study. Due to the uncertainty surrounding the population size, the researchers employed the Lemeshow technique to generate a total of 96 samples. Ways for gathering data via a questionnaire. Multiple linear regression analysis is used in the analytical process, and the research instrument is also subjected to validity and reliability testing. Based on the study's findings, it can be concluded that the independent variables (service quality and price) have a partial or simultaneous positive influence on the dependent variable (consumer satisfaction)

INTRODUCTION

Currently, information and communication technology systems are developing rapidly in the world. As this development indirectly brings humans to be able to do everything instantly. This condition also supports the use of the internet and smartphones which are the means for accessing it.

UseInternetin 2021-2022 there has been a significant increase of 77.02 compared to 2019-2020 of 73.70%, which means internet usage has increased by 3.32%. Seeing business opportunities in using the internet makes business people combine the internet with one of the service business services, namely transportation, creating application-based transportation or online transportation. By utilizing the internet and smartphones, people can use online motorcycle taxis as a means of transportation using applications that can be accessed anytime and anywhere. The use of e-commerce media is considered to be increasing due to the increasing number of internet users and the ease of accessing it. (Erpurini, Alamsyah & Kencana, 2022)

Grab is an application-based online transportation service provider founded by Anthony Tan in 2012. Grab provides various online transportation service options such as motorcycle services, namely Grab Bike.

In the development of application-based transportation, it is regulated in detail by the LLAJ Law, PP Number 74 of 2014 and Permenhub number PM 108 of 2017 where "the provisions of article 151 letter a of the LLAJ Law are said to have accommodated special rental transportation which is public transportation with colored motorized vehicle numbers. black ground".

Order number PM of the Minister of Roads. 12/2019 (Permenhub 12/2019) regulates requirements related to safety and security that must be met by drivers and application companies. This includes the obligation to have a driving license, not to carry more than one passenger, and to drive a motorized vehicle with a valid motorized certificate.

Competition in the transportation services business is getting tougher, therefore, to be the most superior, a company must have a strategy by listening to the opinions of users of transportation services, paying attention to their wishes and trying to meet customer expectations by providing satisfying services.

Price has a very important role in the marketing mix because price has a direct impact on the income received by the company. If the service quality of the service is good, the customer is satisfied, but if, on the other hand, the service quality does not meet expectations, the customer is not satisfied and this affects the customer's attitudes in the future (Putra, 2020). In general, the higher the quality of company service, the more comfortable customers use the transportation service. (Nurjamad & Lestari, 2021, P.1)

If the quality of service for customers is at a price commensurate with the quality, then the company succeeds in combining service and price for customer satisfaction. Therefore, customers have a high potential not to switch to other transportation services besides Grab, especially Grab Bike.

According to Sari and Mayasari (2022, p. 108), customer satisfaction is a measurement in rising purchase levels that reflects customer appraisal of items,

service execution, prices, and other expectations. Businesses that consider their long-term viability routinely outperform rivals in terms of quality of service. Meeting or even exceeding the demands and expectations of clients for the services offered is a crucial step that must be taken. (Supiandi, 2022, p.67)

In February 2023, the researcher did a pre-survey in the city of Bandung to learn more about the phenomena that occurs based on the description above on the impact of service quality and pricing on customer satisfaction. According to the pre-survey's findings, users of the Grab Bike service in Bandung feel that the quality of the services they receive is low. Customers are not pleased with Grab Bike's lack of pricing compatibility or other services, however.

Referring to the above phenomenon, the researcher is interested in investigating the service quality and price of Grab Bikes customer satisfaction service in the city of Bandung. scribe the background of your article in a concise and detailed way by using data and/or literature review to show the novelty. This section describes the problematic reality that is studied based on a scientific perspective. The introduction concludes by describing the purpose of writing the article

LITERATURE REVIEW

Effect of Service Quality on Customer Satisfaction

The results of the study were presented in "Effect of product quality and service quality on customer satisfaction and their effect on Customer Trust Lazada" (2022: 763) Wala Erpurini, Nur Alamsyah and Rimbun Kencana Vol.3 No.4 shows that the effect of service quality on customer satisfaction is 22.3%. (Erpurini, Alamsyah, Kencana, 2022, p. 763)

The results of the study were presented in "The Effect of Service Quality on Customer Satisfaction of Sate H. Pardi Ravintola Branch DR. M. Isa" Khorif Ma'ruf (2021:89) Vol. 2 No. 2 says that service quality affects customer satisfaction by 57.4%. (Ma'ruf, 2021, p. 89)

The conclusion of the above study is that service quality affects customer satisfaction. If service quality is less than optimal, it is likely that customers will not be satisfied with the company and the company will have other negative effects. So, the company must improve the service quality to get the maximum satisfaction of the customers.

