

**THE EFFECT OF TRUST AND PRICE ON GOJEK
CUSTOMER SATISFACTION IN BANDA ACEH****Nara Pristiwa¹, Said Firdaus², Muhammad Fadhil³**^{1,2,3}University of Muhammadiyah Aceh

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Email : nara.pristiwa@unmuha.ac.id**ABSTRACT**

This study aims to look at the influence of trust and price on gojek customer satisfaction in Banda Aceh. The data used in this study is primary data obtained from the results of the questionnaire distribution. Sample withdrawal in this study was carried out by convenience sampling technique. The data analysis technique in this study uses a multiple linear regression analysis model with data testing carried out by t-test and f-test. The results of this study show that there is a positive influence of customer trust on gojek customer satisfaction in the city of Banda Aceh. Price has a significant effect on gojek customer satisfaction in Banda Aceh City and simultaneously customer trust and price have a significant effect on gojek customer satisfaction in Banda Aceh City. Through this research, the Gojek company must continue to improve both in terms of service, offering various conveniences for customers and so on.

Keywords : Customer Satisfaction, Price, Trust.**INTRODUCTION**

The internet has become the trigger for today's limitless globalization and touches various aspects of human life. All aspects of human life ranging from entertainment, recreation, business, education, health, transportation and other activities related to human efforts to meet the needs of life have come into contact with the internet. The internet has become a major part of lifestyle needs and makes almost all activities that support life needs all digital. Online transportation services are a new innovation in the transportation business of people and goods that was born in the midst of today's all-digital internet technology civilization. The presence of online transportation services in Indonesia began with the presence of Uber and GrabTaxi services in 2014. Although the interest in online transportation at that time was still very low and only used by the upper class, but with strong determination and belief in market opportunities, in 2015 Nadiem Makarim and his colleagues introduced online transportation services that are cheaper, practical, faster and easier for people in Indonesia. The presence of the Gojek application has received a positive response in the community so that no more than 1 year since its presence, the number of users and Gojek driver partners continues to increase and makes online transportation services increasingly popular for the public (Kumparan, 2022). This condition also occurs in the city of Banda Aceh. The city of Banda Aceh as a center of trade and government, is the place where Gojek transportation services operate. The increasing population, increasing

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

migration flows and changes in people's lifestyles that increasingly require convenience for all services have made Gojek's market share of online transportation services both for passenger transportation services, food delivery and ordering services, and shopping for family necessities very open. However, along with the passage of time, customer complaints began to be heard, especially with the presence of a number of other online transportation services such as Grab and Maxim that offer the same service but have different sides of price and service quality. When Grab and Maxim provide better services from Gojek, customer dissatisfaction in using Gojek will have the potential to occur (Kumparan, 2022). Problem formulation: Based on the background of the previous problem, a problem can be formulated as follows: How much influence does trust have on Gojek customer satisfaction in Banda Aceh, How much does price affect Gojek customer satisfaction in Banda Aceh, How much does trust and price simultaneously affect Gojek customer satisfaction in Banda Aceh. Research Objectives: Based on the formulation of the previous problem, the objectives of this study are: To test and analyze the influence of trust on Gojek customer satisfaction in Banda Aceh, to test and analyze the influence of price on customer satisfaction of Gojek users in Banda Aceh and to test and analyze the influence of trust and price simultaneously on customer satisfaction Gojek in Banda Aceh. Scope of Research: Based on the background that has been described earlier, the formulation of the problem and the purpose of the research, the scope of this study is limited to the variables of trust, price and customer satisfaction of Gojek. The object of the research is people who use and become Gojek customers who are domiciled in Banda Aceh City.

