



RESEARCH ARTICLE

# The Influence of Service Quality and Price on Loyalty of Users of Way Jepara East Lampung Online Motorbike Taxi Services (Case Study of Go-Star and Cetar Way Jepara East Lampung Customers)

Hikmatul Aliyah<sup>1</sup>, Septiana Mar'atus Sholikhah<sup>1</sup>, Yolla Zelika<sup>1</sup>, Adi Prayoga<sup>1\*</sup>

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## Abstract

This study aims to analyze the relationship between service quality and price on online motorcycle taxi user loyalty way jepara, especially Go-Star and cetar users. This research method uses quantitative research, which is a method to test certain theories by using how to examine the relationship between variables, then measuring with research instruments by distributing questionnaires to Go-Star and cetar online motorcycle taxi users. The questionnaire measures key variables such as service quality, price and user loyalty. The data collected is then analyzed using appropriate statistical techniques.

The results of research that has been conducted by researchers can be concluded that the service quality variable (X1) is partially tested on the loyalty of online motorcycle taxi users resulting in a t test significant value of 0.000 smaller than 0.05 ( $0.000 < 0.05$ ). The price variable (X2) partially tested on the loyalty of online motorcycle taxi users resulted in a t test significant value of 0.004 smaller than 0.05 ( $0.004 < 0.05$ ). service quality and price variables are tested simultaneously on the loyalty of online motorcycle taxi service users the calculated F value is greater than the F table value, namely  $F_{count} 80.423 > 3.09$  and also a value and also a significant value of  $0.000 < 0.05$ .

**Keyword:** service quality, price and user loyalty.

## Introduction

Based on the APJJI survey (2024), current technological developments, especially in the field of communications, are taking place very rapidly. This rapid change makes interaction between individuals easier and is accepted in various countries as an impact of globalization, including Indonesia. The high rate of internet usage in Indonesia reflects the public's desire to always keep up with the times. This is especially seen in young people who are active in using technology to communicate and interact.

Companies are now taking advantage of technological advances to simplify transactions and improve the services they offer to consumers, so that their needs and desires can be met. Seeing the existing opportunities, online transportation is starting to experience rapid development in big cities in Indonesia. In the context of ride-hailing services, applications that connect drivers and consumers enable operational efficiency and improved user experience. The number of transportation users online in big cities in Indonesia encourages people to create motorbike taxi services online in Way Jepara sub-district, such as Go-Star and Print. This initiative reflects a response to the increasing demand for transportation services.

Based on pre-research interviews with 10 motorcycle taxi customers online in Way Jepara on February 20 2025, it was found that customer loyalty is influenced by several factors. One of the main factors is the intense competition, in which many service providers like Go Star, Cetar, Om-Jek, Wjek, and others that offer alternative choices. Apart from that, service quality is an important concern, including the friendliness, speed and politeness of drivers in serving customers. The price factor is also a determining factor, because of the prices offered by various motorcycle taxis online in Way Jepara are relatively similar so customers tend to choose based on other

aspects. These findings show that customers often compare services to get the best experience.

According to Adriani et al. (2024), consumer loyalty is a consumer's commitment to persist in using a service or product repeatedly and consistently in the future despite the influence of conditions and potential marketing efforts that can result in changing behavior. This loyalty shows that consumers have a high preference for certain brands. Additionally, consumer loyalty reflects a long-term relationship between consumers and brands. This can have a positive impact on business continuity and company growth. Adriani et al. (2024) states that consumer loyalty can be measured through variables such as: (1) Repeated Service Use: frequency of product use; (2) Use of Other Services in One Company: how often consumers use products from other companies; and (3) Recommending Products and Services to Others: number of recommendations given.

According to Adriani et al. (2024), service quality can be assessed from how the company strives to meet the needs and desires of consumers in order to achieve targets and meet consumer expectations. Bakti et al. (2023) put forward five indicators of service quality: (1) Reliability: the ability to provide appropriate and correct services; (2) Tangibles: provision of adequate resources; (3) Responsiveness: the desire to serve consumers quickly; (4) Assurance: attention to ethics and morale in service; and (5) Empathy: willingness to understand consumer wants and needs. These indicators help in measuring and understanding customer satisfaction, and can be used to improve the quality of services provided.