H 1: Service quality affects customer satisfaction with Grab's Bikes Bandung feature.

Effect of Price on Customer Satisfaction

The results of the study were presented in the journal "Effects of Service Quality and Price on Customer Loyalty" by Moh. Aep Nurjamad and Dwi Larasati Vol.13 No.1 (2021: 1) noted that the effect of price on customer satisfaction was partially 50.8%, i.e. price had an impact on customer satisfaction. (Nurjamad and Larasati, 2021, p. 1)

The results of the study were presented in "Effects of Service Quality and Price on Customer Raisfaction at Tirta Yasa Grocery Stores, Banjar District" Dea Alvionita and Dwi Ariani Vol. 4 No.1 (2022:108) states that the effect of price on customer satisfaction is 25.9%. (Alvionita and Ariani, 2022, p. 158)

The conclusion of the above study is that price affects customer satisfaction. The lower the price the company offers, the higher the customer satisfaction.

H 2: There is an influence of price on the customer satisfaction on the Grab feature Grab Bikes Bandung.

Effect of Service Quality and Price on Customer Satisfaction

The results of the study were presented in the journal "Effect of Price and Service Quality on Customer Satisfaction Po. Natural resources" Andi Supiandi (2022:67) Vol. 5 No. 2 notes that price and service quality simultaneously affect customer satisfaction by 54.3%. (Supiandi, 2022, p. 67)

M. Alfiyansyah Putra (2020: 300) Vol.8 No.4 "Effect of Price and Service Quality on User Satisfaction of Travel Package Service" The results of a study presented in Mahatalla Graha Tour Samarinda Travel magazine show that price and service quality at the same time affects customer satisfaction by 64.3%. (Putra, 2020, p. 300)

The conclusion of the above study is that service quality and price simultaneously influence customer satisfaction. A combination of good service quality and reasonable prices is the key to customer satisfaction.

H 3: There is an influence of service quality and price on the customer satisfaction on the Bandung City Grab Bike feature.

Based on the description above, the picture of this research paradigm is as follows:

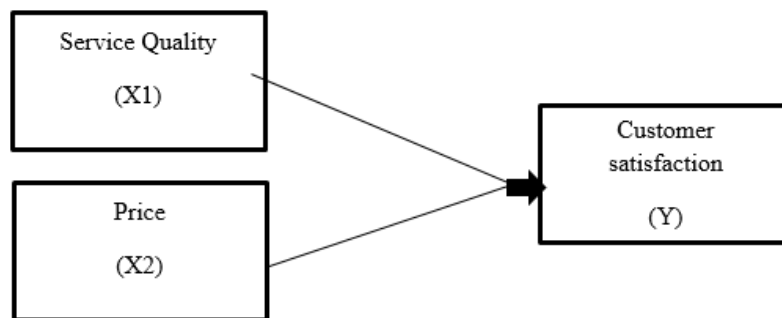


Figure 1. Research Paradigm

METHODOLOGY

Research Design

The descriptive and associative method will be employed in this study. Descriptive research, as defined by Sugiyono (2016: 53), is investigation carried out to ascertain the existence of independent variable values, either one or more, without drawing comparisons or connections with other variables. Sugiyono (2016: 65) describes the Associative Method as a research problem formulation that inquires into the link between two or more variables.

Population and Sampling Techniques

Population

The population of this study is the customers who use the Grab Bike in the city of Bandung.

Sample

The sampling procedure used in this study is a non-probabilistic objective sampling technique, namely determining the sample with consideration of certain criteria, namely:

1. Bandung City Community.
2. Install the Grab application
3. Have used the Grab Bike service feature

The use of GrabBike features by Bandung residents is unclear. The formula needed to determine the sample size is based on Lemeshow formula. (Riyanto 2020:13),

$$n = \frac{Za^2 x PxQ}{L^2}$$

Information:

n :Number of Samples

Za : The standard value of the distribution according to value = 5% = 1.96

P : Outcome prevalence, because the data has not been obtained, then 50% is used

Q : 1 - P

L : Accuracy level of 10%

Based on this formula, n is:

$$n = \frac{(1.96)^2 x 0.5 x 0.5}{(0.1)^2} = 96,04$$

According to the above sample calculation formula the number of samples required for this study is 96 samples.