METHODS

Data Analysis Techniques

Primary data analysis was carried out using a regression analysis model with the help of the SPSS Version 19 device. The equation of multiple linear regression analysis can be formed as follows:

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

Information:

Y = Customer satisfaction

X1 = Trust

X2 = Price

b1... B2 = Coefficient of regression

e = Error term

RESULTS

Multiple Linear Regression Results

From the results of the multiple linear regression test, a linear equation line can be made as follows:

$$Y = 0.274 + 0.371X_1 + 0.534X_2$$

From the results of the regression equation above, it explains as follows:

1. The value of the Gojek customer satisfaction constant in Banda Aceh City is 0.274, this value explains that if trust (X₁) and price (X₂) are not applied, then Gojek's customer satisfaction (Y) in Banda Aceh City is constantly 0.274 likert scale units. This condition

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

indicates that without the support of trust and price, the level of Gojek customer satisfaction in Banda Aceh City is still relatively low.

2. The regression coefficient of customer trust (X1) is 0.371, explaining that every increase in customer trust of Gojek application services will be able to increase Gojek customer satisfaction (Y) in Banda Aceh City by 0.371 units of the Likert scale. This is because a better attitude of trust will give rise to a sense of satisfaction because all aspects that are expected to be fulfilled from the company. The better the trust that is built, the better the representative of satisfaction obtained by consumers (Sudirman et al, .2020).
3. The regression coefficient of price influence (X2) is 0.534, explaining that every increase in one unit in the price variable will be able to increase customer satisfaction (Y) Gojek in Banda Aceh City is 0.534 units of the Likert scale. This is because it will provide value to its customers.

Table 1. Results of t-Test Analysis

Type		Unstandardized Coefficients		t count	T table	Sig.
		B	Std. Error			
1	(Constant)	0,274	0,203	1,352	1,986	0,180
	Price	0,371	0,099	3,759	1,986	0,000
	Customer trust	0,534	0,099	5,389	1,986	0,000

Source: Primary Data (processed), 2024

Based on Table IV above, the influence of each variable can be explained as follows:

- a. Results of the analysis of the influence of customer trust on Gojek customer satisfaction
From the results of the spss analysis, a calculated t-value of 3.759 was obtained at the limit of the probability value of 0.000. While the t-value of the table error rate is 5% and $df(n-1-k) = 93$ is 1.986. Thus, $t \text{ count } (3,759) > t \text{ table } (1,986)$ so that the H_{a2} hypothesis can be accepted, meaning that customer trust has a significant effect on Gojek customer satisfaction in Banda Aceh City.
- b. Results of the analysis of the influence of price on Gojek customer satisfaction
From the results of the spss analysis, the calculated t-value for the influence of price variables is 5.389 at the limit of the probability value of 0.000. While the t-value of the table at the error rate is 5% and $df(n-1-k) = 93$ is 1.986. Thus, $t \text{ calculate } (5,389) > t \text{ table } (1,986)$ so that H_{a1} can be accepted, meaning that the price has a significant effect on Gojek customer satisfaction in Banda Aceh City.

Table 2. Results of Test Analysis F

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	17,796	2	8,898	138,993	0,000
	Residual	5,954	93	,064		
	Total	23,750	95			

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Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

Source: Primary Data (processed), 2024

Based on Table IV above, it can be explained that the result of the division of Mean Square obtained a calculated F value of 138.993 at the limit of the significance level of 0.000. Meanwhile, the value of F in the table of % and df 95 is 2.70. Thus, it can be seen that the value of F calculated (138.993) > F table (2.70) so that the H_a hypothesis can be accepted, meaning that customer trust (X_1) and price (X_2) together have a positive and significant effect on customer satisfaction (Y) of Gojek in Banda Aceh City.

CONCLUSION

Based on the results of previous research and discussion, the following conclusions can be drawn: customer trust has a positive and significant effect on Gojek customer satisfaction in Banda Aceh City. Price has a significant effect on Gojek customer satisfaction in Banda Aceh City. Simultaneously, customer trust and price have a significant effect on Gojek customer satisfaction in Banda Aceh City. Gojek service companies need to adjust prices that are more competitive with other online logistics application services, Gojek companies need to always strive to offer various conveniences for customers at more affordable prices. And consumers need to have realistic expectations for the Gojek application service so that they will get greater satisfaction.

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