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The Effect of Grabfood Promotions, Service Quality, and Customers' Expectations Towards Customers' Satisfaction of PT. Grab Indonesia in Medan Class

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A R T I C L E I N F O

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A B S T R A C T

PT. Grab Indonesia has provided an online-based transportation application for facilitating the customer to transport one place to another, in which this application offers services along with the promotions to the customers. As promotion and service quality are the important key to keep the customer satisfied and loyal to use grab services, there might be sometimes that grab does not provide as much promotion. The customers do have the expectation for the services that they are going to earn, especially if they are a loyal customer that always used the application, they will have higher expectations, then they will expect a lot of promotion as they always use, which should be a big consideration every time Grab plans a promotion. Customers' decision of using Grabfood in Medan is often determined by the promotion that they get from the delivery platform. Satisfaction is often reached when the promotion offered meets their expectations

INTRODUCTION

Nowadays, Service companies specialized in logistics and transportations have become one of the mandatory services needed in people's every day's life. By looking at this, the competition between these service companies has increased a lot. This kind of company can only keep on operating if they succeed in bringing out their service promise and creating customers' satisfaction and loyalties. This applies in all of the area of Indonesia, as well as Medan. Every company needs to bring out customers' satisfaction by providing good deals and promotions, but at the same time still retaining the quality of their service towards their customers. They need to carefully plot out promotions that will suit their customers' expectations, but still generate profit on the other hand. That's why the survival rate of logistics and transportation companies such as PT Grab Indonesia really relies on their customers' satisfaction towards what they have promised them.

PT. Grab Indonesia has provided an online-based transportation application for facilitating the customer to transport one place to another, in which this application offers services along with the promotions to the customers. As promotion and service quality are the important key to keep the customer satisfied and loyal to use grab services, there might be sometimes that grab does not provide as much promotion. The customers do have the expectation for the services that they are going to earn, especially if they are a loyal customer that always used the application, they will have higher expectations, then they will expect a lot of promotion as they always use, which should be a big consideration every time Grab plans a promotion. Promotion is one of the things that has quite the effect on customer satisfaction in the food delivery business. Customers' decision of using Grabfood in Medan is often determined by the promotion that they get from the delivery platform. Satisfaction is often reached when the promotion offered meets their expectations. Here is an example of a promotion that is being offered while we are using the services of Grabfood.

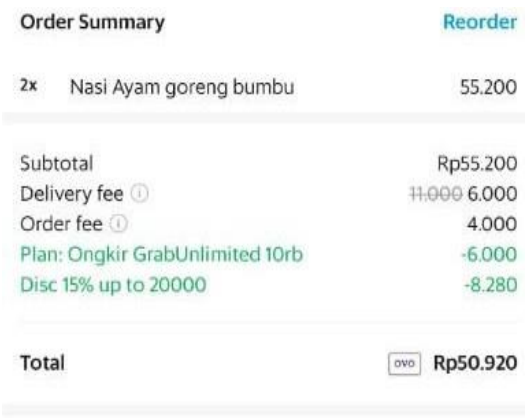

Figure 1. Grab Food Promotion Source: Prepared by Writer (2019)

Service quality is a term that states the quality of the product that Grab Food offers, which is food delivery service. It is often determined by promotions, time, speed, attitude of the driver, and the food quality as well. The

quality of service and price can affect consumer satisfaction positively and significantly, this indicates that consumers always want quality services and prices that are in accordance with the ability of the consumers to make transactions. That is why Grab food always asks for feedback for their delivery from any restaurant that the customer has ordered. Here are some data of customer's satisfaction driven from the service quality. According to (Yehezkiel danantyo dan Dr. Hartono Subagio), Service quality has a positive significant effect on customer's satisfaction.

Figure 2. Customers' Satisfaction
Source: Prepared by (Companyboen, 2018)

Customer expectation is a crucial aspect of the food delivery industry, including services like Grab Food which is influenced by various factors. For Grab Food users in the Medan area, key expectations include timely delivery, accurate orders, high food quality, responsive customer service, a user-friendly app, and value for money. However, specific data on customer expectations and satisfaction levels would require conducting market research or analysing user feedback directly. According to the survey done by (companyboen, 2019), hereby are the result of customers' expectations towards the real service carried out by Grab food.

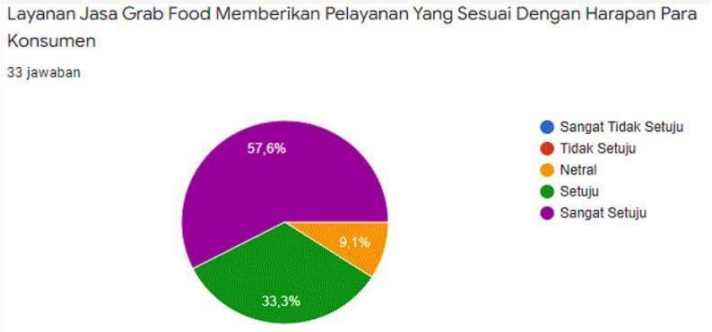

Figure 3. Grab Food Customers' Expectations
Source: Prepared by (Companyboen, 2019)

Thus, we can analyse how several things like promotions, service quality and customer's expectation could have the effect on Grab food's customer satisfaction, what kind of promotions, the quality of service given and provided to customers and also customers' expectations on PT. Grab Indonesia in Medan.

