

THE EFFECT OF SERVICE QUALITY AND PROMOTION MIX ON PURCHASE DECISIONS OF GOJEK ONLINE TRANSPORTATION APPLICATION IN PALEMBANG WITH CUSTOMER SATISFACTION AS A MODERATING VARIABLE

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Abstract

The rapid growth of online transportation services has intensified competition, making application service quality and promotional strategies critical factors in shaping consumer purchase decisions. This study analyzes the effects of application service quality and promotion mix on purchase decisions of Gojek users in Palembang City, with customer satisfaction as a moderating variable. A quantitative approach was applied by collecting survey data from 184 active Gojek users and analyzing them using PLS-SEM with SmartPLS 4. The findings reveal that application service quality and promotion mix have positive and significant effects on purchase decisions, with promotion mix as the most dominant factor. Customer satisfaction significantly moderates the relationship between application service quality and purchase decisions, but does not moderate the effect of promotion mix, indicating that satisfaction strengthens performance-based service evaluations while promotional incentives influence purchase decisions independently. These results contribute to digital consumer behavior literature and provide practical implications for improving application performance and optimizing promotional strategies in online transportation services.

Keywords: Service Quality, Promotion Mix, Customer Satisfaction, Purchase Decision

INTRODUCTION

The growth of digital services in Indonesia has transformed consumption patterns and community mobility, particularly in the use of online transportation applications such as Gojek, Grab, and Maxim. Application-based platforms provide convenience in transportation, food ordering, goods delivery, and digital payments. This development makes service quality, price, and promotion critical factors in shaping consumer evaluation and purchase decisions (Kotler & Keller, 2018; Zeithaml et al., 2020). In highly competitive markets, consumers exhibit high switching behavior, making an understanding of purchase decision determinants strategically important for companies.

Gojek, as one of Indonesia's market leaders, offers multiple services within a single ecosystem, including GoRide, GoCar, GoFood, GoSend, and GoPay. The expansion of these services is influenced by regulatory dynamics, price competition, and the intensity of promotional activities conducted by competing platforms (Gojek, 2025; GoTo, 2023). Government adjustments to online motorcycle taxi fares periodically affect consumer price perception and perceived value (Katadata, 2025; Tempo.co, 2025). Under these conditions, purchase decisions are shaped not only by economic factors but also by user experiences related to application reliability, process speed, data security, and service responsiveness (Nguyen et al., 2023; Huma et al., 2024).

Previous studies demonstrate that purchase decisions are influenced by service quality, promotion, price perception, and customer satisfaction, either as mediating or moderating variables. In digital marketing contexts, high service quality enhances perceived value and influences purchase decisions through increased satisfaction (Zeithaml et al., 2020; Laroche & Teng, 2020). Indonesian studies support these findings, showing that service quality, price, and promotion significantly affect purchase decisions across automotive, e-commerce, culinary, and digital service sectors (Amanda & Nurseto, 2018; Fernando & Aksari, 2018; Iisnawati et al., 2019; Manyu et al., 2022; Akmad & Satriawan, 2023).

In online transportation services, promotion is an especially effective strategy in shaping purchase decisions. Discount vouchers, distance-based discounts, and location-based promotions have been shown to increase users' likelihood of choosing a particular application (Iisnawati et al., 2019; Sari & Nainggolan, 2024). However, previous research reports inconsistent findings regarding the moderating role of customer satisfaction between promotion and purchase decisions. Some studies identify a significant moderating effect, while others conclude that promotion operates directly regardless of satisfaction levels (Akmad & Satriawan, 2023; Rosa, 2020). These inconsistencies reveal a clear research gap.

In Palembang City, Gojek usage is relatively high, dominated by productive-age groups, students, and workers with high daily mobility. Empirical studies examining the relationship between application service quality, promotion mix, and customer satisfaction as a moderator of purchase decisions in this context remain limited. This study therefore seeks to fill that gap and provide deeper insight into factors influencing online transportation purchase decisions.

