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The Influence of Service Quality and Price on Indriver Customer Satisfaction (Case Study in the Lembur Sawah Community RW 16 Cimahi, West Java)

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A B S T R A C T

This research aims to analyze the influence of service quality and price on Indriver customer satisfaction in the Kp Lembur Sawah Rw 16 Cimahi West Java Community. The background to this research is the importance of understanding factors that influence customer satisfaction in the service industry to improve service quality and pricing strategies. This research uses quantitati ve methods with a survey approach. Data was collected through a questionnaire distributed to the public with a total of 100 respondents who were active users of the service. Data analysis was carried out using the linear regression method to determine the relationship between the independent variables (service quality and price) and the dependent variable (customer satisfaction). The research results show that both service quality and price have a significant influence on customer satisfaction, with service quality having a more dominant influence. These findings provide practical implications for service providers to focus on improving service quality in order to increase customer satisfaction

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INTRODUCTION

In today's age of globalization, the business world is increasingly competitive. One business sector that is developing quite high and competition is increasing is transportation service companies. One of the companies operating in the transportation services sector is INDRIVER. INDRIVER is a technology company from Yakutsk, Russia that provides transportation through online transportation services that are ready to serve all community needs.

Increasingly tight business competition demands that companies continually develop new innovations, offering either more attractive products or services that provide greater ease and convenience for their customers. Competition in the business world always fosters creative ideas that are able to develop products and services that provide added value to customers. The fact is that people have increasingly diverse and growing needs. They want convenience and speed in getting what they want.(Fauzi & Purnomo, 2023).

This is carried out to attract new customers and retain existing ones, ensuring that those satisfied with the product continue to choose it service they have received can make repeat purchases in the future. The more transportation media there are, both online and offline, the more business competitors there are, one of which is the INDRIVER company. This forces companies to have to improve and develop the quality of their services to increase satisfaction and win the hearts of customers so that they can survive in business competition. Taxi companies provide services to take customers from their place of origin to their desired destination (Maramis et al., 2018).

Indriver (Previously known as inDriver), InDrive is an an international online transportation service that serves over 150 million users across more than 700 cities in 47 countries, headquartered in Mountain View, California, USA, InDrive is the world's second-largest ride-sharing and taxi application number of downloads. The company was officially launched in 2013.

LITERATURE REVIEW

Marketing management involves the analysis, planning, implementation, and control of programs aimed at creating, building, and maintaining profitable exchanges with target buyers to achieve organizational or company objectives (Pebi Kurniawan et al., 2023, hal 1).

According to Indrasari in the journal (Apriliana & Sukaris, 2022) mentions five dimensions of service quality that must be met, namely:

a. Physical evidence encompasses the visible aspects of a company's services, such as the appearance of facilities, equipment, staff, cleanliness, orderliness, and communication media,
b. Empathy involves the dedication of employees and business owners to providing personal attention and care to customers,
c. Reliability signifies the company's capability to perform promised services accurately and consistently,
d. Quick response indicates the company's agility in delivering services to customers and efficiently managing transactions and customer complaints,

e. Guarantee pertains to the company's proficiency in assuring service quality through knowledgeable, courteous employees who can inspire trust and confidence.

According to P. and K. L. K. Kotler in the journal (Sumarsid & Paryanti, 2022) states that there are four measures that characterize price, namely as follows:

a. Affordability

Consumers have access to the prices established by the company, with typically various product types available within a single brand, offering a range of prices from the most affordable to the most expensive.

b. The Cost Associated with the Quality of a Product

In essence, customers often use price as a measure of quality; they tend to opt for the higher-priced item assuming it offers superior quality. Higher prices are generally associated with better quality in people's perception.

c. Matching Cost with Benefits

Namely, Consumers frequently use price as a gauge of quality; they usually select the higher-priced option because they perceive a difference in quality. Elevated prices often lead people to believe that the quality is superior.

d. Prices Based on Competitiveness or in Therms of Price Competitiveness

This means that Consumers frequently assess a product's price in comparison to others. In such instances, a high price signifies a consideration for consumers when buying that product.