LITERATURE REVIEW

There are some few term that need to be learnt well by readers in order understand very well about how the variables are affecting one another.

Previous Research

Table 1. Previous Research

Title, Author, Year	Variable	Research Method and Sample	Result
"The Influence of Product Quality and Promotion on Customer Satisfaction and Its Impact on Customer Loyalty PT. Mahakarya Sejahtera Indonesia" written by (Rihul Jannah, Andi Mappatompo, Ifayani Haanurat, 2019)	X1 = Product Quality X2 = Promotion Y1 = Customer Satisfaction Y2 = Customers Loyalty	A quantitative research methodology is used in this research design. In this study, questionnaires, observation, literature review were used as data gathering methods. Members of PT. Mahakarya Sejahtera Indonesia and repeat buyers of it make up the study's population.	At PT Mahakarya Sejahtera Indonesia, product quality has a favourable and considerable impact on customer satisfaction. The promotion also has a favorable and considerable impact on consumer satisfaction.
The Effects of Customer Expectation and Perceived Service Quality on Customer Satisfaction" written by (Samaan Almsalam, August 2014)	X1 = Customer Expectation X2 = Perceived Service Quality Y1 = Customer Satisfaction.	To assess each item's consistency within the same construct, they used Cronbach's alpha statistics. A respectable response rate of 83 percent was achieved with 250 usable responses.	The findings of the study show that not only customer expectation have a large beneficial impact on customer satisfaction, perceive service quality also did have impact on customers satisfaction.

"Service Quality and its Impact on Customer Satisfaction" written by (Vu Nguyen Khanh Duy, March 2017)	X = Service Quality Y = Customers Satisfaction	Both descriptive and inferential statistics are used in this study to analyse the data, which is then presented in the form of a literature review, tables, and graphs. Direct interviews are not possible, but the study nonetheless acquired statistical information by looking at earlier articles and similar case studies.	As a result, service sh ould have a unique sel ling point that exceed s customer expectations, and there will be stronger incentives to recommend others.

Hypothesis Development

The four hypothesis that we have come up with are as following: H1: Promotions given have the effect on Grabfood's customers' satisfaction. H2: Service quality has the effect on Grabfood's customers' satisfaction.
H3: Customers' expectations have an effect on Grabfood's customers' satisfaction. H4: Promotions, service quality and customers' expectations have the effect on Grabfood's customers' satisfaction.

Research Model

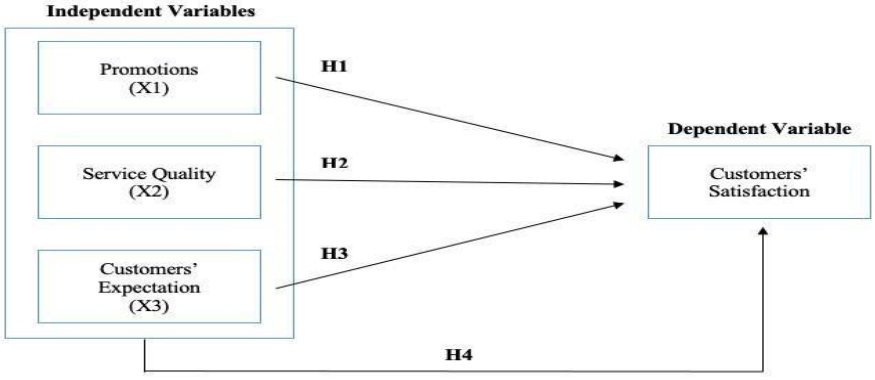

Figure 4. Research Model Source: Prepared by Writer (2019)

METHODOLOGY

Research Design

According to (Nachmias, 1976), A research design is a strategy that directs researchers as they gather, examine, and interpret observations. That is a model of logical proof that enables scientists to draw conclusions regarding the causal connection betwen different study variables. In order to make analysing and choosing a study focus more successful and efficient, researchers use an approach called research design to systematically link each component of their studies. What kind should be selected depends on the study's problem. It also decides which techniques and instruments are appropriate for solving research-related issues. In this context, we will use a Quantitative research method which is a way to learn about a particular group of people, known as a sample population. Using scientific inquiry, quantitative research relies on data that are observed or measured to examine questions about the sample population, and the experimentation project becomes more independent when using a quantitative research approach. The following are the variables:

a. Promotion (X1)
b. Services Quality (X2)
c. Customers Expectation (X3)

