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"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

**The Role of Sales Promotion and Prices on Customer Loyalty of Gojek Service Application Users in Medan****Satria Mirsya Affandy Nasution<sup>1\*</sup>, Asrizal Efendy Nasution<sup>1</sup>**<sup>1</sup>Universitas Muhammadiyah Sumatera Utara

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\*Email: [satriamirsya@umsu.ac.id](mailto:satriamirsya@umsu.ac.id)**ABSTRACT**

This study aims to analyze the role of sales promotion and price in influencing customer loyalty using the Gojek service application in Medan. The data used are primary data collected through questionnaires. This study's population was all Muhammadiyah University of North Sumatra students. The sampling method uses non-probability sampling with a purposive sampling technique, namely, taking samples based on specific criteria. The samples were taken based on the criteria of respondents who have the Gojek application on their smartphone and have used the Gojek service application at least three times. The samples collected in this study was 100 people. This research method is descriptive and associative. Data processing uses path analysis (path coefficients) with the Smart-PLS analysis tool. The results showed that the sales promotion factor and price positively and significantly influenced customer loyalty using the Gojek service application in Medan. The R-square result is 0.660, meaning that variations in sales promotion and price variables determine 66% of customer loyalty. At the same time, the rest is influenced by other variables not examined in this study.

**Keywords:** Sales Promotion, Price, Customer Loyalty

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### INTRODUCTION

In this 4.0 era, digitalization has changed all aspects of human life, including business. The business world is starting to bloom with the presence of technology-based businesses. All business actors, ranging from small to medium-large, will definitely take advantage of this digital technology in their business operations. This way is done to get as many customers as possible and gain the maximum profit. The use of digital technology in the business world makes it easier for humans to meet their daily needs. Humans, as objects of the company, demand convenience, low prices, practicality, and fast in meeting all kinds of needs. Therefore, companies must be more creative and innovative to meet consumer needs, especially for companies engaged in the service sector. Service companies must be more sensitive to consumer desires in meeting consumer needs because these services take much work to translate. In addition, consumers may have different perceptions of the same service.

Services are often seen as a complicated phenomenon because service has many meanings, from personal service to serving as a product. Services are all economic activities whose results are not products in physical form or construction, which are usually consumed at the same time they are produced and provide added value (Lupiyoadi, 2013). Service is any action or performance that can be offered by one party to another, which is essentially intangible and does not result in the ownership of anything (Kotler & Keller, 2012). The main characteristics of services, according to (Tjiptono, 2015), can be grouped as follows: a) Intangible, this characteristic indicates that services cannot be seen, touched, felt, and heard; b) Inseparable, this intimate nature of services means that the presence of services cannot be separated from the source, so sales are directly is the only distribution channel and services cannot be sold in many markets, this is due to limited space, c) Diversity, services really depend on who provides them and whenever these services are provided, then many services will be created and consists of various forms, d) Perishable, services have very low durability, so services cannot last long and are easily lost and cannot be stored.

The best service companies provide to consumers is solely aimed at creating the value of customer satisfaction. Therefore, bringing customer satisfaction to the company is a must. Consumer satisfaction has a tremendous impact on the company. Satisfied consumers will make repeat purchases at the company and invite their families and others to purchase there (Syahputra & Nasution, 2019). The intended consumer is a form of a loyal consumer.

Loyalty is repurchasing behavior solely regarding the purchase of a particular brand repeatedly (Tjiptono, 2015). Loyalty is also defined as customer loyalty shown through periodic repeat purchases of specific brands or companies. Customer loyalty is when customers continuously (consistently) spend a budget to buy products from a particular brand (Verma & Singh, 2017). Loyal customers are shown by specific characteristics, including making regular repeat purchases, having a commitment and maintaining a positive attitude towards the brand, recommending to others, and showing immunity from the attractiveness of competitors (Liesta et al., 2021). There are several indicators in measuring customer loyalty: 1). Consumers tend to buy more and stay loyal longer, and 2). Consumers tend to do cross-selling or add-on-selling, 3). Consumers are not price sensitive, 4). Consumers will do positive word of mouth, 5). Offer ideas for goods or services to companies (S. M. A. Nasution, 2017).