The objectives of this study are to analyze the effects of application service quality and promotion mix on purchase decisions and to test the moderating role of customer satisfaction among Gojek users in Palembang City. The findings are expected to contribute

theoretically to digital consumer behavior literature and practically to Gojek's service and marketing strategy development.

REVIEW OF LITERATURE

Application Service Quality (Service Quality)

Service quality represents a foundational concept for evaluating the extent to which a service meets user expectations. The SERVQUAL model developed by Parasuraman, Zeithaml, and Berry identifies five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles (Zeithaml et al., 2020). This model posits that service quality is achieved when actual performance meets or exceeds customer expectations.

The transition to application-based services extends this concept into E-Service Quality, emphasizing efficiency, system speed, ease of navigation, privacy, information accuracy, and data security (Nguyen et al., 2023). Ride-hailing services rely heavily on application performance to shape user experience, making technical quality a core component of service quality (Huma et al., 2024).

Previous research consistently demonstrates a relationship between service quality and purchase decisions. Haladi (2019) found that Gojek's service quality influences both satisfaction and repurchase decisions. Muis et al. (2019) confirmed that application reliability, system responsiveness, and digital security significantly contribute to online transportation usage decisions. International studies similarly highlight application quality as a key determinant of ride-hailing user behavior (Huma et al., 2024).

Promotion Mix (Price and Promotion Theory)

Promotion mix forms part of the marketing strategy encompassing promotion, pricing, and marketing communication. Kotler and Keller (2016) define promotion as activities designed to communicate value and encourage purchasing behavior, while price represents the exchange value consumers use to compare benefits and costs. Within the 4P marketing mix framework, price and promotion are critical instruments influencing consumer decisions.

Digital services such as online transportation rely heavily on digital promotions, discounts, vouchers, app notifications, and location-based campaigns. Personalized promotions function as economic stimuli with a direct impact on purchase decisions (Azra et al., 2023). Amanda and Nurseto (2018) demonstrated that competitive pricing combined with effective promotion increases purchase decisions, while Ernawati et al. (2021) showed that digital promotion significantly boosts purchase intention in e-commerce.

Studies in online transportation contexts reveal similar patterns. Iisnawati et al. (2019) found that app-based promotions, including vouchers, cashback, and location discounts, significantly influence service usage decisions. Sari and Naingolan (2024) reinforced this relationship among Gojek users.

Customer Satisfaction (Expectancy Disconfirmation Theory - EDT)

Customer satisfaction reflects users' cognitive and emotional evaluations of service experiences. Expectancy Disconfirmation Theory (EDT), proposed by Oliver (1980), explains that satisfaction arises when service performance exceeds expectations (positive disconfirmation), while dissatisfaction occurs when performance falls short (negative disconfirmation).

Satisfaction serves as both a mediator and moderator in relationships between service quality, customer value, and purchase decisions (Oliver, 2015). Zeithaml et al. (2020) emphasize that satisfaction leads to loyalty, repurchase decisions, and recommendation behavior. Caruana (2022) adds that satisfaction can strengthen the influence of service quality on consumer decisions.

Empirical findings regarding satisfaction's moderating role remain mixed. Saputra et al. (2020) found that satisfaction strengthens the effect of service quality on purchase decisions. Rosa et al. (2021) showed that satisfied consumers respond more positively to promotional incentives. Conversely, Akmad and Satriawan (2023) reported that satisfaction does not moderate the relationship between promotion and purchase decisions in certain digital services, highlighting a significant research gap.

Purchase Decision (Consumer Decision-Making Theory)

Purchase decisions result from an evaluation process influenced by perceived value, experience, and marketing stimuli. Kotler and Keller's (2018) consumer behavior model outlines stages including need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Online transportation applications accelerate this process, as consumers rely on digital experiences to make rapid decisions.

Digital service purchase decisions are influenced by price, promotion, service quality, and user experience (Peng, 2020). Haladi (2019) identified application quality as a key determinant of repurchase decisions. Muis et al. (2019) and Sari and Nainggolan (2024) further confirmed that service quality and promotion are dominant factors shaping online transportation purchase decisions.

