The Effect of Service Quality and Price on Customer Satisfaction of Online Motorcycle Taxi Services in North Jakarta

Eka Sutisna[1], Ratih Ayu Sekarini[2], Hilma Farhani[3], Ronia Nor Ismawati[4]

[1,2,3,4]University of Islam Jakarta, Faculty Economic, St. Balai Rakyat No.37, RT.8/RW.10, North Utan Kayu, Matraman, Jakarta Timur City, DKI Jakarta 13120

ABSTRACT: This study was conducted with the aim of analyzing the effect of service quality and price on customer satisfaction for online motorcycle taxi services in North Jakarta which includes service quality and price as independent variables and customer satisfaction as the dependent variable. This study uses a quantitative descriptive approach. The research method used is a survey method, namely a method for collecting primary data on information obtained from respondents. In this study, the authors process the questionnaire data in the form of data consisting of 11 statements for the service quality variable (X1), 3 statements for the price variable (X2) and 4 statements for the customer satisfaction variable (Y). This distributed questionnaire was given to 54 people in the city of North Jakarta who have used online gojek transportation services as research samples using a Likert scale in the form of a checklist. Based on the research that has been done, the characteristics of Go-Jek customers in the Kelapa Gading area of North Jakarta are mostly male with an age range of 21-25 years. Most of Go-Jek's customers, in the Kelapa Gading area, north Jakarta, have jobs as private employees and the most dominant having the last education level is high school. 2. Based on the F test, the significance level of 0.000 is smaller than 0.005 and F count 84,517 is greater than F table 3.179, then Ho is rejected and Ha is accepted, which means that there is an effect of service quality and price simultaneously on customer satisfaction. 3. Based on the T statistical test, the following results were obtained: -The calculated t value of X1 (quality of service) is 2,263 t table 2,007 then Ho is rejected and Ha is accepted, which means that there is an influence of service quality on customer satisfaction. -The calculated t value of X2 (price) is 8.900 t table 2.007 then Ho is rejected and Ha is accepted, which means that there is an effect of price on customer satisfaction.

KEYWORDS: Service Quality, Price and Customer Satisfaction.

I. INTRODUCTION

In line with advances in education, a more prosperous economy, changes in the socio-cultural community, as well as the development of science and technology, public awareness of the elements of services that can be provided by the company is increasing. At this time consumer awareness of the importance of the value of service quality provided by the company, both in the form of services and in the form of goods is increasing.

In the era of globalization, the business competition faced by companies is currently getting tougher, thus requiring company management to be more careful in determining its competitive strategy, in order to win the competition, it faces. Company management is required to design and implement marketing strategies that are able to create, maintain, and increase customer satisfaction.

Consumers are the only ones who can judge whether or not the quality of service is good. Consumers assess the service by comparing the service they receive (perception) with the service they expect (expectation).

If consumers are very satisfied with the services provided by a company, it will result in these consumers returning to make re-purchases. In other words, companies that can satisfy consumers will have loyal customers.

In this modern era, people have various activities and to fulfill these activities, people need transportation as a supporting tool/tool in carrying out their activities. Today's service businesses are increasingly diverse in order to meet the needs of people's lives.

The importance of this service sector is addressed by the rapid growth of the service business. One of the businesses in the service sector that is growing rapidly is transportation services. Therefore, transportation service entrepreneurs are competing to attract their customers by improving service, ease of ordering, fleet comfort, punctuality and so on.

Development requires adequate and adequate transportation services. Without transportation as a means of supporting it cannot be expected to achieve satisfactory results in the economic development of a country. For each level of economic development,

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optimum transport capacity is required. In Indonesia, there are many choices of means of transportation which are expected to increase economic development in Indonesia.

Along with the development of technology, there are currently applications that introduce online motorcycle taxi ordering services on smartphones and use service standards. In contrast to conventional motorcycle taxis, which use a base system based on a certain place. Currently, there are many online motorcycle taxi service providers in the North Jakarta area known as Go-Jek, Uber Motorcycle, Grab Bike and others. All provide ordering systems and services that are almost the same, only the rates for each service provider are different.

To strengthen the market share in online transportation, PT. Go-Jek Indonesia is currently pampering its customers by providing 22 services that can be utilized by its customers, namely: Go-Ride (Transportation by motorbike), Go-Car (Transportation by car), Go-Food (Food ordering service), Go-Mart (shopping service), Go-Send (courier service using a motorbike), Go-Box (delivery service using a box car), Go-Pulsa (pulse purchase service), Go-Med (Purchase service) Medicines), Go-Mall (rich shopping services in malls but online) and Go-Shop (Services for purchasing goods according to the place intended for consumers). Go-Club (gojek loyalty program), Go-Blue Bird (legendary taxi travel service) , Go-Transit (advice service to know what you want to take), Go-Nearby (nearest choice for snacks), Go-Bill (pay bills without hassle), Go-Give (for donations and zakat), Go-Sure (protection) health), Go-Invest (investment solution), Go-PayLater (financial service), Go-Tix (watch ticket service), Go-Play (exclusive broadcast service), Go-Gemes (the portal for gamers' children), Go-Greener (protect the planet with a gojek).

