

THE EFFECT OF PROMOTION, SERVICE QUALITY, AND PRICE PERCEPTION ON GOJEK CUSTOMER SATISFACTION

Jureid¹

Sekolah Tinggi Agama Islam Negeri Mandailing Natal, Mandailing Natal, Indonesia
jureid@stain-madina.ac.id

Rizka Ar Rahmah²

Sekolah Tinggi Agama Islam Negeri Mandailing Natal, Mandailing Natal, Indonesia
rizkaarrahmah@stain-madina.ac.id

Erni Yusnita Siregar³

Sekolah Tinggi Agama Islam Negeri Mandailing Natal, Mandailing Natal, Indonesia
erni10.yusnitasiregar@gmail.com

Abstract

This study explores how service quality, promotion, and price perception impact customer satisfaction with Go-Jek in Medan, using a quantitative approach with data gathered from questionnaires and interviews among 40 users who had used the Go-Jek app more than five times. The findings indicate that service quality does not significantly affect customer satisfaction, with a t-value of 2.437 exceeding the critical value of 1.688 and a significance level of 0.020. Conversely, promotions negatively influence customer satisfaction, evidenced by a count value of -0.639 compared to the critical value of 1.688 and a significance level of 0.527. Price perception, however, positively correlates with customer satisfaction, as shown by a count value of 5.942 surpassing the critical threshold of 1.688 and a significance of 0.000. Collectively, these factors significantly affect customer satisfaction, with an F-count of 82.143 against an F-table value of 2.87 and a significance of 0.000. The adjusted R-squared value of 0.862 (86.2%) indicates that these variables explain a majority of the variance in customer satisfaction, with the remaining 13.8% attributed to other unexamined factors.

Keywords: Promotion, Service Quality, Price Perception, Customer Satisfaction, Gojek

INTRODUCTION

The era that continues to develop, accompanied by the development of service models. Service is a very large economic sector and is growing very rapidly (Hidayat et al, 2024). This growth is caused by the growth of previously existing types of services, also caused by the emergence of new types of services (Indriaty, 2016). One of the services that is currently experiencing very rapid growth is the motorcycle taxi service. The increasingly rapid growth in the service sector has an impact on the increasingly tight competition in winning consumer satisfaction. By providing effective service quality, of course consumers will be satisfied with the service provided. According to Tresiya et al., service quality is a condition related to a product that can be used to fulfill consumer needs. Good service can give a positive impression to customers so that they will choose to use the company's products again (Diantari et al., 2021).

Service quality is all forms of activities carried out by the company to meet consumer expectations. Service in this case is defined as a service or service delivered by a service provider company in the form of convenience, speed, relationships, abilities and friendliness shown through attitudes and characteristics in providing services for consumer satisfaction (Buana & Z. A., 2023). The concept of service quality itself consists of five main dimensions, the five main dimensions according to Zeithaml, Berry, and Parasuraman include: tangible, reliability, responsiveness, assurance and empathy (Halim, 2021). Based on the explanation above, we can conclude that customer satisfaction is a reference in efforts to maintain quality service. Customer satisfaction is a strategy in planning that must be maintained in the long term in maintaining and satisfy customers with aspects that are indicators such as empathy, speed, fairness, and access. There will be a gap between expectations and performance if this aspect is not maintained and ends with customer dissatisfaction (Utamy et al., 2020).

Consumer satisfaction can have a significant effect on the company. Attracting and prospecting new customers is much more difficult than retaining customers by maintaining their satisfaction (Anggraeni & A'yuni, 2023). In terms of cost, maintaining and sustaining customer satisfaction is much smaller and cheaper than attracting new customers. Customer satisfaction will bring a harmonious impact and recognition to customers (Pandega Ricky Andika et al., 2023). Customer satisfaction cannot be separated from the promotions given

and offered to consumers or customers. Promotion strategy is a step taken to communicate products to achieve company goals and targets in the form of increasing sales. Product information is very important to convey for consumers to know the product and provide easy access to the product when consumers need it (Suriyanto & Istriani, 2019).

Good product quality and service that are promoted appropriately will be a special concern to increase buying motivation and achieve customer satisfaction. Efforts to maintain consumer satisfaction are marked by providing consumers with convenience in getting product promotions. Various promotional methods are carried out by companies, including physical promotions, namely holding special events such as exhibitions, festivals to offer their products or services. Electronic media promotions, namely television and outdoor media, are done by placing advertisements, billboards, and banners, and promotions through digital means using the internet and social media (Widowati, 2022).