Customer satisfaction in this research was measured using six indicators from Tjiptono in the journal (Sumarsid & Paryanti, 2022) among others are:

- Overall Customer Satisfaction (General Customer Statistics) A straightforward method to gauge customer satisfaction is by directly inquiring about their level of satisfaction with specific products or services.
- Confirmation of Expectation In this approach, satisfaction is inferred rather than measured directly, based on how well the company's product performance aligns with or deviates from customer expectations across various important attributes or dimensions.
- Customer satisfaction is assessed behaviorally by asking if the customer would shop or use the service again.
- Willingness to Recommend For products with long repurchase cycles or one-time purchases, a customer's willingness to recommend the product to friends or family is a key metric for analysis and follow-up.
- Customer Dissatisfaction Several factors are analyzed to understand customer dissatisfaction, such as the number of complaints, the frequency of product returns, and the costs associated with warranties.

METHODOLOGY

Research Design

The approach employed in this study is using descriptive methods and associative methods. Descriptive method is a type of research that determines the value of one or more independent variables without engaging in comparative analysis anything with variables you want to do. Meanwhile, the associative method used to determine the influence or connection between two or more variables.

Unit of Analysis

The unit of analysis is the unit that will be used to explain or describe the properties of a much larger set of objects. In this research the individual is the unit under analysis, namely those who use driver services in the Kp Lembur Sawah Rw 16 Cimahi West Java Community.

Population and Sampling Techniques

1) Population

Population can be Described as a broad domain encompassing objects or subjects with specific characteristics identified by the investigator, which are studied and from which conclusions are drawn. The population that the author took was the Overtime Sawah Rw 16 Cimahi West Java Community of 50. 213 people.

2) Samples

A sample is a small part of the population to be investigated and serves as a representation or estimate of the larger population. The sampling technique used is incidental sampling, namely a technique where the sample is chosen based on chance or chance without special considerations, so that anyone the researcher can consider the meetings they attend as a potential sample if they are deemed appropriate as a data source for this study, the sample size will be determined using the Slovin formula

3) Method of Collecting Data

In this research, the data collection technique employed is the questionnaire method. This method involves presenting respondents with a series of questions or written statements to answer.

4) Operational Variables

Operational is a concrete or clearer way to define a plan or construct that will be carried out in research. According to this research, it involves two variables, one dependent variable and two independent variables.

5) Research Instrument

The instrument in this research is a questionnaire. The questionnaire instrument in this research is submitted using a Likert scale. The reliability or reliability test shows the extent to which a measurement can produce results that are no different if the measurement is carried out again on the same subject

Table 1. Likert Scale Weighting

No	Statement Answer Choices	Weight/Score
1.	Strongly Agree (SS)	5
2.	Agree (S)	4
3.	Enough (C)	3
4.	Disagree (ST)	2
5.	Strongly Disagree (STJ)	1

RESULTS AND DISCUSSION

1) Validity Test

A Validity Test is employed to assess the accuracy of a questionnaire. A questionnaire is considered valid if its questions effectively gauge what the questionnaire intends to measure. A positive and higher-than-table r value indicates validity for an item, question, or indicator.

2) Service Quality Validity Test (X1)

The validity assessment in this research involves evaluating the of service quality (X1). The findings of the validity test in this research are shown based on the data listed in the table as provided:

Table 2. Results Validity Test Service Quality

Question Items	*r count*	*r* critical	Information
$X_{1.1}$	0,345	0,3	Valid
$X_{1.2}$	0,408	0,3	Valid
$X_{1.3}$	0,610	0,3	Valid
$X_{1.4}$	0,589	0,3	Valid
$X_{1.5}$	0,543	0,3	Valid
$X_{1.6}$	0,607	0,3	Valid
$X_{1.7}$	0,635	0,3	Valid
$X_{1.8}$	0,509	0,3	Valid
$X_{1.9}$	0,610	0,3	Valid
$X_{1.10}$	0,606	0,3	Valid

Based on table 2 above, it can be explained that all calculated r values exceed the critical r value, which is more than 0.3. This indicates that all service quality variable statement items are included in the valid category because they are above the critical r value.