Operational Research Variable

Table 1. Operational Variables of Service Quality Research

Variable	Concept definition	Dimensions	Indicator	Scale	Item No
Quality of Service (X1)	According to Tjiptono (2016: 116), service quality is an activity, benefit, or satisfaction offered for sale by comparing customer perceptions of the service they receive and the service they expect from the service attributes of a company.	1. Physical evidence	1. Using a relatively good vehicle	Ordinal	1
			2. Using complete attributes according to standards	Ordinal	2
		2. Reliability	1. Pick up on time	Ordinal	3
			2. Deliver customers to the right destination	Ordinal	4
		3. Responsiveness	1. Good driving skills and can be trusted in maintaining safety	Ordinal	5
			2. Be polite and friendly towards customers	Ordinal	6
		4. Guarantee	1. Knowledge of delivering customers using Google Maps	Ordinal	7
			2. Communicate well with customers	Ordinal	8
		5. Empathy	1. Listening to customer wishes and complaints	Ordinal	9
			2. Meet the needs of its customers	Ordinal	10

Source: Created by Researchers, 2023

Table 2. Operational Price Research Variables

Variable	Concept definition	Dimensions	Indicator	Scale	Item No
Price (X2)	According to Kotler (2019: 131), price is the amount of money charged for a particular product. The industry sets prices in a variety of ways. In large companies, pricing is generally handled by divisional as well as product line managers.	1. Price Affordability	1. The price offered is affordable	Ordinal	11
			2. The price offered is according to the standard	Ordinal	12
		2. Price Compatibility With Product Quality	1. The price offered by Grab Bike is in accordance with the services provided	Ordinal	13
			2. Prices are given according to the order	Ordinal	14
		3. Price Compatibility with Benefits	1. The price offered is in accordance with the expected benefits when using it	Ordinal	15
			2. Prices are in accordance with the facilities received	Ordinal	16
		4. Price According to Ability or Price Competitiveness	1. Grab Bike often gives discounts or discounts	Ordinal	17
			2. The price offered by Grab Bike is competitive with its competitors	Ordinal	18

Source: Created by Researchers, 2023

Table 3. Operational Variables of Customer Satisfaction Research

Variable	Concept definition	Dimensions	Indicator	Scale	No grain
Customer Satisfaction (Y)	According to Tjiptono (2017: 349), there are several studies that define satisfaction as an emotional response to evaluation of the experience of consuming a product or service.	1. Conformity of expectations	1. The services provided by Grab Bike Drivers are as expected	Ordinal	19
			2. The performance of the Grab Driver service is fast and precise as expected	Ordinal	20
		2. Interested in visiting again	1. Will use the Grab Bike feature again	Ordinal	21
			2. Loyal to use the Grab Bike feature	Ordinal	22
		3. Willingness to recommend	1. Recommend the Grab Bike feature to local people and families	Ordinal	23
			2. recommends using the Grab Bike feature in the city of Bandung	Ordinal	24

Source: Created by Researchers, 2023

RESULTS

Research Results

Service Quality Descriptive Discussion

The results of the survey conducted by distributing sample questionnaires to 96 people have been made public. The frequency distribution and weight information of each indicator are obtained from the QoS variables as follows.

Table 4. Research Categories

Weight Value	Category
96 - 173	Very Not Good
174 - 251	Not good
252 - 329	Pretty good
330-407	Good
408 - 485	Very good

Source: Data Processed by Researchers, 2023

Table 5. Recapitulation of Service Quality Variable Weights

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Categories
	SS (5)		S(4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Dimensions of Physical Evidence												
<i>Drivers Grab Bike uses relatively good and decent vehicles</i>	19	95	47	188	21	63	7	14	2	2	362	Good
<i>Driver sGrab Bike uses complete attributes according to standards</i>	11	55	30	120	36	108	18	36	1	1	320	Pretty good
Dimensions of Reliability												
<i>Drivers Grab Bike pick up on time</i>	46	230	40	160	7	21	3	6	0	0	417	Very good