It is intended that the services offered can attract customers, so that what customers want can be fulfilled by the company, and survive in the midst of very tight competition. Thus, to reach the point of customer satisfaction to lead to the use of Go-Jek services.

Currently, marketers are intensively providing the best quality service for customers, as well as providing unique advantages and experiences to customers so that customers are impressed and always remember the transportation service used.

Price variables in general for customers who are sensitive to low prices are an important source of satisfaction because they will get high value for money.

Prices are often used by consumers as an indicator of the value between perceived benefits and the price of an item or service. If the price set by the company is not in accordance with the benefits of the product, then the level of customer satisfaction can decrease, and vice versa. If the value perceived by consumers is higher, it will create customer satisfaction

As technology develops today, there are applications that introduce online motorcycle taxi ordering services on smartphones and use service standards. In contrast to conventional motorcycle taxis, which use a base system based on a certain place. Currently, there are many online motorcycle taxi service providers in the North Jakarta area known as Go-Jek, Uber Motor, Grab Bike and others. All provide ordering systems and services that are almost the same, only the quality of service and the rates/prices of each service provider are different which determines the satisfaction of each user of the online motorcycle taxi service.

II. LITERATURE REVIEW
A. Service Quality
Definition of Financial Statements
For companies that rely on services as the main weapon in their operations, the quality of service is very concerned in order to bring satisfaction to consumers after using the products/services of these service providers.

Service quality is the company's ability to provide services to customers in accordance with expectations or exceeding them so that customers feel satisfied [1].

The definition of service quality according to Lewis & Booms is a measure of how well the level of service provided is able to meet customer expectations [2]. Therefore, whether or not the quality of service depends on the ability of the company and its staff to consistently meet customer expectations.

Quality must start from consumer needs and end at consumer perception [3]. Meanwhile, according to Zeithsmlet.al "Services are all economic activities with outputs other than products in the physical sense, consumed and produced at the same time, providing added value and in principle intangible for the first buyer." [4]

Based on the understanding of the experts above, the authors conclude that service quality is the level of quality expected by consumers regarding the treatment of company services received.

Factors Affecting Service Quality
The factors that affect Services include:
1. Number of workers; the number of employees in a company.
2. The quality of the workforce; cover knowledge and skills that owned by the workforce.
3. Employee motivation: a push owned by employees to perform an activity or job.
4. Leadership: the process of influencing individuals, usually carried out by superiors to subordinates so that they can act in accordance with the wishes of superiors in order to achieve company goals.

5. Organizational culture: a system within a company that is embraced by all members of the organization and becomes a differentiator between one organization and another.
6. Employee welfare; fulfillment of the needs of employees by a company.
7. Work environment and other factors include the facilities and infrastructure used, technology, building and room layout, product quality and so on [5].

Dimensions of Service Quality

The 5 dimensions of quality are: Tangible, Reliability, Responsiveness, Assurance, and Empathy[6].

There are 5 dimensions to measure service quality [2]:

1. Tangibles (Physical Evidence)

Tangibles are tangible evidence of the care and attention given by service providers to consumers. The importance of this Tangibles dimension will create an image of service providers, especially for new consumers in evaluating service quality.

2. Reliability

Reliability is the ability to provide accurate services according to promises and is the company's ability to carry out services in accordance with what has been promised in a timely manner. The importance of this dimension is because customer satisfaction would decrease if the services provided are not as promised.

3. Responsiveness

Responsiveness is the willingness to help customers and provide appropriate services and is the company's ability to be carried out directly by employees to provide services quickly and responsively.

4. Assurance

Assurance is the knowledge and behavior of employees to build customer trust and confidence in consuming the services offered. This dimension is very important because it involves consumer perceptions of the risk of high uncertainty on the ability of service providers. The company builds consumer trust and quality through employees who are directly involved in handling consumers.

5. Empathy (caring)

Empathy is the company's ability to be carried out directly by employees to give attention to individual consumers, including sensitivity to consumer needs.

B. Price

Definition of Price

Price is the value of an item expressed in money [7]. Price can be defined narrowly as the amount of money charged for a product and service. Or it can be broadly defined as price as the amount of value that consumers exchange for the benefits of owning and using a product or service that allows the company to earn a reasonable profit by being paid for the value the customer creates [8].