RESEARCH METHOD

A quantitative approach was employed to explain relationships among variables through numerical measurement and statistical analysis. The study focused on active Gojek users in Palembang City who used the application during 2024-2025. Primary data were collected through Likert-scale questionnaires measuring application service quality, promotion mix, customer satisfaction, and purchase decisions. The questionnaire was developed based on SERVQUAL theory, marketing mix theory, Expectancy Disconfirmation Theory, and consumer decision-making frameworks.

Data collection was conducted through both offline distribution at public activity centers and online via electronic forms. Respondents were selected using non-probability purposive sampling, as only active Gojek users met the research criteria. The final sample consisted of 184 respondents, exceeding the minimum requirement based on Slovin's formula and ensuring adequate analytical power.

Data analysis utilized SmartPLS 4, as the research model involved moderation effects and complex structural relationships. PLS-SEM analysis comprised measurement model evaluation and structural model evaluation. Measurement model assessment included convergent validity, discriminant validity, and reliability tests using outer loadings, AVE, HTMT, composite reliability, and Cronbach's alpha. Structural model evaluation involved path coefficients, R^2 values, effect size (f^2), and significance testing via bootstrapping. Moderated Regression Analysis (MRA) was applied to assess the moderating role of customer satisfaction.

This methodological framework provides a comprehensive understanding of factors influencing Gojek purchase decisions in Palembang City and the moderating role of customer satisfaction.

RESULTS AND DISCUSSION

Respondent Profile

A total of 184 respondents participated in the study. Most respondents were aged 20-29 years, representing the most active users of application-based transportation services. Usage frequency data indicate that most respondents used Gojek at least two to five times per week, reflecting a high dependency on digital services for daily mobility.

Measurement Model Evaluation

Convergent Validity and Reliability

All retained indicators exhibited outer loading values greater than 0.70. A summary of AVE and reliability values is presented in Table 1.

Table 1.
Average Variance Extracted (AVE) and Composite Reliability

| Variable | AVE | Composite Reliability |
|-----------------------------|------------|------------------------------|
| Application Service Quality | 0.616 | 0.917 |
| Promotion Mix | 0.805 | 0.970 |
| Customer Satisfaction | 0.713 | 0.954 |
| Purchase Decision | 0.884 | 0.985 |

Source: SmartPLS Output (2025)

AVE values above 0.50 indicate adequate convergent validity, while reliability values above 0.90 confirm excellent internal consistency.

Structural Model Evaluation

Coefficient of Determination (R²)

The structural model shows that application service quality, promotion mix, and customer satisfaction explain 87.1% of the variance in purchase decisions.

Table 2. R² Value for Purchase Decision

| Dependent Variable | R² |
|---------------------------|----------------------|
| Purchase Decision | 0.871 |

Source: SmartPLS Output (2025)

This value indicates strong explanatory power according to Hair et al. (2022).