According to Adriani et al. (2024), price is one of the benchmarks for a product which has a subjective nature because price is based on the economic and environmental conditions of various different individuals. Prices can also be set to prevent competitor entry, maintain customer loyalty, and support repeat sales. Kotler & Armstrong (2024) explain four price indicators: (1) Price Affordability: prices that consumers can afford; (2) Suitability of Price to Product Quality: price must be in accordance with product quality and quantity; (3) Price Competitiveness: price must be balanced with quality to have good competitiveness; and (4) Price Compatibility with Benefits: the benefits provided must be in accordance with the price set. Understanding these indicators helps companies design effective pricing strategies that meet consumer expectations.

Institut Bakti Nusantara

\*) *corresponding author*

Adi Prayoga

Email: email.

Understanding these indicators helps companies design effective pricing strategies that meet consumer expectations.

**Method**

The population in this study consisted of all motorbike taxi service users online, specifically Go-Star and Cetar, the number of which is unknown. Determination of samples using techniques Non-probability sampling, by method Incidental sampling. Criteria Incidental sampling The respondents used are respondents domiciled in Way Jepara, respondents are motorbike taxi service users online especially go-star and cetar, Respondents are users who have ordered services more than 3 times. If the population size (N) is unknown, the Lemeshow formula will be used. Lemeshow formula for determining sample size in an unknown population.

Based on the calculation above, the number of samples used was 96 people. In this research, researchers used primary data collection methods and secondary data. Primary data sources were obtained from questionnaires and interviews obtained directly during research. Secondary data is data obtained from existing sources, whether it comes from the object being studied or searching from sources others such as standards, the internet, and scientific journals that are appropriate to the problem being researched. Validity and reliability tests were carried out for instrument testing. An instrument is said to be valid if the R valuecount > Rtable. If Rcount > Rtable, then the item is declared invalid, r table at a significance level of 0.05 with a 2-sided test. A variable can be said to be reliable if the Cronbach's alpha reliability coefficient is greater than 0.6. The classical assumption tests used include normality tests, multicollinearity tests, and heteroscedasticity tests. The data analysis technique used in this research is multiple linear regression, with the equation:

$$Y = a + B1X1+B2X2$$

Source: (Sugiyono, 2018)

Information:

Y = User Loyalty

a = Constant

B1 = Regression coefficient

B2 = Regression coefficient

X1 = Service Quality

X2 = Price

To partially test the influence of the independent variable on the dependent variable, the t-test is used with the assumption that other variables are considered constant. In addition, the f-test is used to test the simultaneous influence of the independent variable on the dependent variable. The coefficient of determination is used to determine the extent to which the independent variables, namely Service Quality and price, influence the dependent variable, namely User Loyalty. In this case, the coefficient of determination. used to show the percentage of variation in the dependent variable that can be explained by changes in the independent variable.

**Results and Discussion**

A total of 96 respondents filled out the questionnaire in this study. The following are the characteristics of respondents which reflect the condition of the respondents studied, including gender, age, occupation and online motorcycle taxis used by each respondent involved in this research.

Table 1 Respondent Characteristics

Demographic Factors	Category	Percentage
<b>Gender</b>	Male	45,80%
	Female	54,20%
<b>Age</b>	Less Than 18 Years	9,40%
	19 – 24 Years	63,50%
	More than 25 Years	27,10%
<b>Work</b>	Students	44,80%
	Housewife	9,40%
	Entrepreneur	14,60%
	Others	31,30%
<b>Onile Motorcycle</b>	Go-Star	50%
	Cetar	50%

Based on Table 1, it can be seen that by gender respondents, 54.2% were female respondents and 45.8% were male respondents. Based on age, 9.4% were respondents aged less than 18 years, 63.5% UKInstitute

were respondents aged 19 - 24 years, while 27.1% were respondents aged 25 years and over. Based on type of work, 44.8% were students, 9.4% were respondents who worked as housewives, 14.6% were respondents who worked as entrepreneurs, while 31.3% were respondents who worked as other jobs. Based on online motorcycle taxis, 50% of respondents are users Go-Star and 50% are cetar user respondents.