In addition, price is translated as the cost charged from producers to consumers [9]. In the context of service marketing, simply the term price. Besaides, namely the amount of money (monetary units) and other aspects (non-monetary) that contain certain utilities or uses needed to obtain a service.

Based on the understanding of the experts above, the authors conclude that the price of the exchange process for an item or service by consumers.

Factors Affecting Prices

The factors that can affect prices in the market are production costs [10]. Production costs are costs incurred to carry out the production process. Production costs consist of raw material costs, namely costs related to direct materials in carrying out production, direct labor costs, namely labor directly involved in the production process, for example wages, and factory overhead, namely costs other than direct materials and direct labor, for example, depreciation of machinery and rent.

Price Dimensions

There are four measures that characterize price, namely price affordability, price conformity with product quality, price conformity with benefits, and price according to ability or price competitiveness [8]. The four price measures are:

1. Price Affordability

Consumers can reach the prices set by the company. Products usually have several types in one brand, the price also differs from the cheapest to the most expensive. With the price set, many consumers buy the product.

2. Price Match with Production Quality

Price is often used as an indicator of quality for consumers, people often choose the higher price between two goods because they see a difference in quality. If the price is higher people tend to think that the quality is also better.

3. Price suitability with benefits

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Consumers decide to buy a product if the perceived benefits are greater than or equal to what has been spent to get it. If consumers feel that the benefits of the product are less than the money spent, they will assume that the product is expensive, and consumers will think twice about making a repeat purchase.

4. Price according to ability or price competitiveness

Consumers often compare the price of a product with other products, in this case the cheapness of a product is highly considered by consumers when they are going to buy the product.

C. Customer Satisfaction

Definition of Customer Satisfaction

Customer satisfaction is an emotional response to the evaluation of the consumption experience of a product or service [11]. In addition, customer satisfaction is a measurement or indicator of the extent to which customers or users of company products or services are very happy with the products or services received [12].

According to Kotler "customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected product performance (result) to the expected performance"[13]

According to Richard L. Oliver, Customer satisfaction is a feeling of pleasure or disappointment that a person gets from comparing the perceived performance (or result) of a product and its expectations [14].

Based on the understanding of the experts above, the authors conclude that satisfaction. Customer satisfaction is a feeling of satisfaction or disappointment of customers for the products, services or services provided by the seller.

Factors that affect customer satisfaction

There are several factors that can influence consumer behavior towards purchasing decisions according to Swastha and Handoko stating that consumer behavior is influenced by the following factors [15]:

1. The originator

The person who first becomes aware of an unfulfilled want or need and proposes the idea of buying a particular good or service.

2. Influencer

People who provide views, advice, or opinions so that they can help purchase decisions.

3. Decision Maker

People who make buying decisions, whether to buy, what to buy, how to buy, or where to buy it.

4. Buyer

Is the person who will buy the real, the introduction of product information needs a variety of purchase decision information.

Dimensions of Customer Satisfaction

According to Lupiyoadi, among others [13]:

1. Product quality

Customers will be satisfied if their results show that the products they use are of high quality,

2. Quality of Service or service

That is, customers will feel satisfied if they get good service or as expected.

3. Emotions

That is, the customer will feel proud to get the belief that others will be amazed by him when using a product with a certain brand which tends to have a higher level of satisfaction. Satisfaction obtained is not because of the quality of the product but social or self-esteem that makes customers feel satisfied with certain brands.

4. Price

Is the products that has the same quality but set a relatively low price will provide higher value to customers.

5. Cost

That is, customers who do not need to incur additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service.

D. Preview Research Results

Research on Service Quality and Customer Satisfaction

1. Heni Rohaeni, 2018. Conducting research on service quality and customer satisfaction. The research was conducted in 2018 using quantitative methods. The results of this study indicate that service quality is closely related to customer satisfaction. The progress of a company is influenced by the company's ability to serve its customers.

2. Ni Made Arie Sulistyawati, 2015. Conducted research on the Effect of Service Quality on Customer Satisfaction. The research was conducted in 2015 using quantitative research methods with a total of 53 respondents. The results of this study indicate that service quality is an important factor and root that is able to provide satisfaction for its customers. So that customers are satisfied with the services provided.

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Research About Price and Customer Satisfaction

1. Bagus Handoko, 2016. Conducted research on the effect of price and service quality on customer satisfaction. The research was conducted in 2016 using quantitative research methods. The results of this study indicate that there is a significant effect of price on consumer satisfaction. The magnitude of the effect of price on consumer satisfaction is 68.4%.