3) Validity Test Price (X2)

The validity assessment in this research involves of Price (X2). The outcomes of the validity assessment in this study research are shown based on the data listed in the table as follows:

Table 3. Results Validity Test Price

Question Items	*r count*	*r* critical	Information
$X_{2.1}$	0,517	0,3	Valid
$X_{2.2}$	0,624	0,3	Valid
$X_{2.3}$	0,625	0,3	Valid
$X_{2.4}$	0,592	0,3	Valid
$X_{2.5}$	0,521	0,3	Valid
$X_{2.6}$	0,489	0,3	Valid
$X_{2.7}$	0,570	0,3	Valid
$X_{2.8}$	0,631	0,3	Valid
$X_{2.9}$	0,350	0,3	Valid
$X_{2.10}$	0,381	0,3	Valid

Based on table 3 above, it can be explained that all calculated r values exceed the critical r value, which is more than 0.3. This indicates that all price variable statement items are included in the valid category because they are above the critical r value and exceed the significant value.

- Validity Test Customer satisfaction (Y)

The validity assessment in this research involves of Customer Satisfaction (Y). The outcomes of the validity assessment in this study in this research are shown based on the data listed in the table as follows:

Table 4. Results Validity Test Customer Satisfaction

Question Item	*r count*	*r* critical	Informasi
Y_1	0,393	0,3	Valid
Y_2	0,557	0,3	Valid
Y_3	0,451	0,3	Valid
Y_4	0,393	0,3	Valid
Y_5	0,575	0,3	Valid
Y_6	0,553	0,3	Valid
Y_7	0,429	0,3	Valid
Y_8	0,438	0,3	Valid
Y_9	0,317	0,3	Valid
Y_{10}	0,324	0,3	Valid

Based on table 4 above, it can be explained that all calculated r values exceed the critical r value, which is more than 0.3. This indicates that all customer satisfaction variable statement items are included in the valid category because they are above the critical r value and exceed the significant value.

4) Realibility Test

- Realibility Test Service Quality (X1)

The findings of Service Quality Test (X1) are presented using a table, namely:

Table 5. Results Realibility Test Service Quality

Reliability Statistics	
Cronbach's Alpha	N of Items
,728	10

Based on table 5, the outcomes of the reliability assessment show that the Cronbach's Alpha value of the service quality variable (X1) is 0.728 > 0.7, meaning it is included in the good reliability group.

- Realibility Test Price (X2)

The findings of Price Test (X2) are presented using a table, namely:

Table 6. Results Realibility Test Price

Reliability Statistics	
Cronbach's Alpha	N of Items
,708	10

Based on table 6, the outcomes of the reliability show that the Cronbach's Alpha value of the Price variable (X2) is 0.708 > 0.7, meaning it is included in the good reliability group.

- Customer Satisfaction Reliability Test (Y)

The findings of Customer Satisfaction Test (Y) are presented using a table, namely:

Table 7. Customer Satisfaction Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
,737	10

Based on table 7, the outcomes of the reliability show that the Cronbach's Alpha value of the Costumer Satisfaction variable (Y) is 0.737 > 0.7, meaning it is included in the good reliability group.

5) Classic Assumption Test

- Normality test

In carrying out hypothesis testing, a data normality test is first carried out to find out whether the data follows a normal distribution or not.

Table 8. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	4,48245011
Most Extreme Differences	Absolute	,110
	Positive	,066
	Negative	-,110
Test Statistic		,110
Asymp. Sig. (2-tailed)		.005[c]
Exact Sig. (2-tailed)		,164
Point Probability		0,000

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Based on table 8, the significance value (Sig) in the Kolmogorov-Smirnov table is 0.164. According to the rules, data is normally distributed, if the Kolmogorov-Smirnov value exceeds alpha 0.05, the data is considered normally distributed.