Customer loyalty is formed due to several influencing factors: interacting with customers, developing loyalty programs, personalizing marketing, and creating institutional ties (Othman et al., 2019). The factors that affect customer loyalty above can be translated into Integrated Marketing. The definition of Integrated Marketing Communication (IMC) is

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an integrated marketing communication that provides information about the products offered by the company (Verma & Singh, 2017). One of the factors is *sales promotion* (Fadli et al., 2021).

Sales Promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases and increase the number of goods purchased by customers (Khan, 2020). Sales promotions are promotional activities that can encourage customer purchases and increase the effectiveness of distributors (Arda & Andriany, 2019). Promotion is one of the determining factors for the success of a marketing. According to (Kotler & Keller, 2012), promotion conveys clear, consistent, and compelling messages about the organization and the brand. Promotional activities not only function as a communication tool between companies and consumers but also as a tool to introduce products to consumers and to influence consumers in purchasing activities or using services according to their wishes and needs. The success factor of marketing is determined mainly by how the promotion is carried out. If the promotion is on target, it will generate significant sales.

The goals of sales promotion are very diverse, namely to stimulate demand, increase consumer desire to try products, form goodwill, increase consumer purchases, can also encourage consumers to buy more and minimize the behavior of switching brands, or encourage consumers to try new products (Kabuoh et al., 2016). In other words, this promotion aims to influence and persuade customers to accept and repurchase periodically over a long period the products the company produces or sells. In addition, one of the sales promotion goals is to encourage repeat customer purchases to generate customer loyalty (Ayuni & Prasetyawati, 2020).

Sales promotion can be carried out by contests, giving prizes, a combination of offers, coupons, and price discounts. By doing a good sales promotion, the company will be able to increase customer loyalty. There are several indicators of sales promotion evaluation: promotion frequency, quality, quantity, time, and accuracy (Tjiptono, 2015).

In addition to sales promotion factors, price is another factor that is no less important in influencing consumer loyalty. Price is the amount of money charged for a product or service or the amount of value exchanged by consumers to obtain the benefits of having or using a product or service (A. E. Nasution & Lesmana, 2018). Therefore, price is one of the marketing mix elements that have an essential role for a company because price occupies a particular position in the marketing mix and is closely related to other elements (Saputri, 2019). Some factors that need to be considered in implementing pricing policies are determining the cost of product costs, discounts, shipping costs, competitor prices, and others related to price (Sarjita, 2018). For a product to compete in the market, entrepreneurs can carry out a pricing strategy related to the market, namely following the price below the market or above the market. Four indicators characterize price: price affordability, price compatibility with product quality, price competitiveness, and price compatibility with benefits (Farisi & Siregar, 2020).

In this study, the author will raise a problem about customers using the Gojek service application in Medan who are disloyal and often switch between using other applications apart from the Gojek application. This problem is the main focus of researchers to find out and study the reasons why customers who used to use the Gojek application turn away from using other applications and are disloyal to continue using the Gojek service application the next time. Previously, the author researched the promotion mix that affects customer loyalty. The variables studied were sales promotion, advertising, direct marketing, and public

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relations. In this study, the factors studied were sales promotion and price. Researchers want to see further how high the role of sales promotion and price is in creating consumer loyalty using the Gojek service application in Medan. Based on initial observations, the authors see that the sales promotion factors carried out by Gojek still need to be better so that consumers still use other applications. Then for the price factor, researchers see that the price offered by Gojek is relatively expensive compared to its competitors, so customers look for cheaper from Gojek. By examining further about these two factors, it is hoped that it will solve the problem of customer loyalty among users of the Gojek service application in Medan. The company can rearrange its strategy regarding sales promotion and price to be able to improve customer loyalty so that it will be even better in the future.