2. Rina Anggriana, 2017. Conducted research on the effect of price, promotion, service quality on customer satisfaction. The research was conducted in 2017 using quantitative research methods with surveys. The results of this study indicate that the variables of price, promotion, service quality have an effect on customer satisfaction. Each variable has a positive and significant effect on customer satisfaction.

E. Framework Thinking

The framework is a conceptual model of how theory relates to various factors that have been identified as important problems. [16] This framework has the intention of clarifying the core of the problem contained in the relationship between the independent variables (service quality and price) and the dependent variable (customer satisfaction).

Based on this framework, it can be simplified into a model as shown below:
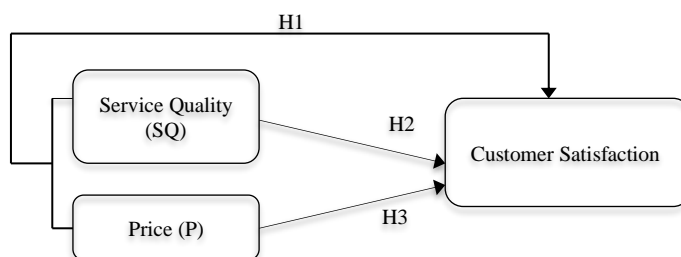

Figure 1. Framework Thinking

F. Research Hypothesis.

The hypothesis is a temporary answer to the research problem formulation [17]. The hypothesis formulated by the researcher in this study is as follows:

1. Quality of service and price simultaneously have a significant effect on customer satisfaction.
2. Service quality partially has a significant effect on customer satisfaction.
3. Price partially has a significant effect on customer satisfaction.

III. METHOD

A. Object of Research

The object of my research is PT. Indofood Sukses Makmur. The research method is a variable that becomes a point of attention to be studied and conclusions drawn. The object of research in this study is liquidity (current ratio), solvency or leverage (debt to equity ratio), profitability (return on equity), using complete financial and annual report data available on the website (www.annualreport.com).. Data taken from the company's financial report data that has been published on the company's website in the 2016 - 2020 period (5 years).

B. Research Methods

This study uses a quantitative descriptive approach. The research method used is a survey method, namely a method for collecting primary data on information obtained from respondents. Data collection was carried out using a questionnaire or questionnaire instrument. Based on the level of explanation, it is classified as causal associative research, namely research to determine causal relationships. The relationship or influence of the independent variables of service quality (XI), and price (X2) on the dependent variable of customer satisfaction (Y).

a. Validity Test

The type of research used is descriptive method through a quantitative approach, aiming to make a systematic description of the object under study, then combining the related variables. The type of data required and collected in this study is quantitative data. Quantitative data itself is facts or information expressed in the form of numbers or numerical scale (numbers) at the company PT. Indofood Sukses Makmur Tbk in 2016-2020 and conducted partial hypothesis testing on the variables studied.

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Table 1. Validity Test

Variable	item	R count	R table	Desc
Service Quality	X1.1	0,612	0,2681	Valid
	X1.2	0,557	0,2681	Valid
	X1.3	0,562	0,2681	Valid
	X1.4	0,390	0,2681	Valid
	X1.5	0,377	0,2681	Valid
	X1.6	0,786	0,2681	Valid
	X1.7	0,596	0,2681	Valid
	X1.8	0,712	0,2681	Valid
	X1.9	0,795	0,2681	Valid
	X1.10	0,725	0,2681	Valid
	X1.11	0,726	0,2681	Valid
Price	X2.1	0,495	0,2681	Valid
	X2.2	0,578	0,2681	Valid
	X2.3	0,674	0,2681	Valid
Customer Satisfaction	Y1.1	0,515	0,2681	Valid
	Y1.2	0,546	0,2681	Valid
	Y1.3	0,546	0,2681	Valid
	Y1.4	0,655	0,2681	Valid

b. Reliability Test

Table 2. Reliability Test Result

Variable	Cronbach Alpha	Desc
Service Quality	0,897	Reliable
Price	0,748	Reliable
Customer Satisfaction	0,753	Reliable

IV. ANALYSYS AND DISCUSSION

Description of Research Results

In this study, the authors process the questionnaire data in the form of data consisting of 11 statements for the service quality variable (X1), 3 statements for the price variable (X2) and 4 statements for the customer satisfaction variable (Y). This distributed questionnaire was given to 54 people in the city of North Jakarta who have used online motorcycle taxi transportation services as research samples using a Likert scale in the form of a checklist.

Characteristics of Respondents

Table 3. Gender of Respondents

Gender	Frequency	Percentage (%)
Male	29	53%
Female	25	47%
Total	54	100

Through observation, 53 respondents were dominated by 53% or 29 men and the remaining 47% or 25 women.