- Multicollinearity Test

Table 9. Multicollinearity Test

Model		**Coefficients[a]**	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)			
	Service Quality		,517	1,934
	Price		,517	1,934

The findings of the multicollinearity test in table 9 show that The tolerance value exceeds 0.01, and the Variance Inflation Factor (VIF) value is below 10.. This suggests that in this study, there was no significant multicollinearity between the independent variables.

- Heteroscedasticity Test

By testing heteroscedasticity as seen in the graph below, it's evident that there isn't any regular or clear pattern on the scatterplot diagram. The dots are dispersed randomly both above and below 0 point on the Y-axis

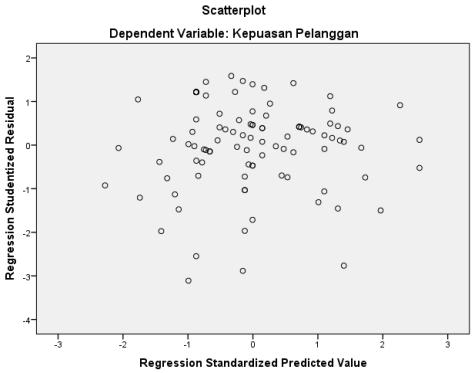

Figure 1. Heteroscedasticity Test

The scatterplot method heteroscedasticity graph indicates that there isn't any clearly visible pattern and the points are scattered on both sides of the numerical value 0 on the Y axis. Therefore, The conclusion drawn is that heteroscedasticity is absent. occurring in the regression model.

- Autocorrelation Test

The autocorrelation test is performed to ascertain whether there is a correlation among residual errors. over time periods t and errors in the previous period, namely t-1. If there is a significant correlation, this indicates an autocorrelation problem in the regression model.

Table 10. Autocorrelation Test Durbin-Watson

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin - Watson
1	.712[a]	0,508	0,497	2,26421	1,597

Based on table 10 in SPSSV23 in calculations, the Durbin-Watson statistic yields a value of 1.597. To determine whether autocorrelation occurs, we compare the DW value with the critical range. With the amount of data (n) = 100 and the number of independent variables (k) = 2, we get a du value of 1.7152 and a 4 – du value of 2.2848. Since the Durbin-Watson value (1.7152) is between the du and 4 – du values (1.7152 < 1.597 < 2.2848), it can be concluded that autocorrelation is absent and the data can be utilized for additional analysis.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Drawing from the collected data and the outcomes of data analysis in this research, the author concludes that:

a) Service quality is stated to be in the good category, but there are still several weak aspects regarding customers not getting the service they want.
b) The price is included in the good category, but there is still a weak aspect regarding the price, namely price competition with other applications which means that the price of Indriver is still not superior compared to other applications.
c) Customer satisfaction is included in the good category, but there are still several weak aspects regarding the customer experience using indrive in the Kp Lembur Sawah Rw 16 Cimahi West Java community
d) Service quality partially has a significant positive effect on driver customer satisfaction in the Kp Lembur Sawah Rw 16 Cimahi West Java community by 50.5%.
e) Price partially has a positive effect on driver customer satisfaction in the Kp Lembur Sawah Community Rw 16 Cimahi West Java 15.8%.
f) Service quality and price simultaneously have a significant positive effect on driver customer satisfaction in the Kp Lembur Sawah Rw 16 Cimahi West Java community by 50.8%

Recommendations

Based on the conclusions above, there are several suggestions that can be given: regarding The findings from the analysis and subsequent discussion in this research. It is hoped that service quality can be improved in order to increase consumer trust and satisfaction with the service.

For prices, for example, adding discount vouchers so that they can compete with prices with other applications.

For example, service quality is improved so that driver customers continue to use the selected service.

Consumer satisfaction needs to be increased, for example by always checking vehicles for picking up and picking up customers, always having a good and friendly attitude, listening to complaints from customers, and providing alternative solutions to customer complaints.

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