Determining the right price is one of the tips to attract customer interest. Quality and price are directly proportional. When the price is expensive, the quality is also guaranteed, conversely, a cheap price reflects the appropriateness of the product being priced cheaply. Pricing will bring consumer satisfaction. Consumer perception of (Jurnal et al., 2020). Consumer perception of service quality is often influenced by price; in some cases, expensive prices are considered to reflect high quality (Widowati, 2022). Consumers have many choices in a competitive market, so they choose which product to use. Consumers tend to choose based on their own decisions whether to choose the most expensive or the cheapest. However, they look at service and quality (Tamala, 2021). Some service companies set different prices for their customers. This happens because the company believes that customers have a perception that the value of a product or service varies from time to time. Customers are willing to pay more because demand increases at certain times. When demand decreases, the company offers a lower price. So, for the same product and service, customers are asked to pay different prices (Tamala, 2021).

The purchase decision for most products is just a routine activity in the sense that the need will be sufficiently satisfied through repeat purchases of the same product. If there is a change in price and the service received by consumers is inconsistent, it will make consumers feel uncomfortable using the online transportation service, so that consumers will not repeat

using the online transportation service (Lasmiatun & Manteghi, 2025). Thus, consumers will not repeat using the service and look for other alternatives that make it comfortable to make transactions and purchase products (Khafidin, 2020). The first factor that influences consumer satisfaction is service quality; the second factor that influences consumer satisfaction is promotion and the third factor that influences consumers is price perception. This statement was put forward by Adhari that considering consumer satisfaction consists of quality, promotion and price as a basis for building consumer satisfaction (Adhari L.Z., 2021). Some conclude that price can be used as a resource to increase profits and customer satisfaction (Nainggolan & Dewantara, 2023).

REVIEW OF LITERATURE

Promotion, Service Quality, and Price

Both individuals and communities with high mobility are required to be able to overcome this situation in various ways. It is the author's strong suspicion that situations such as fast, relatively cheap, easy to find, safe, comfortable, and practical transportation services are a solution needed by the community (Fadwa & Limbong, 2022). The community's need for relatively cheap and easy-to-obtain transportation, breakthroughs being created by young entrepreneurs who develop innovations in providing online motorcycle taxi or online motorcycle taxi transportation services (Batubara, 2020). The need for online transportation services to support student activities in general is also inseparable from other supporting interests, such as preparing food, taking care of clothes, health, and other socio-cultural activities (going to church, going to the mosque, organizing, and sports, etc.). Likewise, very disciplined lecture activities require students to be present on time, which will be directly related to the use of transportation, especially online motorcycle taxis. Although in online motorcycle taxis, users cannot choose the driver according to their wishes, for example, female students want an online motorcycle taxi driver who is also female (or male with male) which is difficult to fulfill, but this type of two-wheeled public transportation is still preferred or in demand by students (male and female), and the people of Jambi city in general (Tumuwe et al., 2018).

The presence of online motorcycle taxis has received special attention (interest) and has become a trend among students of the Faculty of Islamic Economics and Business in Jambi. Online motorcycle taxis have gained many enthusiasts as public transportation outside of conventional motorcycle taxis (base motorcycle taxis) and microlet transportation which have existed for longer (Mahardika & Tanweer, 2025). The author suspects that with this phenomenon, there has been a shift in student knowledge regarding the use of base motorcycle taxis and public transportation, namely microlets, to online motorcycle taxis as their main means of transportation. Competition in the service sector in the fields of service, promos, and prices can be seen from the number of users who download applications from online transportation. Here, the author looks at the online transportation platforms, namely Go-Jek, Grab, and Maxime. Judging from the Playstore, the Grab application is superior to Go-Jek and Maxim because the number of people who download Grab is greater than Go-Jek and Maxim, namely 100 million people who download Grab, 10 million people who download Maxim, and 50 million people who download Go-Jek.

GO-Jek was founded in 2010 by Nadiem Makarim and Michaelangelo Moran as a motorcycle ride-hailing service. GO-Jek itself has developed into a leading on-demand mobile platform and application, GO-Jek provides various services including transportation, logistics, mobile payments, food delivery, and many other on-demand services. GO-Jek is a technology company with a social mission to improve the welfare and livelihoods of workers in various informal sectors in Indonesia (Djimantoro & Chandra, 2019). Three factors determine customer satisfaction, namely service quality, promotion, and price. Service quality is a dynamic condition related to a service, people, processes, and environment that can meet and/or exceed consumer expectations. Several factors that determine customer satisfaction are service quality which includes physical evidence (tangibles), reliability, responsiveness, assurance, and empathy (Ade Syarif Maulana, 2007).