Table 4. Age of Respondents

Age (years)	Frequency	Percentage (%)
16-20	13	30%
21-25	31	55%
26-35	8	10%
36-50	2	5%
Total	54	100

In terms of age, respondents in this study were dominated by people aged 16–20 years, 30%, 21–25 years, 55%, 26–35 years, 10%, 36–50 years, 5%.

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Table 5. Education of Respondents

Education	Frequency	Percentage (%)
PS	2	4%
JHS	2	4%
SHS	32	59%
College (D3/S1/S2)	18	18%
Total	54	100

The dominant characteristics of respondents based on educational background are. Primary School (PS) 2 people 4%, Junior High School (JHS) 2 people 4%, Senior High School (SHS) 32 people 59%, College (D3/S1/S2) 18 people 33%.

**Table 6. Job Position of Respondents**

Job Position	Frequency	Percentage (%)
Teacher	3	5%
Consultan	2	2%
Marketing	7	11%
Purchase	1	1%
Research and Development	2	3%
Production	3	5%
Administration	1	1%
Others	35	72%
Total	54	100

Based on the respondent's data received regarding the type of work, of the 53 respondents the most are working as Teachers 3 people 5%, Consultants 2 people 3%, Marketing 7 people 11%, Purchasing 1 person 1%, graphic design does not exist, Research and development 2 people 3%, Production 3 people 5%, Administration 1 person 1%, and other 35 people 72%.

Normality Test

The normality test of the data is carried out to see whether in the regression model, the dependent and independent variables have a normal distribution or not, if the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model meets the assumption of normality.

That the data spreads along a diagonal line, meaning that the data between the dependent variable and the independent variable has a normal relationship or distribution or meets the normality assumption test.
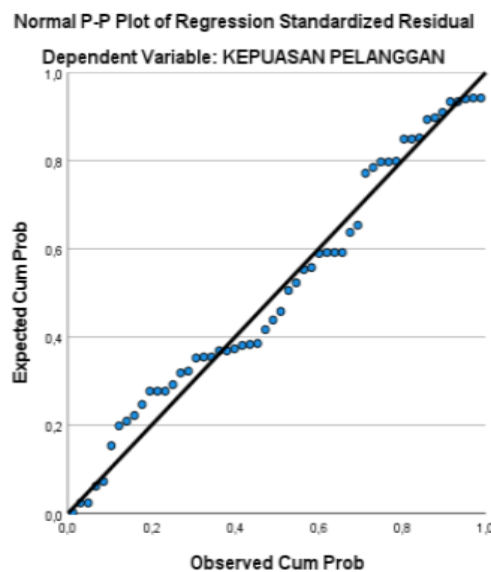
Figure 2. Normality Test Chart

Multicollinearity Test

The multicollinearity test is used to determine whether in the regression model there is a high correlation between the independent variables, provided that:

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1. If the Tolerance < 0.1 or equal to VIF > 10 then there is a serious multicollinearity problem.
2. If the Tolerance > 0.1 or equal to VIF < 10, then there is no multicollinearity problem.

With SPSS version 26.00, the following multicollinearity test results can be obtained:

Table 7. Multicollinearity Test Result

Cofficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	0,893	1,240		0,720	0,475		
Service Quality	0,051	0,022	0,190	2,263	0,028	0,642	1,559
Price	1,044	0,117	0,749	8,900	0,000	0,642	1,559
a. Dependent Variable: Customer Satisfaction							

That the value of Variance Inflation Factor (VIF) for the Service Quality variable (X1) is 1.559 and the Price variable (X2) is 1.559. Each independent variable has a value less than 10. Likewise, the Tolerence value on the Service Quality variable (X1) is 0.642 and Price (X2) is 0.642. From each variable the tolerance value is greater than 0.1 so it can be concluded that there is no symptom of multicollinearity between the independent variables which is indicated by the tolerance value of each independent variable is greater than 0.1 and the VIF value is less than 10.