**Hypothesis Development****The Effect of Sales Promotion on Customer Loyalty**

To attract consumers want to reuse the Gojek service application, the implementation of sales promotion must be implemented thoroughly and continuously. This way will attract consumers to the Gojek service application and become loyal. This result is in line with research conducted by (Ayuni & Prasetyawati, 2020), who found that the sales promotion factor dominantly influences building customer loyalty.

H1: There is an influence of Sales Promotion on Customer Loyalty

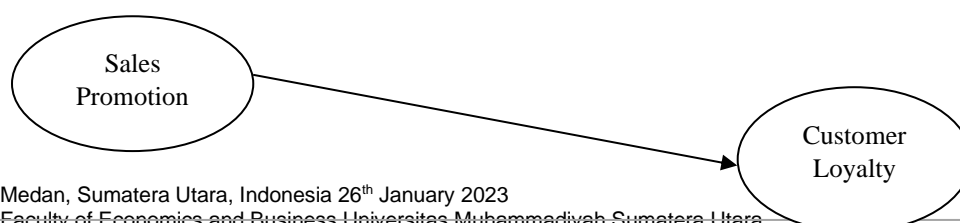
The purpose of sales promotion is to encourage repeat purchases from customers to generate customer loyalty. This is supported by previous research conducted (Kabuoh et al., 2016), (Nurlaini et al., 2021), (Onikola & Adedokun, 2018), (Cahyani et al., 2021) dan (Jati Prabowo & Sitio, 2020). The results of his research stated that the factor of sales promotion is a dominantly significant influence in building customer loyalty. Thus, sales promotion that is carried out well by Gojek will increase customer loyalty.

**The Effect of Price on Customer Loyalty**

Gojek must provide the best price for consumers because more and more competitors are offering affordable prices, which can influence consumers to try different service applications. Affordable and competitive prices set by Gojek will attract consumers to return to using the Gojek service application in the future and become loyal customers. This result is in line with research conducted by (Ayuni & Prasetyawati, 2020), who found that the price factor has a positive and significant effect on building customer loyalty.

H2: There is a price effect on customer loyalty

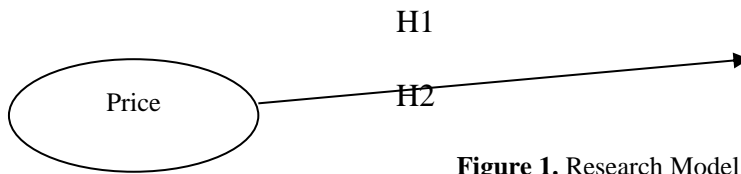
Price is one of the elements of the marketing mix that has an essential role for a company because price occupies a particular position in the marketing mix and is closely related to other elements, including customer loyalty. This is supported by previous research conducted (Mandong, 2017), (Bulan, 2016), (Arianto & Febrian, 2022), (Sarjita, 2018), (Saputri, 2019). The results of his research stated that the price factor has a significant dominant influence in building customer loyalty. Thus, by setting the best price for consumers (cheap, affordable, and competitive), Gojek will increase customer loyalty.



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**Figure 1.** Research Model

**METHOD**

This study uses a descriptive associative research approach to explain the causal relationship between the research variables and the testing hypothesis (M. I. Nasution et al., 2020a). The independent variables in this study are sales promotions and prices, while the dependent variable is customer loyalty using the Gojek service application in Medan. The data used are primary data through a questionnaire. This study's population was all students of Universitas Muhammadiyah Sumatera Utara. The sampling method uses non-probability sampling with a purposive sampling technique, namely, taking samples based on specific criteria. The samples were taken based on the criteria of having the Gojek application on their smartphone and having used the Gojek service application at least three times. The number of samples determined as many as 100 people. The data analysis technique uses path analysis with the Smart-PLS analysis tool to determine the effect of sales promotion and price variables on customer loyalty of Gojek service application users in Medan.

**RESULT AND DISCUSSION**

From the results of the respondents' answers, data was obtained about customer loyalty of Gojek service application users in Medan, which was influenced by the independent variables in this study. Based on the 100 samples obtained, data analysis can be presented with stages (1) analysis of the measurement model (outer model); and (2) structural model analysis (inner model).