A common phenomenon in the field is that the service provided by Go-Jek drivers does not meet customer expectations. Several factors influence this, for example, during the rainy season, the lack of Go-jek drivers working results in consumers having to wait a long time to get Go-jek services. In addition, Go-Jek drivers often reject orders/cancel orders. This is because the Go-jek driver is too far from the consumer pick-up location. So, consumers

often feel disappointed. Another indicator in determining customer satisfaction is that Go-Jek drivers do not provide safety equipment to customers, such as SNI helmets and mouth masks. Another problem faced by Go-jek consumers is that Go-jek drivers do not wear attributes according to company regulations, such as jackets and helmets with the Go-jek logo, and registered vehicles do not match those in the field (Diantari et al., 2021). The high competition with other companies with the same services makes Gojek continue to strive to improve the best service and provide various promotions to make potential new customers and old customers continue to choosing its services. As a promotion, Gojek provides a special promo code for users who have never installed or who have installed but have never used the Gojek service. New users only use one promo code. The promotion is GoRide pay IDR 1 using GoPay, cashback vouchers up to a discount of IDR 5,000 for GoRide users and others (Putri, 2021).

In reality, the Gojek company only provides promotions for users of the latest applications, Gopay consumer users and payment transactions via Gopay. In practice, most Gojek consumers are school children and students who pay directly with cash. Based on this incident, consumers prefer promotions that offer promotions in the form of discounts through several online transportation applications. In addition to the quality of service and promotions, there is a price perception that is the consumer's choice to determine their satisfaction. Currently, Go-Jek application users are slowly decreasing. The majority of sources have used Maxim and Grab transportation services compared to Go-Jek. When the sources were asked about the online motorcycle taxi application they currently use, most chose to use Grab and Maxime because the price perception was slightly different from Go-Jek. The source assessed that Grab and Maxime currently offer cheaper prices, the quantity of drivers and more weekly promos are also reasons to use this online transportation compared to Go-Jek (Hadziq & Ali, 2025).

This needs to be done research related to the Go-Jek application where students certainly want cheaper prices for their transportation services. For the Go-Jek company, it will certainly reduce turnover if customers switch to other competitors. For the Go-Jek price list, it is currently more expensive than Grab and Maxim, as explained by a Go-Jek user who said: "For the price of delivery services, Go-Jek is now more expensive than the Grab and

Maxim applications, because the Go-Jek application, which was the first to come to Jambi City, along with the development of this application, has gained customers so that the rates given are more expensive. This is what causes people, especially students, to no longer use the Go-Jek application." This study contains previous research by Yuni Puspita Ningrum (2018) entitled *The Influence of Service Quality and Customer Value on Go-Jek Consumer Satisfaction (Case Study on Go-Jek Consumers Using Go-Ride Services in Malang City*. The results of the study showed that simultaneously service quality and customer value influenced consumer satisfaction, and partially service quality and customer value influenced consumer satisfaction (Budi & Meraj, 2025).

RESEARCH METHOD

This study uses a quantitative approach. Quantitative research methods are research methods based on the philosophy of positivism, used to research certain populations or samples (Sari Sasi Gendro, 2022), data collection with a Google form-based questionnaire, and quantitative data analysis to test the established hypothesis. The type of data used in this study is quantitative data. Quantitative data is data presented in the form of numbers, so that the collected data can be processed statistically (Sugiyono, 2018). The data used in this study are primary data obtained directly from GO-jek user respondents, and secondary data obtained directly from scientific journals, books, articles, previous research, and the internet related to this research material.

The sample in this study was the community who used Go-Jek services, who were asked to fill out a questionnaire randomly using the formula from Roscoe, namely the feasible sample size in the study is between 30 and 500 respondents (Hermawan & Amirullah, 2021). Based on the respondents studied, respondents who met the criteria were selected, namely 40 samples. The selection of research respondents to be used as a test sample is based on the characteristics determined by previous researchers, namely Respondents have the Go-Jek application who have used Go-jek services and have used other transportation services and Consumers use Go-jek services at least five times Data Processing and Analysis Methods validity and reliability test, validity test is carried out to determine the validity of the questionnaire instrument. The validity test measures the validity or otherwise of each

question or statement used in the study. The criteria for testing the validity test use the SPSS tool by comparing the r count with > r table. As a guideline, if r count > r table, then the research instrument is said to be valid. If r count < r table, then the research instrument is said to be invalid (Supriyanti et al., 2025).