Heteroscedasticity Test

A Heteroscedasticity test was conducted to determine whether in the regression model there was an inequality of variance from the residuals of one observation to another observation. To find out whether or not heteroscedasticity occurred in the regression model of this study, the analysis was carried out using an informal method. Informal methods in heteroscedasticity testing are the graph method and the Scatterplot method. The basis of the analysis is as follows:
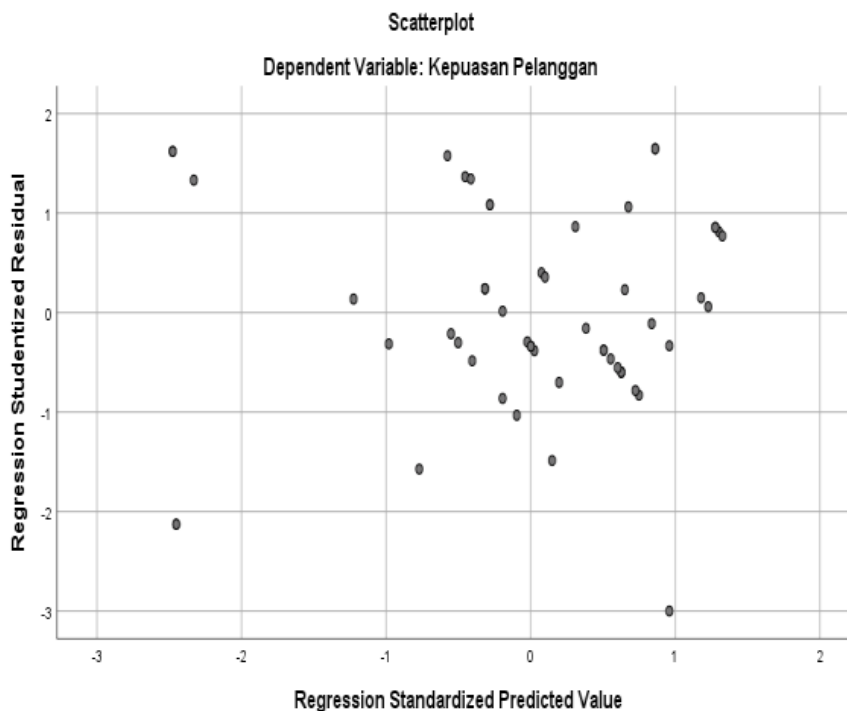
Figure 3. **Heteroscedastisity Test Scatter Plot**

That the residual spread is irregular and does not form a pattern. This can be seen in the points or plots that spread. The conclusion that can be drawn is that there is no heteroscedasticity.

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Multiple Linear Regression

Table 8. Multiple Linear Regression Results

Cofficients^a						
		Unstandardized Coefficients		**Standardized Coefficients**		
Model		**B**	**Std. Error**	**Beta**	**t**	**Sig.**
1	(Constant)	0,893	1,240		0,720	0,475
	Service Quality	0,051	0,022	0,190	2,263	0,028
	Price	1,044	0,117	0,749	8,900	0,000

From the table above, the following values are known:
1. Constant = 0.893
2. Service Quality = 0.051
3. Price = 1.044

These results are entered into multiple linear regression equations so that the following equations are known:

$Y = 0.893 + 0.051 X1 + 1.044 X2 + 0.481 e$

Information:
1. The constant of 0.893 indicates that if there is no service quality and price, then customer satisfaction is 0.893.
2. $\beta1$ of 0.051 with a positive relationship indicates that if service quality increases by 1 unit, it will be followed by an increase in customer satisfaction of 0.051 with the assumption that other independent variables are held constant.
3. $\beta2$ of 1.044 with a positive relationship direction indicates that if the price increases by 1 unit, it will be followed by an increase in customer satisfaction of 1.044 with the assumption that other independent variables are held constant.

Coefficient of Determination (R-Square)

Table 9. Coefficient of Determination Results

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.876^a	.768	.759	1.161
a. Predictors: (Constants), Price, Service Quality				
b. Dependent Variable: Customer Satisfaction				

In relation to the table above, the interpretation or economic meaning can be presented as follows:
1. The correlation coefficient I = 0.876 because the value of R = +1 or close to +1, the service quality, and price, have a strong and direct relationship to customer satisfaction.
2. The coefficient of determination (R2) = 0.768 indicates that the effect of service quality and price variables on customer satisfaction is 76.8%. While the remaining 23.2% (1 – 0.768) are other factors not examined in this study.

C. Discussion

Hypothesis Test

Simultaneous Test (F Test)

The F test or also called the simultaneous significant test is intended to see the overall ability of the independent variables, namely service quality and price to be able to explain the behavior or diversity of the dependent variable, namely customer satisfaction. The F test is also intended to determine whether all variables have a regression coefficient equal to zero. Based on the results of data processing with the SPSS version 26.00 program, the following results were obtained:

Table 10. Simultaneous Test Results

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	228,032	2	114,016	84,517	.000^b
	Residual	68,801	51	1,349		
	Total	296,833	53			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Price, Service Quality						

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From the table above, it can be seen that the F value is 84,517, then the sig value is 0.000

Ho : means Service Quality and Price has no effect on customer satisfaction for online Gojek transportation services.

Ho : =/0, meaning that Service Quality and Price affect customer satisfaction of online Gojek transportation services.

The criteria for testing the hypothesis are:

1) If Ftable counts then Ho is accepted, meaning that service quality and price have no effect on consumer satisfaction for online Gojek transportation services.

2) If Ftable counts, Ho is rejected, meaning that service quality and price affect consumer satisfaction for online motorcycle taxi transportation services.