**Measurement Model Analysis**

Evaluation of the indicator measurement model includes composite reliability, average variance extracted, and discriminant validity.

**Composite Reliability**

**Table 1.** The result of Composite Reliability

	<b>Composite Reliability</b>
Sales Promotion (X1)	0,863
Price (X2)	0,874
Customer Loyalty	0,857

**Source:** Author's compilation

Table 1 shows that the composite reliability value for Sales Promotion (X1) is 0.863, for Price (X2) is 0.874, and for Customer Loyalty (Y) is 0.857. Therefore, the reliability of the construct score must be high, with a Composite Reliability value of > 0.7 (Ghozali & Imam, 2018). Therefore, all of the above instruments obtained a composite reliability value of > 0.7, so they are reliable as a measuring tools.

**Average Variance Extracted (AVE)**

*Average Variance Extracted (AVE) describes the amount of variance that the items can explain compared to the variance caused by measurement error. The standard is that if the AVE value is above 0.5, it can be said that the construct has a good variance (M. I.*

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*Nasution et al., 2020b*). This result means that the variable can explain the average of more than half the variance of the indicators.

**Table 2.** Result of Average Variance Extracted (AVE)

	<b>Average Variance Extracted</b>
Quality of Product	0,629
Price	0,683
Customer Loyalty	0,614

**Source:** Author’s compilation

The table shows that most of the variables have an AVE above 0.5. Hence, the construct has an excellent average variance extracted where the variable can explain an average of more than half the variance of the indicators.

### **Discriminant Validity**

Examine the discriminant validity of the reflective measurement model, which was assessed based on cross-loading and comparing the AVE values with the square of the correlation between the constructs. The measure of cross-loading is to compare the correlation of the indicator with its construct and constructs from other blocks. Good discriminant validity will be able to explain the indicator variable higher than explaining the variance of the other construct indicators (Juliandi et al., 2014). The following is the discriminant validity value for each indicator.

**Table 3.** Discriminant Validity

	<b>Sales Promotion</b>	<b>Price</b>	<b>Customer Loyalty</b>
<b>X1.1</b>	<b>0.629</b>	0.003	0.141
<b>X1.4</b>	<b>0.615</b>	0.106	0.398
<b>X1.5</b>	<b>0.607</b>	0.044	0.026
<b>X1.8</b>	<b>0.589</b>	0.111	0.109
<b>X1.12</b>	<b>0.576</b>	0.133	0.264
<b>X2.1</b>	-0.220	<b>0.683</b>	0.270
<b>X2.3</b>	-0.152	<b>0.643</b>	0.162
<b>X2.4</b>	-0.317	<b>0.617</b>	0.023
<b>X2.6</b>	-0.222	<b>0.607</b>	0.234
<b>X2.7</b>	-0.226	<b>0.601</b>	0.327
<b>Y.1</b>	-0.114	0.599	<b>0.614</b>
<b>Y.2</b>	-0.215	0.590	<b>0.611</b>
<b>Y.4</b>	-0.082	0.537	<b>0.604</b>
<b>Y.6</b>	-0.005	0.094	<b>0.599</b>
<b>Y.8</b>	0.273	0.151	<b>0.587</b>
<b>Y.10</b>	0.048	0.034	<b>0.577</b>

**Source:** Author’s compilation

Based on the table, it shows that the discriminant validity or loading factor for X1.1 is 0.629. The correlation of this indicator is higher in sales promotion than in price, which is -0.003, in customer loyalty by 0.141, and so on. All factor loading values for each indicator correlate more with the variable than other variables. It was, similarly, the indicators for each variable. This result shows that the placement of indicators on each factor is correct.

### **Structural Model Evaluation**

There are several stages in evaluating a structural model: path coefficients, R- square, and Goodness of Fit. The first is to see the significance of the effect between the constructs.

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This result can be seen from the path coefficient, which describes the strength of the relationship between constructs.

**Path Coefficients**

The significance of the influence between the constructs can be seen from the path coefficients. The mark in the patch coefficient must follow the hypothesized theory to assess the significance of the patch coefficient. It can be seen from the t-test (critical ratio) obtained from the bootstrapping process (resampling method). The following are the results of the t-test on the inner and outer models.