Reliability testing is a test of the reliability of a questionnaire instrument, which is an indicator of a variable. An instrument is said to be reliable if there is consistency in the respondent's answers to questions from time to time. To test reliability, SPSS is used. A variable is declared reliable if it provides a Cronbach Alpha > 0.060; conversely, if a Cronbach Alpha < 0.60, then it is concluded that it is not reliable. To support the research results, the data obtained will be analyzed using statistical tools with the help of the SPSS program. The tests carried out are: Multiple regression analysis is used to determine whether or not there is an influence of service quality, promotion and price perception on Go-Jek customer satisfaction. The formula used is adjusted to the number of variables studied.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

- Y : Customer Satisfaction
- A : Constant regression equation
- b : Regression coefficient that shows an increase or decrease dependent variable. If positive, then it increases; if negative, then it decreases.
- X1 : Service Quality
- X2 : Promotion
- X3 : Price Perception
- E : Error rate

RESULTS AND DISCUSSION

Validity and Reliability Test Results

This validity test is to determine whether it is valid or not by comparing the calculated r value with the r table. In this study, it was tested on 40 samples (n = 40, df = 38) with a significance level of 5%, the r-table value was 0.3120. The following is a description of each research variable:

Table 1.
Variable Validity Test Results

Quality of Service (X₁)			
Statement	R_{count}	R_{table}	Information
P1	0,722	0,3120	Valid
P2	0,726	0,3120	Valid
P3	0,641	0,3120	Valid
P4	0,616	0,3120	Valid
P5	0,631	0,3120	Valid
P6	0,720	0,3120	Valid
P7	0,336	0,3120	Valid
P8	0,688	0,3120	Valid
P9	0,667	0,3120	Valid
P10	0,496	0,3120	Valid
Promotion (X₂)			
Statement	R_{count}	R_{table}	Information
P1	0,492	0,3120	Valid
P2	0,661	0,3120	Valid
P3	0,575	0,3120	Valid
P4	0,461	0,3120	Valid
P5	0,332	0,3120	Valid
P6	0,502	0,3120	Valid
Price Perception (X₃)			
Statement	R_{count}	R_{table}	Information
P1	0,683	0,3120	Valid
P2	0,693	0,3120	Valid
P3	0,678	0,3120	Valid
P4	0,752	0,3120	Valid
P5	0,703	0,3120	Valid
P6	0,638	0,3120	Valid
P7	0,686	0,3120	Valid
Customer Satisfaction (Y)			
Statement	R_{count}	R_{table}	Information
P1	0,504	0,3120	Valid
P2	0,678	0,3120	Valid
P3	0,706	0,3120	Valid
P4	0,722	0,3120	Valid
P5	0,597	0,3120	Valid
P6	0,733	0,3120	Valid

Based on the test results in the table above, each statement produces a correlation questionnaire r count that is greater than the r table. In other words, the research instrument for the variables of service quality, Promotion, Price Perception, and Customer Satisfaction is declared valid.

Reliability

The results of the reliability test of the variables of service quality, price perception, and customer satisfaction are as follows:

Table 2.
Reliability Test Results

Variable	Cronbach's Alpha	Reliability Standards	Description
Service Quality	0,825	0,6	Reliable
Promotion	0,558	0,6	Reliable
Price Perception	0,821	0,6	Reliable
Customer Satisfaction	0,730	0,6	Reliable

Table 3.
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		40
Normal Parameters ^a	Mean	,0000000
	Std. Deviation ^b	1,37236104
Most Extreme Differences	Absolute Positive	,067
	Negative	-,067
Kolmogorov-Smirnov Z		,426
Asymp. Sig. (2-tailed)		,993
a. Test distribution is Normal.		
b. Calculated from data.		

Source: processed primary data, 2023

The value of the Kolmogorov-Smirnov Test Statistic is 0.426 and is significant at 0.993, which is greater than 0.05, meaning the residual data is normally distributed

Multicollinearity

Table 4.
Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Service Quality	,262	3,812
Promotion	,946	1,057
Price Perception	,268	3,732

a. Dependent Variable: Customer Satisfaction

Source: processed primary data, 2023

From table 4 above, the value of service quality (X1), Promotion (X2), and Price Perception from 40 sample respondents at the Faculty of Islamic Economics and Business students of UIN Sulthan Thaha Saifuddin Jambi who use Gojek services have VIF results smaller than 10 (VIF <10) and a large tolerance value of 0.1 (Tolerance > 0.1). So, it can be concluded that this study does not experience multicollinearity.