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Categories
	SS (5)		S(4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
<i>Drivers Grab Bike takes customers to the right destination</i>	23	115	63	252	7	21	2	4	1	1	393	Good
Responsiveness Dimension												
<i>Drivers Grab Bike has good driving skills and can be trusted in maintaining safety</i>	19	95	60	240	15	45	1	2	1	1	383	Good
<i>In my opinion, Grab Drivers behave politely and are friendly towards customers</i>	14	70	45	180	16	48	18	36	3	3	337	Good
Warranty Dimensions												
<i>Drivers Grab Bike has the ability to deliver customers using Google Maps</i>	15	75	55	220	21	63	5	10	0	0	368	Good
<i>Drivers Grab Bike can communicate well with customers</i>	16	80	66	264	13	39	1	2	0	0	385	Good
Empathy Dimension												

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Categories
	SS (5)		S(4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
<i>Drivers Grab Bike listens to customer wishes and complaints</i>	17	85	55	220	19	57	4	8	1	1	371	Good
<i>Drivers Grab Bike can meet the needs of its customers</i>	16	80	61	244	14	42	4	8	1	1	375	Good
Average Corporate Culture Variables											371.1	Good

Information: SS=Strongly Agree, S= Agree, C=Enough, TS=Disagree, STS=Strongly Disagree, F=Frequency, B=Weight

Source: Data Processed by Researchers, 2023

According to the overall distribution in the above table it can be concluded that the actual weighted average of the 10 service quality variables is 3711. This value is included in the correct category as it is in the range 330 -407. The above results are the minimum value of the actual weight when commanding the rider to use the Grab Bike as the full standard configuration and the actual weight value is 320. This is a really valuable command. It was the highest order grab bike drive ever produced at the time with an actual weight of 417.

Price Descriptive Discussion

Table 6. Price Variable Weight Recapitulation

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Categories
	SS (5)		S(4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
The Price Affordability Dimension												
The price offered is affordable	10	50	51	204	26	78	8	16	1	1	349	Good
The price offered is standard	15	75	48	192	20	60	11	22	2	2	351	Good
Price Compatibility Dimensions With Product Quality												

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Categories
	SS (5)		S(4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
The price offered by Grab Bike is in accordance with the services provided	14	70	48	192	25	75	8	16	1	1	354	Good
Prices are given according to the order	15	75	57	228	17	51	6	12	1	1	367	Good
Price Conformity Dimensions with Benefits												
The price offered is in accordance with the expected benefits	19	95	64	256	9	27	4	8	0	0	386	Good
Prices with facilities are in accordance with what is received	25	125	62	248	9	27	0	0	0	0	400	Good
Price Dimension According to Ability or Price Competitiveness												
Grab Bike often gives discounts	9	45	46	184	27	81	12	24	2	2	336	Good
The price offered by Grab Bike is competitive with its competitors	9	45	36	144	37	111	13	26	1	1	327	Pretty good
Average Corporate Culture Variables											358.75	Good

Information: SS=Strongly Agree, S= Agree, C=Enough, TS=Disagree, STS=Strongly Disagree, F=Frequency, B=Weight

Source: Data Processed by Researchers, 2023

Based on the summary distribution table above it can be concluded that the average value of the actual weight of the price variable with 8 statements is 358.75 which is included in the correct range because it is in the range of 330 -407. The actual weighted value of the stolen bike price offered to compete with

competitors is 327 which is the lowest actual weighted value in the above result line. There is a sentence that has the highest real weight value: 327. The price and specifications of the line are obtained at the value of 400 actual weight as such.

Descriptive Discussion of Customer Satisfaction

Table 7. Price Variable Weight Recapitulation

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Categories
	SS (5)		S(4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Expectations Conformity Dimensions												
The service provided by the Grab Bike Driver is in accordance with my expectations	11	55	45	180	30	90	10	20	0	0	345	Good
The performance of the Grab Driver service is fast and precise according to my expectations	52	250	39	156	5	15	0	0	0	0	431	Very good
The Revisit Interest Dimension												
I will use the Grab Bike feature again	22	110	65	260	4	12	4	8	1	1	391	Good
I will be loyal to using the Grab Bike feature	19	95	59	236	14	42	3	6	1	1	380	Good
Willingness to Recommend Dimensions												
I will recommend the Grab Bike feature to my friends, family and people around me	6	30	31	124	45	135	13	26	1	1	316	Pretty good