Based on table 10. above, it is obtained F count for service quality and price variables is 84,517 for 5% error in the 2-party test and dk = n-3 (54-3 = 51), F table is 3.179. If F count > F table then there is a significant effect between X1 and X2 on Y, and vice versa if F count < F table then there is no significant effect between X1, and X2 on Y, in this case F count 84.517> F table 3,179. This means that there is a positive influence between service quality and price on customer satisfaction for online Gojek transportation services.

Furthermore, it is also seen that the probability value of F, namely sig is 0.000, while the significant level previously set is 0.05, then the value of sig is 0.000 <0.05, so that H0 is rejected. This means that there is a significant positive effect between service quality and price on customer satisfaction of online motorcycle taxi services.

Statistical t Test or Partial Test

Table 11.

Cofficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	0,893	1,240		0,720	0,475
Service Quality	0,051	0,022	0,190	2,263	0,028
Price	1,044	0,117	0,749	8,900	0,000
a. Dependent Variable: Customer Satisfaction					

Table 12.

No	Variable	t count > 2,007	p-value α = 0,05	Desc
1	Service Quality	2,263	0,028	Significant
2	Price	8,900	0,000	Significant

The results of statistical tests in the table above can be explained as follows:

1) Service Quality Hypothesis Testing Results (x1) The results of service quality hypothesis testing (x1) show the t-count value of 2.263 with a significance level of 0.028. The t-count value is greater than t-table (2.263 > 2.007) and the significance value is less than 0.05, which means that the hypothesis in this study accepts Ha and rejects Ho. This test statistically proves that service quality has a positive and significant effect on customer satisfaction. This means that there is an influence between service quality variables on customer satisfaction for online motorcycle taxi (Go-Jek) consumers.

2) Price Hypothesis Testing Results (x2) The price hypothesis testing results (x2) shows the t-count value of 8.900 with a significance level of 0.000. The t-count value is greater than t-table (8,900 > 2,263) and the significance is less than 0.05, which means that the hypothesis in this study accepts Ha and rejects Ho. This test statistically proves that price has a positive and significant effect on customer satisfaction. This means that there is an influence between the price variable on customer satisfaction for online motorcycle taxi (GoJek) consumers.

D. Result

This study aims to determine the effect of liquidity, activity and solvency on profitability at PT. Indofood Sukses Makmur Tbk, 2016-2020 Period. Based on the results of the study, the following results were obtained:

1. Effect of Liquidity (CR), Activity (ITO), and Solvency (DER) on Profitability (ROA).

Based on the computational results of research data carried out with simultaneous test parametric values in table 4.13. The results obtained that Liquidity has a negative effect while Activity and Solvency has a positive effect and the three financial ratios are not significant to Profitability.

2. Effect of Liquidity (CR) on Profitability (ROA).

From the results of the test calculations, each (partial) current ratio variable has a Liquidity tcount (CR) of -0.298 < ttable of 6.131. The statistical results of the ttable test for the CR variable, which is 0.816 which is below the significance of 0.05, it can be concluded that hypothesis 1 is rejected and 0 is accepted. So, it can be concluded that partially CR has no significant effect on ROA.

According to the theory of Cashmere, the current ratio is a ratio to measure the company's ability to pay short-term obligations or debts that are due immediately when they are billed as a whole. Calculation of the current ratio is done by . if the ratio is low, it can be said that the company lacks capital to pay debts.

3. Effect of Activity (ITO) on Profitability (ROA)

Testing of the partially tested data Activity (ITO) has a positive and not significant effect on Profitability (ROA). This is indicated by the ITO tcount value of 0.268 < ttable of 6.131. The statistical results of the t test for the ITO variable are 0.834 > 0.05. So it can be concluded that ITO has a positive and insignificant effect on ROA. The positive effect shows that there is a one-way relationship between ITO and ROA. So this means that ITO has a positive and insignificant effect. So it can be concluded that the hypothesis 2 is rejected and 0 is accepted. So it can be concluded that ITO has no significant effect on ROA. This means that the increase in the activity ratio (ITO) does not increase the company's profitability. The results of the study directly present the data and results obtained from the research. This section only provides a narrative description of the research results without any interpretation or evaluation. The discussion section interprets the meaning of the research results, whether in accordance with expectations or not.

Thus, the proposed hypothesis is not verified, in other words 2 is rejected and 0 is accepted. This means that the ITO variable cannot be used as a basis for determining the size of the company's profitability.