Multiple Linear Analysis

Table 5.
Multiple Linear Regression Test Results

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	3,468	2,412		1,438	,159
Service Quality (X1)	,168	,069	,280	2,437	,020
Promotion (X2)	-,075	,117	-,038	-,639	,527
Price Perception (X3)	,537	,090	,685	5,942	,000

a. Dependent Variable: Customer Satisfaction (Y)

Source: processed primary data, 2023

Based on the results in the table above, the multiple linear regression equation can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Customer Satisfaction = 3.468 + 0.168 (service quality) - 0.075 (promotion) + 0.537 (price perception). The numbers produced from the test are as follows:

1. The constant value (a) of 3.468 indicates that all independent variables are 0, so the resulting customer satisfaction is 3.468.
2. The coefficient value of the service quality variable (X1) is +0.168 with a significance of 0.020. This means that in the service quality variable there is a positive relationship with the customer satisfaction value and shows that the service quality variable has a positive and significant effect on customer satisfaction.
3. The coefficient value of the promotion variable (X2) is -0.075 with a significance of 0.527. This means that in the promotion variable there is a negative relationship with the customer satisfaction value, and shows that the promotion variable does not have a significant effect on customer satisfaction. The promotion variable in this study has a negative value, indicating that the promotion is not attractive to consumers.
4. The coefficient value of the price perception variable (X3) is +0.537 with a significance of 0.000. This means that in the price perception variable, there is a positive relationship with the customer satisfaction value and shows that the price perception variable has a positive and significant effect on customer satisfaction.

Determination Coefficient

Table 6.
Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,934 ^a	,873	,862	1,49327

a. Predictors: (Constant), Price Perception (X3), Promotion (X2), Service Quality Statement (X1)

Source: processed primary data, 2023

Based on the table above, the Adjusted R square (R²) value is 0.862 or if expressed as a percentage becomes 86.2% which shows that the customer satisfaction value (Y) is influenced by service quality (X₁), promotion (X₂) and price perception (X₃), while the remaining 13.8% of customer satisfaction value is influenced by other variables not examined in this study.

Discussion

The Effect of Service Quality on Customer Satisfaction Based on the results of data management, service quality has no significant effect on customer satisfaction because the $t\text{-count} > t\text{-table } 2.437 > 1.688$ with a sig value of $0.020 < 0.05$. The Regression Coefficient has a positive value of 0.168. Thus, it means that the service quality variable has a positive and significant effect on customer satisfaction According to Lupiyoadi and Hamdani, service quality affects customer satisfaction, where good service has a greater impact on customer satisfaction. Through the Go-Jek survey, researchers found several indicators of service quality from Go-Jek, namely that Go-Jek drivers on average have motorbikes that are safe for passengers to use, the clothes they wear are also clean, but the fragrance between one driver and another varies. Furthermore, the pick-up time is sometimes too long, and drivers often turn around to get to the location. This can trigger poor quality of company service towards customer satisfaction. The results of this study are in line with research conducted by Alfi Syahri Lubis and Nur Rahman Andayani, which states that service quality has a positive and significant effect on customer satisfaction (Lubis & Andayani, 2018).

The Effect of Promotion on Customer Satisfaction

The results of the study showed that promotion had a negative and significant effect on customer satisfaction because the $t\text{-count value } < t\text{-table } -0.639 < 1.688$ with a sig value of $0.527 > 0.05$, the Regression coefficient has a negative value of -0.076 Thus, it means that the promotion variable has a negative and insignificant effect on customer satisfaction. According to Adhari, promotion is one of the variables in the marketing mix that is very important for companies to do in marketing a product (Adhari L.Z., 2021). According to Siboro, this study shows that promotion has a negative and significant effect on consumer satisfaction in the Tangkahan Ecotourism Area, Langkat Regency. This is evidenced by a t count of -3,050 and a significance of 0.003 so that $t\text{ count } -3,050 > t\text{ table } 1.65$ and a

significance of $0.003 < 0.05$ (Siboro et al., 2021). It can be concluded that promotion is not attractive to consumers because customers or consumers do not consider promotions carried out by the Gojek company important to obtain satisfaction.

Promotions carried out through giving discounts (price cuts) are present for a certain period and have terms or conditions or bonuses that are given when consumers have successfully collected a certain number of points by the Gojek company. 1. The Influence of Price Perception on Customer Satisfaction The results of the study show that price perception has a positive and significant effect on customer satisfaction because the $t\text{-value} > t\text{-table}$ $5.942 > 1.688$ with a sig value of $0.000 < 0.05$, the regression coefficient has a positive value of 0.537. Thus, it means that the price perception variable has a positive and significant effect on customer satisfaction

According to Schiffmann and Kanuk, price perception is a consumer's perspective in assessing whether a product has a reasonable, expensive, or cheap price. Price perception will later determine the value of a product and the desire to buy the product (Budiyanto, 2021). According to Peter and Olson, price can describe a brand and provide superior functional competitiveness. When describing a brand, a relatively high price will be known to have high quality for some products and this is where consumers will feel the connection between quality and price. This research is supported by previous research conducted by Gloria J.M. Sianipar entitled "The results of the analysis show that Service Quality, Price Perception and Brand Image Influence Customer Satisfaction of Online Motorcycle Taxi Transportation Service Users", stating that price perception influences customer satisfaction.