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Categories
	SS (5)		S(4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
I recommend using the Grab Bike feature in the city of Bandung	34	170	54	216	6	18	2	4	0	0	408	Very good
Average Corporate Culture Variables											378.5	Good

Information:SS= Strongly Agree, S= Agree, C=Enough, TS=Disagree, STS=Strongly Disagree, F=Frequency, B=Weight

Source: Data Processed by Researchers, 2023

Based on the distribution summary above we can conclude that the mean true weight of the six reported value variables is 378.5 which is included in the appropriate range as it ranges from 330-407. In the above results I recommend grab bike activity with very little actual weight to my friends family and people around me. Actual weight value is 316. is the sentence with the highest true weight value. Actual weight cost 408 recommend Grab Bike facility in Bandung city.

The Effect of Service Quality on Customer Satisfaction in the Grab Bike Feature in the City of Bandung

Test this study using multiple linear regression analysis. In this study there are 2 (two) independent variables namely service quality and price and the dependent variable is customer satisfaction. The effect of service quality on customer satisfaction can be seen in the following regression results:

Table 8. Multiple Linear Regression Analysis

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	6,361	1,578		4,031	.000
	Service Quality	.209	.066	.346	3.176	.002
	Price	.309	.073	.460	4,220	.000
a. Dependent Variable: Customer Satisfaction						

Source: Data Processed by SPSS, 2023

Analysis Results Based on the analysis results in Table 4.44 above the regression coefficients are as follows:

$$X_1 = 0.209$$

$$X_2 = 0.309$$

So that the linear regression equation in this study is:

$$Y = 6.361 + 0.209X_1 + 0.309X_2$$

From this equation, it can be explained that:

1. Mark constant $\beta_0 = 6.361$ means the size of customer satisfaction variable which is not affected by service quality or can be considered when service quality is zero (0) otherwise service quality value. Does not change Empty (0) or unchanged. The customer satisfaction score is 6631.
2. The regression coefficient of service quality variable (X_1) is 0209 which means that service quality has a positive or direct relationship with customer satisfaction.

The effect of service quality on customer satisfaction is obtained by the probability of significant service quality (X_1) at 000.2. According to the criteria, if the value is important < 0.05 , then reject H_0 and accept H_1 , meaning that service quality partially affects customer satisfaction with Grab Bike function in Bandung city. . This means that if service quality is good, customer satisfaction will increase. To see the effect of service quality variables on customer satisfaction, calculations were performed using the Beta x Zero Order x 100% formula. Using SPSS, the Beta and Zero Order values were obtained as follows:

Table 9. Partial Determination Coefficient (r^2)

Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error				Zero-order	Partial	Part
1	(Constant)	6,361	1,578		4,031	.000			
	Price	.309	.073	.460	4,220	.000	.734	.401	.282
	Service Quality	.209	.066	.346	3,176	.002	.710	.313	.212

a. Dependent Variable: Customer Satisfaction

Source: Data Processed by SPSS, 2023

Based on the table above, the partial effect of each variable can be calculated, namely service quality (X_1) : $0.460 \times 0.734 \times 100\% = 0.33764 = 33.8\%$. Based on

these calculations, it is known that the effect of service quality (X1) on customer satisfaction (Y) is 33.8%.

The Effect of Price on Customer Satisfaction in the Grab Bike Feature in the City of Bandung

This study was tested using multiple linear regression analysis. In this study, there are two (two) independent variables: service quality and price, and the dependent variable is customer satisfaction. The effect of price on customer satisfaction can be seen from the following regression results:

Table 10. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	6,361	1,578		4,031	.000
	Service Quality	.209	.066	.346	3.176	.002
	Price	.309	.073	.460	4,220	.000
a. Dependent Variable: Customer Satisfaction						

Source: Data Processed by SPSS, 2023

Based on the results of the analysis from table 10 above, it can be explained that the coefficients of the regression equation are as follows:

$$\beta = 6.361$$

$$X_1 = 0.209$$

$$X_2 = 0.309$$

So that the linear regression equation in this study is:

$$Y = 6.361 + 0.209 + 0.309X_1X_2$$

From the equation, it can be explained that:

1. MarkConstant $\beta_0 = 6.361$ means that it represents the size of the customer satisfaction variable that can be understood when it is not affected by price or has a value of zero (0) or no change in the value of the customer satisfaction row is 6.631.
2. The regression coefficient of the price variable (X2) is 0.309, which means price there is a positive or direct correlation between price and customer satisfaction.