The t-test performed is the result of the t-test from the bootstrap calculation. The results of the t-test in the figure below will then be compared with the t-table value.

**Table 4.** Result of Path Coefficients

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
Sales Promotion → Customer Loyalty	0.613	0.140	0.133	5.908	0.001
Price → Customer Loyalty	0.699	0.088	0.094	3.320	0.000

**Source:** Author’s compilation

It can be seen that the value of the T-statistic for sales promotion on customer loyalty is 5,908 with a P-Value of 0,001. The P-Value is smaller than the 5% significance level, so H0 is rejected, and H1 is received. Therefore, there is a significant effect of sales promotion on customer loyalty. The value of the influence of sales promotion on customer loyalty is 0.613. A positive value means that it has a unidirectional influence. If the sales promotion value increases, customer loyalty also increases.

The value of the T-statistic for price on customer loyalty is 3,320 with a P-Value of 0,000. The P-Value is smaller than the 5% significance level, so H0 is rejected, and H1 is received. Therefore, there is a significant effect of price on customer loyalty. The effect value of price on customer loyalty is 0.699. A positive value means that it has a unidirectional effect. If the price value increases, then the value of customer loyalty also increases.

**Evaluated R<sup>2</sup> Model**

Based on the value of R-square, it is known that sales promotion and price explain the ability of customer loyalty by 0.660 (66%), while the remaining 34% are from other constructs. The contribution to this R-square value from the constructs/variables can be seen in the following table:

**Table 5.** Result of R<sup>2</sup>

	<b>R Square</b>	<b>R Square Adjusted</b>
Customer Loyalty	0.660	0.662

**Source:** Author’s compilation

**Goodness of Fit Model**

To validate the overall model, Goodness of Fit is used. This GoF index is a single measure used to validate the combined performance of the measurement and structural models. This GoF value is obtained from the average communalities index multiplied by the R-square value of the model. Here are the results of the calculation of the Goodness of Fit model:

**Table 6.** Result of Average Communalities Index

<b>Average Variance Extracted (AVE)</b>

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Sales Promotion	0.605
Price	0.688
Customer Loyalty	0.624
Average	6.39
Goodness of Fit	2.536

**Source:** Author's compilation

Based on the table, the average communalities result is 6.39. This value is then multiplied by  $R^2$  and rooted. The calculation results show that the GoF value of 2.536 is more than 0.36 so that it is categorized as a large GoF, meaning that the model is excellent (has a high ability) in explaining empirical data.

**DISCUSSION****Sales Promotion On Customer Loyalty**

This study's data analysis results show that the relationship between sales promotion variables and customer loyalty has a correlation value of 0.613 and P-Value = 0.001 ( $< 0.05$ ). This value means that there is a positive and significant influence between sales promotion and customer loyalty for users of the Gojek service application in Medan. Furthermore, the more often sales promotions are carried out by Gojek, the higher the customer loyalty to Gojek. This research is in line with the results of previous research conducted by (Alfiyandi & Syarfan, 2016) and (Ayuni & Prasetyawati, 2020), which shows the results that sales promotion has a positive and significant effect on consumer loyalty.

When viewed from the point of view of the sales promotion carried out by Gojek, it is already running, but in practice, it still needs to be more effective because Gojek imposes terms and conditions. For example, a customer will get a discount of 30% or a maximum of Rp. 20,000 for Go-Food orders with minimum spending of Rp. 40,000 but with the condition that you must use the Gopay and Debit payment methods, which do not apply to those who pay in cash. This way, of course, makes customers disappointed because not all customers use electronic money. In addition, the promotions provided by Gojek to customers are insignificant, so that the final amount that customers have to pay is still relatively expensive compared to its competitors. This makes the sales promotion by Gojek unable to attract consumers to become loyal customers.