The Influence of Service Quality, Promotion, and Price Perception on Customer Satisfaction

The results of this study indicate that Service Quality (X1), Promotion (X2) and Price Perception (X3) on Customer Satisfaction (Y), the results obtained from the F test have a significant value of 0.000 where $p < 0.05$ so the F test results are $0.000 < 0.05$ then it can be stated that the Customer Satisfaction variable (Y) can be influenced by the variables of Service Quality (X1), Promotion (X2), and Price Perception (X3) together. Meanwhile, the magnitude of customer satisfaction (Y) is influenced by service quality (X1), Promotion (X2

and price perception (X3) by 86.2%; the remaining 13.8% of customer satisfaction is influenced by other variables.

Customer satisfaction is a very important factor for the sustainability of a company. Many companies prioritize customer satisfaction and form a strategy so that consumers do not turn away from using the goods or services they consume. According to Tjiptono, quoted in Atika, explaining that consumer satisfaction is a post-purchase evaluation that at least provides results or exceeds customer expectations. While dissatisfaction arises when the results obtained do not meet expectations. Maintaining and satisfying current customers is much easier than trying to attract new customers. Satisfied customers can make the relationship between the company and customers harmonious, providing a good foundation for buyers.

Service quality and price perception are important things that can affect consumer satisfaction. High quality produces high customer satisfaction. If the service received is in accordance with customer desires, then the service is considered quality and able to satisfy consumers. In addition to service quality, there is price perception, the price set by a company if it is not in accordance with expectations, it can reduce the level of customer satisfaction and vice versa. According to Lupiyoadi, consumer satisfaction consists of quality, promotion, and price as a basis for building consumer satisfaction. The results of this study are relevant to Dewi Darma Wati, Bambang Mursito, and Sri Hartono, entitled "Service Quality, Sales Promotion and Price Perception on Customer Satisfaction of Online Transportation Users Greb Bike in Surakarta City", stating that Service Quality, Sales Promotion, and Price Perception can influence Customer Satisfaction.

CONCLUSION

Based on the results of data management, service quality has no significant effect on customer satisfaction because the $t\text{-count} > t\text{-table } 2.437 > 1.688$ with a sig value of $0.020 < 0.05$. Thus, it means that the service quality variable has a positive and significant effect on customer satisfaction. Then data management shows that promotion has a negative and significant effect on customer satisfaction because the $t\text{-count} > t\text{-table } -0.639 < 1.688$ with a sig value of $0.527 > 0.05$. Thus, it means that the promotion variable has a negative and

insignificant effect on customer satisfaction. Then data management shows that price perception has a positive and significant effect on customer satisfaction because the $t\text{-count} > t\text{-table}$ $5.942 > 1.688$ with a sig value of $0.000 < 0.05$. Thus, it means that the price perception variable has a positive and significant effect on customer satisfaction. Then, based on the results of the F test for the variables of service quality, promotion, and price perception, they simultaneously have a significant effect on customer satisfaction because $f\text{ count} > f\text{ table}$ $82.143 > 2.87$ with a significant result of $0.000 < 0.05$. So, this means that the variables of service quality perception, promotion, and price perception have a simultaneous or joint effect on customer satisfaction. Based on the results of the determination coefficient test, the Adjusted R square (R²) is 0.862 or if expressed as 86.2% which shows that the customer satisfaction value (Y) is influenced by service quality (X1), promotion (X2) and price perception (X3), while the remaining 13.8% of customer satisfaction values are influenced by other variables not examined in this study.

REFERENCES

- Ade Syarif Maulana. (2007). Pengaruh Kualitas Pelayanan dan Harga Terhadap Kepuasan Pelanggan PT. TOI. *Jurnal Ekonomi*, 7(2).
- Adhari L.Z. (2021). Kepuasan Konsumen & Pencapaian Brand Trust. In *Kepuasan Pelanggan & Pencapaian Brand Trust*.
- Anggraeni, Y. N., & A'yuni, D. S. (2023). The Influence of Promotions, Online Customer Reviews, and Online Customer Ratings on Decisions to Purchase Muslim Clothing Products in E-Commerce Shopee on IKHAC Students. *Danadyaksa: Post Modern Economy Journal*, 1(1), 37–53. <https://doi.org/10.69965/danadyaksa.v1i1.4>
- Batubara, R. Z. (2020). Analisis Penentuan Tarif Ojek Online (Grab) Di Kota Medan. In *Repository UMSU*.
- Buana, M. A. W. ., & Z. A., M. A. S. . (2023). Service Quality Bus Rapid Transit JATIM, Corridor I Sidoarjo-Surabaya-Gresik. *Majapahit Journal of Islamic Finance and Management*, 3(2), 178–193. <https://doi.org/10.31538/mjifm.v3i2.45>
- Budi, A., & Meraj, S. (2025). *Endorsement of Sharī' ah Label Product Influencers Through Social Media Efforts to Increase Interest in the Number of Muslim Consumers*. 2(1), 94–120. <https://doi.org/10.24235/jiesbiv1i3>
- Budiyanto, A. (2021). Pemasaran Jasa: Pengertian Dan Perkembangan. In *Pemasaran Jasa*.
- Diantari, N. K. S., Suartina, I. W., & Oktarini, L. N. (2021). Pengaruh kualitas pelayanan dan kenyamanan terhadap kepuasan pelanggan pengguna jasa transportasi online (Studi pada pelanggan Go-Jek di Denpasar Barat). *Jurnal Manajemen, Kewirausahaan Dan Parawisata*, 1(4).