4. Effect of Solvency (DER) on Profitability (ROA)

Based on $t_{count} < t_{table}$, it can be concluded that the unqualified ITO variable (DER) has a positive and insignificant effect on profitability (ROA). This is indicated by the t_{count} DER value of 0.139 < t_{table} of 6.131. The statistical results of the t test for the DER variable are 0.912 > 0.05. So, it can be concluded that DER has a positive and insignificant effect on ROA. The positive effect indicates that there is a one-way relationship between DER and ROA. So, this means that ROA has a positive and insignificant effect.

So, this means that DER has a positive and insignificant effect. So, it can be concluded that hypothesis 3 is rejected and 0 is accepted. So, it can be concluded that partially DER has no significant effect on ROA. This means that an increase in the Solvency ratio (DER) does not increase the company's profitability and means that the company is unable to pay its long-term debt and long-term debt and is also unable to pay off all its debts by using all its assets.

V. CONCLUTIONS

Based on the analysis of research results and discussion of the effect of liquidation (CR), activity (ITO), and solvency (DER) in the company PT. indofood Sukses Makmur Tbk. For the 2016-2020 period, researchers can draw the following conclusions:

1. It can be seen that the F test results show that the F test results show an Fcount value of 48 with a probability (sig.) of 980. Dfl= K-1= 3. Df2= n-K= 2. Statistical results F_{table} with a significant 0.05 then get F_{table} = 1.5. From the calculation results, it can be seen that $F_{count} > F_{table}$ and the P-value 0.980 > 0.05 means that H_1 is accepted and H_0 is rejected, so it can be concluded that the variables of Liquidity, Activity and Solvency together have a positive and significant influence on Profitability. If there is a simultaneous change in ITO and DER, it will affect the ROA value of a company.

2. Liquidity (CR) has a negative and insignificant effect on (ROA). This is indicated by the t_{count} CR value of -0.298 < t_{table} of 3. The statistical results of the t-test for the CR variable are 0.816 > 0.05. So it can be concluded that CR has a negative and insignificant effect on ROA. The negative effect indicates that there is a non-unidirectional relationship between CR and ROA. So this means that CR has a negative and insignificant effect. If there is an increase in CR, while other independent variables are considered constant, then this will not necessarily make ROA decrease, and vice versa, a decrease in CR does not necessarily cause ROA to increase.

3. Effect of Activity (ITO) on Profitability (ROA). Activity (ITO) has a positive and insignificant effect on Profitability (ROA). This is indicated by the ITO tcount value of 0.268 < t_{table} of 3. The statistical results of the t-test for the ITO variable are 0.834> 0.05. So it can be concluded that ITO has a positive and insignificant effect on ROA. The positive effect shows that there is a one-way relationship between ITO and ROA. So this means that ITO has a positive and insignificant effect. It can be said that, ITO changes while other independent variables are considered constant, then this will affect ROA.

4. Effect of Solvency (DER) on Profitability (ROA). Solvency (DER) has a positive and insignificant effect on Profitability (ROA). This is shown by the DER t_{count} value of 0.139 < t_{table} of t-test statistical results for the DER variable, which is 0.912 > 0.05. So it can be concluded that DER has a positive and insignificant effect on ROA. The positive effect indicates that there is a one-way relationship between DER and ROA. So this means that DER has a positive and insignificant effect. If ROA is affected and other independent variables are considered constant, it can be said that DER has changed.

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SUGGESTION

Based on the research results that have been described previously, the researcher's suggestions are as follows:

1. For Companies

It is expected that the company's profitability through (CR) will be even better, and the company can and is able to manage its long-term debt to finance the production process in order to earn a profit.

For the profitability ratio, which is an indicator of return on assets (ROA), therefore sales must be more optimal, reduce other expenses, increase profit margins, maintain asset turnover by increasing asset turnover, and also be more effective in managing assets.

In the Liquidity ratio, the indicator of which is the current ratio (CR), because it has not fulfilled its short-term debt, the current assets are increased, increasing sales and working capital efficiency.

For the activity ratio described through the inventory turnover in this study is in a fluctuating state, therefore, the company is able to increase the turnover of the stock of goods, rearrange the strategy, know the age of the product and reduce obsolete stock, change the pricing strategy of the company's products and improve the grouping of products produced.

Likewise, the solvency ratio described by the debt equity ratio (DER) is different every year, therefore the use of capital is more efficient in order to be able to finance both short-term debt and long-term debt, increase income, and improve business development.

2. For Further Researchers

The number of companies that are sampled in this research is relatively small because they only use food and beverage companies whose financial statements are published. Further researchers can use various types of companies, for example by including the financial industry but with separate analysis because the characteristics of the companies that fall are quite different.

This study only uses three variables, namely liquidity, activity and solvency. Further researchers can use variables that are more different and varied both with financial and non-financial variables or replace production on variables that are not significant in this study, so that it will provide results that truly describe what things affect the company's profitability.

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