The effect of price on customer satisfaction is obtained by the significant probability of price (X2) at 000.0. Based on the criteria, if the significance value is < 0.05, then H0 is rejected and H1 is accepted, that is, price partially affects customer satisfaction for Grab Bike feature in Bandung City . This means that if the price offered is appropriate, customer satisfaction will increase.

To see the impact of the price variable on customer satisfaction, a calculation is performed using the Beta x Zero Order x 100% formula. Using SPSS, the Beta and Zero Order values were obtained as follows:

Table 11. Partial Determination Coefficient (r²)

Coefficients									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Betas			Zero-order	Partial	Partial
1	(Constant)	6,361	1,578		4,031	.000			
	Price	.309	.073	.460	4,220	.000	.734	.401	.282
	Service Quality	.209	.066	.346	3,176	.002	.710	.313	.212

a. Dependent Variable: Customer Satisfaction

Source: Data Processed by SPSS, 2023

Based on the table above, it can be calculated the partial effect of each variable, namely Price (X₂) : $0.346 \times 0.710 \times 100\% = 0.24566 = 24.6\%$. Based on these calculations it is known that the effect of price (X₂) on customer satisfaction (Y) is 24.6%.

The Influence of Service Quality and Price on Customer Satisfaction in the Grab Bike Feature in the City of Bandung

After testing the classical hypotheses and satisfying the criteria, a test was performed to simultaneously test the impact of service quality and price on customer satisfaction for GrabBikes function. in the city of Bandung.

The coefficient of determination is used to show how the value of the dependent variable is affected by the independent variable. The results of the coefficient of determination in this study are as follows:

Table 12. Coefficient of Determination (R^2)

Summary modelb				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.764a	.584	.575	1,767
a. Predictors: (Constant), Price, Service Quality				
b. Dependent Variable: Customer Satisfaction				

Source: Data Processed by SPSS, 2023

Based on table 4.46 above, it is known that the R-Square coefficient is 0.584 or equal to 58.4%. This number implies that the variables service quality and price simultaneously (together) influence the Grab Bike customer satisfaction variable by 58.4%. Meanwhile, the remaining 41.6% (100% - 58.4%) are influenced by other variables outside the regression equation (variables not examined).

The Effect of Service Quality on Customer Satisfaction in the Grab Bike Feature in the City of Bandung

The significant probability of service quality (X1) at the 0.002 level. According to the criteria, if the significance value is < 0.05 then rejects H_0 and accepts H_1 , meaning that service quality partially affects customer satisfaction with Grab's features. Bicycles in the city of Bandung. This means that if service quality is good, customer satisfaction will increase. The service quality variable that contributes to or affects customer satisfaction is 33.8%.

The results of this study are consistent with previous research conducted by Wala Erpurini, Nur Alamsyah and Rimbun Kencana which was presented in a journal titled "Effect of product quality and service quality on customer satisfaction and their impact on Lazada customer trust" which states that the influence of service quality on customer satisfaction is 22.3%. (Erpurini, Alamsyah, Kencana, 2022, p. 763)

Based on the research results that have been carried out, it can be concluded that service quality has a significant influence on customer satisfaction for Grab Feature Bikes in Bandung city. This means that if service quality is good, customer satisfaction will increase.

The Effect of Price on Customer Satisfaction in the Grab Bike Feature in the City of Bandung

The probability of price significance (X2) is at 0.000. According to the criterion, if the significance value is < 0.05 , then H_0 is rejected and H_1 is accepted, that is, price partially affects customer satisfaction with Grab Bike feature in Bandung city. This means that if the price offered is appropriate, customer satisfaction will increase. The price variable contributes or affects customer satisfaction 24.6%.

The results of this study are consistent with previous research conducted by Moh. Aep Nurjamad and Dwi presented in a review titled "Effect of service quality and price on ride-hailing customer loyalty" stating that the impact of price on customer satisfaction is one in 50.8%, meaning that price has an effect on customer satisfaction. (Nurjamad & Larasati, 2021, p. 1)

Based on the research results that have been conducted, it can be concluded that price has a significant influence on customer satisfaction for Grab Bike feature in Bandung city. This means that the lower the price the company offers, the higher the customer satisfaction.