Path Analysis Model

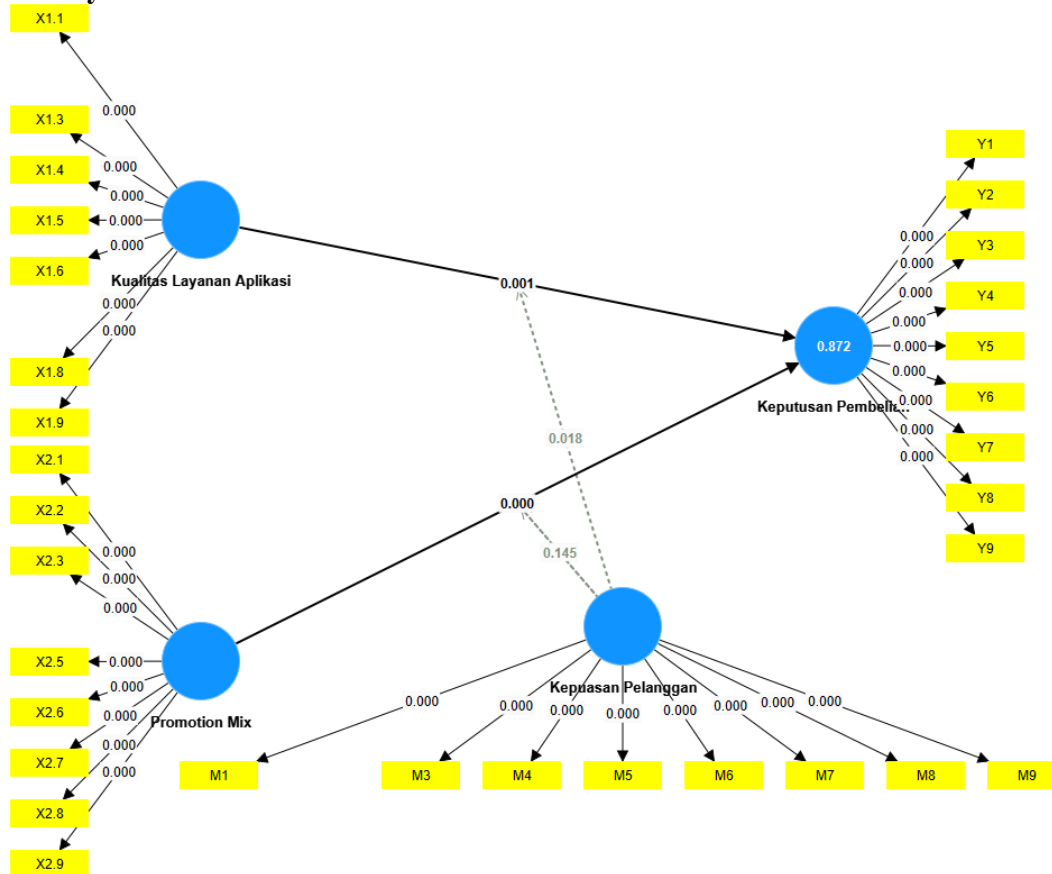


Figure 1.
Path Analysis Model (SmartPLS Output)
 Source: Output SmartPLS 4 (2025)

The figure illustrates the direction of relationships among variables along with the path coefficient values and their levels of significance, including the two moderating paths.
Hypothesis Testing

Table 3.
Hypothesis Testing Results

| Relationship | Coefficient | T-Stat | p-value | Result |
|---|-------------|--------|---------|-----------------|
| Service Quality → Purchase Decision | 0.176 | 3.132 | 0.001 | Significant |
| Promotion Mix → Purchase Decision | 0.487 | 5.520 | 0.000 | Significant |
| Satisfaction moderating Service Quality → Purchase Decision | 0.074 | 2.106 | 0.018 | Significant |
| Satisfaction moderating Promotion Mix → Purchase Decision | -0.040 | 1.053 | 0.146 | Not Significant |

Source: SmartPLS Output (2025)

The findings demonstrate that purchase decisions for Gojek services in Palembang City are influenced by application service quality and promotion mix. Application service

quality has a positive effect that becomes stronger when users are satisfied, supporting Expectancy Disconfirmation Theory.

Promotion mix emerges as the most dominant factor influencing purchase decisions, particularly through discounts, vouchers, location-based promotions, and digital campaigns. Customer satisfaction does not strengthen the effect of promotion mix, indicating that promotions operate as rational economic stimuli independent of emotional evaluation.

Overall, purchase decisions are driven by two distinct mechanisms: experience-based evaluation involving service quality and satisfaction, and economic-based evaluation driven by promotion. This study contributes theoretically by clarifying the selective moderating role of customer satisfaction and provides practical guidance for Gojek to improve application performance while maintaining competitive promotional strategies.