- Djimantoro, S., & Chandra, E. (2019). Analisa Pengaruh Kualitas Layanan, Lokasi, Harga Dan Produk Terhadap Minat Pembelian Ulang Turis Lokal. *Jurnal Hospitality Dan Manajemen Jasa*, 7(1).
- Fadwa, F., Sir, Z., & Limbong, C. (2022). The Effect of Service Quality and Product Quality on Loyalty Mediated by Customer Satisfaction. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 5(2), 852-873. <https://doi.org/10.31538/ijse.v5i2.2511>
- Hadziq, M. F., & Ali, N. (2025). *Awareness of Indonesian Migrant Workers in Paying Zakat : Case Study of Borneo Palm Oil Plantations Samudera Langkon , Marudu , Sabah Malaysia*. 2(1), 44–67. <https://doi.org/10.24235/jiesbiv1i3>
- Halim, fitria. (2021). *Manajemen Pemasaran Jasa* - Google Books. In Yayasan Kita Menulis.
- Hermawan, S., & Amirullah. (2021). *Metode Penelitian Bisnis: Pendekatan Kuantitatif & kualitatif. Metode Penelitian Bisnis Bandung*.
- Hidayat, M. T., Rohman, A., Busro, B., & Ferdiansyah, M. (2024). The Influence of Promotion on the Public's Interest in Becoming Customers at KSPPS BMT NU Branch Karang Penang. *Malacca: Journal of Management and Business Development*, 1(1), 15–22. <https://doi.org/10.69965/malacca.v1i1.49>
- Indriaty, L. (2016). Pelayanan Jasa Atas Dimensi Empat Kepuasan Konsumen. *Jurnal Perilaku Dan Strategi Bisnis*, 4(1). <https://doi.org/10.26486/jpsb.v4i1.445>
- Jurnal, J. A. B., Bisnis, A., Naulanda-, N., & Maskan, M. (2020). Pengaruh Citra Merek Dan Harga Terhadap Kepuasan Pelanggan Kfc (Studi Pada Mahasiswa D-Iv Program Studi Manajemen Pemasaran). *Jurnal Aplikasi Bisnis*, 6.
- Hana Mabrukah, A. I. S. (2024). Transformation of Zakat Into Rotating Business Capital: A Sustainable Economic Empowerment Solution. *Journal of Islamic Economics and Bussines Ethics*, 1(3), 163–175. <https://doi.org/10.24235/jiesbi.v1i2.133>
- Intan Zahira, M. Zidny Nafi' Hasbi, S. F. (2024). Strengthening Economic and Development Relations Transformation Efforts Towards Golden Indonesia 2045. *Journal of Lslamic Economics and Bussines Ethics*, 1(3), 125–135. <https://doi.org/10.24235/jiesbi.v1i2.133>
- Irfan Hilmi, A. N. (2024). Application of the Principle of Ikhtiyat in Murabahah Financing: A Case Study of BMT Malang, East Java. *Journal of Lslamic Economics and Bussines Ethics*, 1(3), 136–148. <https://doi.org/10.24235/jiesbi.v1i2.133>
- Khafidin. (2020). Konsep perilaku konsumen beserta implikasinya terhadap keputusan pembelian. *Journal Derivatif*, 10(1).
- Lasmiatun, K. M. T., & Manteghi, N. (2025). *The Impact of Artificial Intelligence (AI) Implementation on Islamic Financial Literacy and Global Economic Changes in the Banking World*. 2(1), 23–43. <https://doi.org/10.24235/jiesbiv1i3>
- Lubis, A. S., & Andayani, N. R. (2018). Pengaruh kualitas pelayanan (service quality) terhadap kepuasan pelanggan pt. Sucofindo batam. *Journal of applied business administration*, 1(2). <https://doi.org/10.30871/jaba.v1i2.619>
- Mahardika, S. G., & Tanweer, A. (2025). *Environmentally Friendly Waqf Model : A Response to Sustainable Economic Development and the Presence of a Circular Economy*. 2(1), 68–93. <https://doi.org/10.24235/jiesbiv1i3>
- Nainggolan, H., & Dewantara, R. (2023). Dampak Promosi Online Serta Mutu Layanan Pengiriman Kepada Loyalitas Konsumen Terhadap Aplikasi Grab. *Journal of*