Table 2 Validity Test

Variabels	Statement	R Count	R Table	Descriptio n
<b>Quality Service (X1)</b>	X1P1	0,779	0,1689	Valid
	X1P2	0,847	0,1689	Valid
	X1P3	0,785	0,1689	Valid
	X1P4	0,756	0,1689	Valid
	X1P5	0,61	0,1689	Valid
	X1P6	0,818	0,1689	Valid
	X1P7	0,799	0,1689	Valid
	X1P8	0,855	0,1689	Valid
	X1P9	0,621	0,1689	Valid
	X1P10	0,81	0,1689	Valid
	X1P11	0,868	0,1689	Valid
	X1P12	0,658	0,1689	Valid
	X1P13	0,787	0,1689	Valid
	X1P14	0,838	0,1689	Valid
	X1P15	0,712	0,1689	Valid
<b>Price (X2)</b>	X2P1	0,788	0,1689	Valid
	X2P2	0,884	0,1689	Valid
	X2P3	0,83	0,1689	Valid
	X2P4	0,834	0,1689	Valid
	X2P5	0,87	0,1689	Valid
	X2P6	0,892	0,1689	Valid
	X2P7	0,879	0,1689	Valid
	X2P8	0,893	0,1689	Valid
	X2P9	0,771	0,1689	Valid
	X2P10	0,893	0,1689	Valid
	X2P11	0,88	0,1689	Valid
	X2P12	0,85	0,1689	Valid
<b>Loyalty User (Y)</b>	YP1	0,819	0,1689	Valid
	YP2	0,885	0,1689	Valid
	YP3	0,912	0,1689	Valid
	YP4	0,84	0,1689	Valid
	YP5	0,817	0,1689	Valid
	YP6	0,57	0,1689	Valid
	YP7	0,913	0,1689	Valid
	YP8	0,887	0,1689	Valid
	YP9	0,88	0,1689	Valid

Based on table 2 of the validity test, it can be seen that there are 36 questionnaires that are declared valid because the calculated r is greater than the r table.

Table 3 Reliability Test

N	Variable	Reliabilitas Coefficient	Cronbac h Alpha	Descriptio n
1	Service Quality (X1)	15 Statement Items	0,946	Reliabel
2	Price (X2)	12 Statement Items	0,964	Reliabel
3	User Loyalty (Y)	9 Statement Items	0,943	Reliabel

Based on Table 3 of the reliability test, it can be seen that the Cronbach's Alpha value is > 0.6 so it can be concluded that all variables are said to be reliable or reliable.

One-Sample Kolmogorov-Smirnov Normality Test

N	Normal Parametersa,b	Mean	Std. Deviation	Unstandardized Residual
96		0		
				3,1696803

<b>Most Extreme Differences</b>	Absolute		0,077
	Positive		0,077
	Negative		-0,064
<b>Test Statistic</b>			0,077
<b>Asymp. Sig. (2-tailed)c</b>			0,191
<b>Monte Carlo Sig. (2-tailed)d</b>	Sig.		0,168
	99% Confidence Interval	Lower Bound	0,158
		Upper Bound	0,178

Based on the results of the normality test in table 4 above, it can be concluded that the residual value has a normal distribution because the significance value of 0.191 is greater than the significance level of 0.05.

Table 5 Multicollinearity Test

Coefficientsa			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Service Quality	0,401	2,493
	Price	0,401	2,493

Based on Table 5, the results of the multicollinearity test show that the tolerance value for all variables is greater than 0.1 (X1=0.401; X2=0.401), so it can be concluded that there is no multicollinearity between variables. Furthermore, the Variance Inflation Factor (VIF) value for all variables is also <10 1 (X1=2.493; X2=2.493).

Table 6 Heteroscedasticity Test Results

Coefficientsa					
Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
		Standardized Beta			
1	(Constant)	8,44	1,848	4,567	0
	Price	-0,082	0,052	-0,244	0,115
	Service Quality	-0,037	0,048	-0,118	0,444
				0,768	

Based on Table 6, the results of the heteroscedasticity test show that the significance value for X1 is 0.115 and for X2 is 0.444. Both values are greater than 0.05. Therefore, it can be concluded that there are no symptoms of heteroscedasticity in the model tested. This shows that the residual variance is constant.

Table 7 Multiple Linear Regression Calculation Results

Coefficientsa					
Model		Unstandardize d Coefficients		t	Sig.
		B	Std. Error		
		Standardize d Coefficients	Beta		
1	(Constant )	21,131	3,209	6,585	0
	Service Quality	0,552	0,116	4,740	0
	Price	0,379	0,128	2,973	0,004

**a. Dependent Variable: User Loyalty**

Based on table 7 above, it can be seen that the constant value (a value) is 21,131 and for Service Quality (B value) of 0,552, while the price (B value) is 0,379, so that the multiple linear regression equation can be obtained as follows:

$$Y = 21,131 + 0,552 (X1) + 0,379 (X2)$$

The constant value obtained is equal to 21,131 then it can be interpreted that if the independent variable has a value of 0 (constant) then the dependent variable has a value 21,131.