For this reason, Gojek must better understand its consumers in providing sales promotions of various types without terms and conditions so that all consumers who use the application can enjoy the sales promotions provided by Gojek. Furthermore, sales promotions in the form of discounts must also be significant in value to stimulate customers to return to using the Gojek service application the next day. All of this must be done to provide the best service to Gojek customers and become loyal customers.

**Price On Customer Loyalty**

This study's data analysis results show that the relationship between price and customer loyalty has a correlation value of 0.699 and P-Value = 0.000 ( $< 0.05$ ). This value means that there is a positive and significant effect between price and customer loyalty for Gojek service application users in Medan. The cheaper, more affordable, and more competitive the prices set by Gojek, the higher the customer loyalty. This research is in line with the results of previous research conducted by (Saputri, 2019), (Sarjita, 2018), and (Farisi & Siregar, 2020), which shows the results that price has a positive and significant effect on consumer loyalty.

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When viewed from the side of the price set by Gojek for the products offered through the service application, it is indeed quite expensive. The purchase price of products in a store differs from 3 to 5 thousand rupiahs per product when compared to buying through the Gojek application. If a consumer buys more than one product, it can be calculated how much difference in price consumers have to pay when buying through the Gojek application. Added to this is the ordering fee charged by Gojek to consumers whose value can reach up to 4 thousand rupiahs per message. In addition, consumers will be charged shipping costs which are more expensive than their competitors. This way is, of course, a consideration for consumers to use the Gojek service application because consumers must pay for three elements at once when deciding to use the Gojek service application, namely elements of higher product prices, ordering fees, and shipping costs. These three things are the factors for determining prices in the Gojek service application. By combining these three elements in pricing, the price set by Gojek will inevitably be more expensive than its competitors.

Therefore, Gojek must pay attention to these matters in setting the selling price in its service application so that pricing can be cheaper and competitive with its competitors. The difference in product prices between the Gojek service application and the store must be reviewed to improve the difference. Furthermore, if a customer buys more than one product in one order, the set price should be even lower. The cost of ordering should also not be too high not to make the price more expensive. Besides that, the cost of shipping costs also needs to be reviewed in value so that it can be cheaper and more competitive. If the three elements that determine this price can be improved, then the price of services in the Gojek service application can be lower and competitive with its competitors. This way should be of particular concern to Gojek because if left unchecked, consumers will switch to competitors with lower prices, which in the end, Gojek will ultimately lose customers. If customers are lost, then customer loyalty will not be achieved.

**IMPLICATIONS**

This research is expected to solve problems related to the need for customer loyalty of users of the Gojek service application in Medan, seen from the lack of regular use of the Gojek service application in Medan. Furthermore, by knowing how high the role of sales promotion and price influences customer loyalty, Gojek can pay serious attention to these two factors to increase customer loyalty in Medan.

**CONCLUSION**

From the results of this study, the sales promotion variable has a significant role in customer loyalty. This result is evidenced by the data analysis results showing that the relationship between sales promotion variables and customer loyalty has a positive and significant influence. If sales promotion increases, customer loyalty to Gojek service application users in Medan will also increase. The price variable on customer loyalty also shows positive and significant results. If the price set is cheap, affordable, and competitive, then customer loyalty for Gojek service application users in Medan will also increase. The R-Square value is 0.660. It means that variations influence 66% of customer loyalty of Gojek

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service application users in Medan in sales promotion and price variables. In contrast, the rest is influenced by other variables not examined in this study.

The advice that can be given regarding sales promotion is that Gojek must review the sales promotion carried out both in terms of methods, values, and goals so that the sales promotion provided can indeed provide satisfaction to consumers, which will ultimately create customer loyalty. Provide sales promotions without terms and conditions, and the discount value is also increased so that consumers are always interested in using Gojek the next time so that, in the end, customer loyalty will be created. Regarding the price, it is suggested that Gojek to review the elements that make up the price in the application. Reducing the price difference from the price in the application to the actual price in the store, reducing the cost of ordering in the application, and setting competitive shipping costs must be done in order to make the price in the Gojek service application cheaper, affordable and competitive in the market amidst the emergence of many similar service applications. By doing this, Gojek will continue to have customers who continuously use its services and become loyal customers.

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