- Computer Science and Information Technology, 1(1).
<https://doi.org/10.59407/jcsit.v1i1.335>
- Nurul Rahmah Kusuma, H. N. (2024). Application of Principles and Rules for Non-Cash Transactions Using QRIS Services Maqāṣid Al-Sharī'ah Perspective. *Journal of Lslamic Economics and Business Ethics*, 1(3), 176–188.
<https://doi.org/10.24235/jiesbi.v1i2.133>
- Pandega Ricky Andika, Rauly Sijabat, & Ika Indriasari. (2023). Pengaruh Kualitas Pelayanan, Persepsi Harga, Dan Citra Merek Terhadap Kepuasan Pelanggan Pengguna Jasa Transportasi Ojek Online (Studi Pada Pelanggan Gojek Di Kota Semarang). *Jurnal Riset Manajemen Dan Ekonomi (JRIME)*, 1(1).
<https://doi.org/10.54066/jrime-itb.v1i1.78>
- Putri, I. K. E. (2021). Pengaruh Kemudahan Penggunaan Aplikasi Dan Promosi Penjualan Terhadap Kepuasan Pelanggan Gojek. In *Frontiers in Neuroscience* (Vol. 14, Issue 1).
- Saputra, G. G., & Sultan, Fadhilah, H. H. (2024). Online Customer Contribution Efforts to Increase Customer Satisfaction and Repurchase Intention on Sharia E-Commerce Platforms in Islamic Countries. *Journal of Lslamic Economics and Bussines Ethics*, 1(3), 146–162. <https://doi.org/10.24235/jiesbi.v1i2.133>
- Supriyanti, S. S., Nofiana, D., & Pertiwi, G. (2025). *How Do Pancasila Economics and Islamic Economics Relate to Financial Governance Policies in Indonesia ?* 2(1), 1–22. <https://doi.org/10.24235/jiesbiv1i3>
- Sari Sasi Gendro, Dea Aulya. (2022). *Buku Metode Penelitian Kualitatif & Kuantitatif*. In LP2M UST Jogja (Issue March).
- Siboro, K. A., Sasmita, E. M., & Sari, B. (2021). Pengaruh Promosi, Lokasi dan Fasilitas Terhadap Kepuasan Konsumen Bakmi Golek Dewi Sartika. *Ikraith-Ekonomika*, 4(3).
- Sugiyono. (2018). *Sugiyono Metode Penelitian Kuantitatif Kualitatif. Metode Penelitian Kuantitatif Kualitatif*.
- Surianto, K. N., & Istriani, E. (2019). Pengaruh Kualitas Pelayanan, Persepsi Harga Dan Promosi Terhadap Kepuasan Pelanggan Pengguna Jasa Transportasi Online Grab-Cardi Yogyakarta. *Prosiding SENDI -U 2019*.
- Tamala, E. (2021). Analisis Penerapan Strategi Pemasaran Dalam Meningkatkan Pangsa Pasar Pada Pt. Indocitra Niaga Jaya Banjarmasin. *Jurnal Adminika*, 1(2).
- Tumuwe, R., Damis, M., & Mulianti, T. (2018). Pengguna ojek online di kalangan mahasiswa Universitas Sam Ratulangi Manado. *Jurnal Holistik*, 21.
- Utamy, R., Ahmad, S., & Eddy, S. (2020). Implementasi Manajemen Sumber Daya Manusia. *Journal of Education Research*, 1(3). <https://doi.org/10.37985/jer.v1i3.26>
- Widowati, R. (2022). Pengaruh Promosi Dan Motivasi Pembelian Terhadap Kepuasan Konsumen Pada Restoran Cepat Saji Mcdonald'S. *Jurnal USAHA*, 4(2) (November)
- Widayanti, I., & Sari, S. W. H. P. (2023). The Role of DSN-MUI Fatwa in Indonesian Sharia Banking Development Flows in the Industrial Revolution 4.0. *El-Qish: Journal of Islamic Economics*, 3(1), 29–44.
- Zidny, M., & Hasbi, N. '. (2022). How Will Indonesia's Remittance Value for The Next 5 Years Due to Covid-19? (Autoregressive Integrated Moving Average Approach). *El-Qish: Journal of Islamic Economics*, 2(1), 58–67.
<https://jurnal.ut.ac.id/index.php/elqish/article/view/4147>