The regression coefficient value X1 is positive (+) at 0,552, so it can be interpreted that if variable

The regression coefficient value X2 is positive (+) at 0,379, so it can be interpreted that if variable.

Table 8 Partial Test

Model		Unstandardize d Coefficients		t	Sig.
		B	Std. Error		
		Standardize d Coefficients	Beta		
1	(Constant )	21,131	3,209	6,585	0
	Service Quality	0,552	0,116	4,740	0
	Price	0,379	0,128	2,973	0,004

**a. Dependent Variable: User Loyalty**

Based on Table 8, the test can be explained using a partial test (t test) for each variable, namely:

Test the hypothesis of service quality (X1) on user loyalty (Y). Based on the results of the calculations that have been carried out, the calculated t value is 4.749 > t table 1.66 (t table value for n = 96 and significance 0.05) with a significance result of 0.000 < 0.05. Thus, H1 is accepted, which means that service quality has a positive and significant effect on user loyalty.

Test the price hypothesis (X2) on user loyalty (Y). Based on the results of the calculations that have been carried out, the calculated t value is 2.973 > t table 1.66 (t table value for n = 96 and significance 0.05) with a significance result of 0.004 < 0.05. Thus, H2 is accepted, which means that price has a positive and significant effect on user loyalty.

Table 9 Simutan test

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2734,744	2	1367,372	80,423	,000b
	Residual	1581,215	93	17,002		
	Total	4315,958	95			

**a. Dependent Variable: User Loyalty**

**b. Predictors: (Constant), Price, Service Quality**

Based on Table 9, it can be seen that the calculated F value is 80.423 and the significant value is 0.000. The F table value for the number of respondents is 96, with an alpha value of 5% or a number of independent variables of 2. So the values in the f table are df1 = number of variables 1 (3-1 = 2), and df2 = n -k -1 (96-2-1 = 93). The value in table F is 3.09. So it is found that the F count is greater than the F table or 80.423 > 3.09 and can also be seen by the probability value being smaller than the significance level (α) of 5% or 0.000 < 0.05 so it can be it is concluded that service quality (X1) and price (X2) are simultaneously related to user loyalty (Y).

Table 10 Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,796	0,634	0,626	4,123

**a. Predictors: (Constant), HARGA, KUALITASPELAYANAN**

Based on Table 10 above, it is known that the R Square value is 0.634. This means that the influence of variables X1 and

In conclusion, with the results of the t test, service quality has a positive and significant influence on the loyalty of Way Jepara online motorcycle taxi users, especially users Go-Star and clear, the calculated t value was 4.749 > t table 1.66 (t table value for n = 96 and significance 0.05) with a significance result of 0.000 < 0.05. Based on the results of the t test, price (X2) has a positive influence on user loyalty (Y), so the calculated t value is 2.973 > t table 1.66 (t table value for n = 96 and significance 0.05) with a significance result of 0.004 < 0.05. Based on the results of the f test, service quality and price simultaneously have a positive and significant influence on the loyalty of Way Jepara online motorcycle taxi users, especially users Go-Star and clear, because the calculated F value is greater than F table or 80.423 > 3.09 and can also be seen by the probability value being smaller than the significance level (α) 5% or 0.000 < 0.05.

## Conclusions and Recommendations

Based on the results of research and discussions presented in previous chapters on the analysis of the quality of service, price versus purchase decision, it can be concluded that:

Based on the results of the calculation of the test t through the coefficients table obtained the significance value of the variable X1 of 0.003 which is less than the value of 0.05 which means Ha1 accepted and Ho1 rejected which means the service quality variable has a partial influence on the purchase decision.

Based on the results of the calculation of the test t through the coefficients table obtained the significance value of the variable X2 of 0.038 which is less than the value of 0.05 which means Ha2 accepted and H02 rejected which means the price variable has a partial influence on the decision of purchase.

While simultaneously, through the anova table is known a significance result of 0,000 that is smaller than 0.05 which means Ha3 accepted that there is an influence on the quality of service, price on the purchase decision.

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