Effect of Application Service Quality on Purchase Decision

The findings demonstrate that application service quality has a positive and significant effect on purchase decisions. This result indicates that improvements in application performance, such as system reliability, transaction security, application stability, and ease of navigation, enhance users' confidence and willingness to choose Gojek services. From a theoretical standpoint, this finding supports the SERVQUAL framework and Expectancy Disconfirmation Theory, which emphasize that consumers form purchase decisions based on evaluations of service performance relative to their expectations. Consistent with prior studies (Haladi, 2019; Muis et al., 2019; Huma et al., 2024), high service quality strengthens both functional and experiential value, leading to more consistent decision-making in digital transportation services.

Effect of Promotion Mix on Purchase Decision

The promotion mix exhibits the strongest influence on purchase decisions, indicating that price discounts, vouchers, cashback, and location-based promotions play a dominant role in stimulating consumer purchasing behavior. This finding reflects the highly competitive nature of digital transportation markets, where users tend to prioritize immediate economic benefits when selecting a service provider. The result aligns with marketing mix theory (Kotler & Keller, 2018) and corroborates empirical evidence from Amanda and Nurseto (2018), Ernawati et al. (2021), and Iisnawati et al. (2019), which highlight the effectiveness of digital promotional strategies in accelerating purchase decisions, particularly in price-sensitive markets.

Moderating Effect of Customer Satisfaction on the Relationship Between Application Service Quality and Purchase Decision

Customer satisfaction is found to significantly moderate the relationship between application service quality and purchase decisions. This indicates that the positive impact of service quality becomes stronger when users experience higher levels of satisfaction. In line with Expectancy Disconfirmation Theory, positive service experiences reinforce users' evaluations of quality, resulting in stronger purchase decisions. This finding is consistent with previous research (Saputra et al., 2020; Caruana, 2022), which suggests that satisfaction enhances the sensitivity of consumers to service quality improvements, especially in technology-based service contexts.

Moderating Effect of Customer Satisfaction on the Relationship Between Promotion Mix and Purchase Decision

The results show that customer satisfaction does not moderate the relationship between promotion mix and purchase decisions. This suggests that promotional incentives influence purchase decisions independently of users' satisfaction levels. Promotions function primarily as short-term, utilitarian stimuli that emphasize economic value rather than emotional evaluation. This finding supports the conclusions of Akmad and Satriawan (2023), who argue that in digital service markets, promotional effects often operate directly without being conditioned by prior satisfaction. The result highlights a clear distinction between experience-driven decision-making influenced by service quality and satisfaction, and price-driven decision-making triggered by promotional strategies.

CONCLUSION

The findings demonstrate that purchase decisions for Gojek services in Palembang City are influenced by application service quality and promotion mix. Application service quality has a positive effect that becomes stronger when users are satisfied, supporting Expectancy Disconfirmation Theory.

Promotion mix emerges as the most dominant factor influencing purchase decisions, particularly through discounts, vouchers, location-based promotions, and digital campaigns. Customer satisfaction does not strengthen the effect of promotion mix, indicating that promotions operate as rational economic stimuli independent of emotional evaluation.

Overall, purchase decisions are driven by two distinct mechanisms: experience-based evaluation involving service quality and satisfaction, and economic-based evaluation driven by promotion. This study contributes theoretically by clarifying the selective moderating role of customer satisfaction and provides practical guidance for Gojek to improve application performance while maintaining competitive promotional strategies.

Implications

Theoretical Implications

The study strengthens understanding of digital consumer behavior by integrating SERVQUAL, promotion mix, and Expectancy Disconfirmation Theory. Findings confirm that customer satisfaction is not a universal moderator but operates selectively depending on the nature of the independent variable.

Practical Implications

The results offer strategic direction for Gojek management. Improving application quality should remain a priority to maintain satisfaction and strengthen purchase decisions. Promotional strategies should be more personalized, as promotions directly influence purchase decisions regardless of satisfaction. Loyalty program development is also essential to reduce reliance on short-term promotional incentives.

Research Gap and Limitations

Several research gaps emerge from this study. The independence of promotional effects from customer satisfaction suggests the need for further investigation into psychological factors such as brand trust, perceived value, or switching intention. The geographic limitation of Palembang City also presents opportunities for cross-regional comparison. Demographic variables and usage characteristics may serve as additional moderators in future research.

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