The Influence of Service Quality and Price on Customer Satisfaction in the Grab Bike Feature in the City of Bandung

Service quality and price variables contribute or affect simultaneously 0.584 or equal to 58.44% The results of this study are consistent with previous research by M. Alfiyansyah Putra presented in a journal titled "Effect of price and service quality on customer satisfaction for users of package tourism services on Mahatalla Graha" in which Travel and Samarinda's service quality clearly state that Travel price and service quality have a co-influence. 64.3%. (Putra, 2020, p.300)

Based on the results of the research conducted, it can be concluded that service quality and price affect customer satisfaction simultaneously. The combination of good service quality and affordable price is the key to customer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the research results and discussion on the influence of service quality and price on customer satisfaction with Grab Bike function in Bandung city, the following conclusions can be drawn:

1. According to the results of collecting people's feedback on the service quality variable assessment, the average weight is 371.1 with a good rating. It can be concluded that the aspects of physical evidence, reliability, responsiveness, assertiveness and empathy affect the service quality of Grab Bike function in Bandung city. However, the physical evidence aspect is still quite valuable because the Grab Bike driver index has not fully and properly used the attributes.
2. According to the response results of the samples to the evaluation of the price variable, a mean weighted value of 358.5 appeared with a good rating. It can be concluded that the aspects of price affordability, price-quality matching, price-benefit ratio, performance-based pricing or price competitiveness have an influence on the typical price of Grab Bike in Bandung city. However, the capacity-based price or price competitiveness is still valid because the price indicator that Grab Bike offers is not competitive with competitors.
3. Based on the responses of the samples to evaluate the variable Customer satisfaction has an average weighted value of 378.5 with a rating of good. It can be concluded that the aspects of expectation satisfaction, intention to return and willingness to recommend affect customer satisfaction with Grab

Bike feature in Bandung city. However, the Willingness to recommend dimension is quite complete due to the unwillingness of customers to recommend the Grab Bike feature to their friends, family and friends.

4. From the results of the direct and indirect influence of the independent variable of service quality (X1) to the dependent variable of overall customer satisfaction (Y), we obtain a value of 0.33764 (33,8%). This shows that service quality has an influence on customer satisfaction.
5. From the results of the direct and indirect effects of the independent variable price (X2) to the dependent variable Customer satisfaction (Y) a total value of 0.24566 (24.6%) This shows that the price variable has an effect on customer satisfaction.
6. Based on the calculation results of the R test, the value of the correlation coefficient is 0.584, it can be concluded that there is a fairly close relationship between the variables (service quality and price) and the variable (client). satisfaction). While the calculation results of the R² test obtained a coefficient of determination of 0.584, it shows that 58.4% of the model's capacity or of all independent variables (service quality and price) are used in the method. This regression can contribute to customer satisfaction of 58.4%. The remaining 41.6% can be explained by independent variables not tested in this study.

Recommendations

Based on the conclusions stated above, the researcher intends to submit several suggestions related to the discussion that has been carried out previously, including the following:

1. Service quality has a positive and statistically significant impact on customer satisfaction for Grab Bike online transportation service. Grab should further improve service quality to achieve customer satisfaction.
2. The company needs to immediately discipline Grab Bike drivers who wear jackets and bring 2 Grab helmets because this is one of the Grab driver's Code of Ethics that must not be violated and improve politeness with customers because not all drivers show a good attitude to customers.
3. Price has a positive and significant impact on customer satisfaction with Grab Bike online transportation service. Therefore, businesses need to pay more attention to the balance of current freight rates, not to increase prices so as not to disappoint customers, avoid customers switching to other transportation services and continue to use Grab Bike online transport service at an affordable price.
4. The results of this study show that the service quality variable has a greater influence than the price variable. Therefore, the company should try to improve the quality of existing services ii.
5. Grab company still needs to improve customer satisfaction, so that customers continue to use Grab Bike online transportation service and customers feel satisfied.
6. The research team wishes to add other variables that have not been considered in this study such as promotion and customer loyalty that have

not been included in this study so that the research results on customer satisfaction are more optimized.

FURTHER STUDY

This study still has many shortcomings such as sample size and other variables that may need to be supplemented, so further research is still needed on the topic of the influence of corporate culture and leadership on employee performance.

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