This research also uses the Likert Scale method where when performing surveys regarding the subject matter to be examined, Likert scales are a type of quantitative data measurement scale that can be collected or are frequently seen in questionnaires. Sugiyono stated that the Likert scale is used to gauge people's attitudes, opinions, and perceptions of social problems that are the subject of current research. Another study instrument that is used to gauge attitudes and beliefs is the Likert scale. The completion of a questionnaire that asks respondents to rate their level of agreement with a string of questions uses this scale. The questions that are utilized for research are typically referred to as research variables and are very detailed. The Likert scale is named for its inventor, American social psychologist Rensi's Likert, who also happens to be the name of the scale's developer. According to a Likert scale with 1–5 options and a scale from “Strongly Agree” to “Strongly Disagree,” the levels of agreement are as follows:

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree Population and Sample

In conducting research, the set of groups that has something in common is refer to a population. A population is a complete set of objects from which we can obtain data (Kumar, 2019). As the population is too large in Medan, writer has decided to decrease the scale by using only the sample of the population in conducting the research. A sample is a subset and a small portion of the population or a small part of all the possible data values that are part of the specified field of study (Lemonaki, 2018). This research is going to be conducted

in Medan City. Therefore, the population of the research is going to be the citizens of Medan City only. Sampling is categorized as probability- sampling and non- probability sampling method.

Data Collection Method

Data collection is the process of gathering, measuring, and evaluating precise research-related information using accepted, proven methods. According to some experts and experts, the process of gathering and measuring information about the variables of interest in an established systematic way allows one to respond to stated research questions, test hypotheses, and assess outcomes. Data collection or collection is also a systematic process of gathering observations or measurements. A person or organization can analyse the results, make forecasts about potential outcomes, and respond to pertinent inquiries by collecting data. To maintain research integrity, make wise business decisions, and assure quality assurance, accurate data collecting is crucial.

The primary objective of data collection, particularly for an analyst or researcher.

Several factors emphasize the significance of data collection, including:

- Research Reliability
- Reducing the likelihood of errors or mistakes
- Effective and accurate decision-making
- Save Time and Money

Data Analysis Method

Descriptive Statistics Analysis

Descriptive statistics are simple numbers that give us a quick summary of a set of data. They help us understand the typical value and how spread out the data is. For example, measures of central tendency tell us the average or most common value, while measures of variability tell us how much the data tends to vary.

Central Tendency, consist of;

a. Mean, is the arithmetic average of a set value
b. Median, is the middle value in a data when arranged in ascending or descending order.
c. Mode, is the most frequently occurring data

Research Instrument Test

Tests and instruments are tools that researchers and practitioners use to assess or evaluate individuals in research studies or professional settings. These tools help collect data on different variables depending on the research objectives. In this study, a Google Form was used as the research instrument and was shared with 45 individuals who frequently use the services of PT. Grabfood Indonesia. To ensure accuracy, additional tests were conducted, including validity tests to assess whether the instrument measures what it intends to measure, and reliability tests to assess the consistency of the instrument's results.

Classic Assumption Test

Classic assumption tests are performed in statistics to evaluate the underlying assumptions of various statistical methods. These assumptions are

important because violating them can lead to biased or unreliable results. Let's explore some common classic assumption tests:

a. Normality Test
b. Homoscedasticity Test
c. Independence Test
d. Linearity Test
e. No Multicollinearity Test

Multiple Linear Regression

Based on research, Multiple Linear Regression is one of the important regression algorithms which models the linear relationship between a single dependent continuous variable and more than one independent variable. The research can't be using simple linear regression because there are 3 independent variables and 1 dependent variable. These variables could be correlated with one another. The formula to perform the multiple linear regression is as follows: y = bo + b1x1 + b2x2 + b3x3 y = predicted value of Dependent variable (customer satisfaction) bo = constant value b1, b2, b3 = population slope coefficient for each independent variable b1x1 = the regression coefficient (b1) of the first independent variable (x1) which is the effect of promotions in GrabFood that increases the customer's satisfaction x1 = Independent variable 1 (Promotions) x2 = Independent variable 2 (Service Quality) x3 = Independent variable 3 (Customer's Expectation)

Coefficient of Determination Test

Coefficient is the proportion of variance in the dependent variable which is the customer's satisfaction which is affected or predicted by the independent variable. The more regression models fit into the observed data, the better the statistical prediction of the outcome. Outcome is represented by the model's dependent variable which is the customer satisfaction. The lowest possible value of coefficient of determination (R^2) is 0 and the highest possible value is 1. Squaring the r-value is by multiplying the value itself. For example:

$D = R^2 (100)$

The result of D is converted into percentage by multiplying by 100. The result will appear along the corresponding regression line when researcher plot data on graph. The higher the value, meaning the stronger the relationship the variable that is being observed. Coefficient of 1 means the regression line contains 100% of the data while if coefficient zero none of data appear to be on the line.

RESULT

General Overview of Grab

Grab holdings is a multinational technology company headquartered in One north, Singapore that operates numerous subsidiaries and offering a suite of services for consumers, merchants, and enterprises. Being the Southeast Asia's leading super app, it is proved that Grab also is one of the fastest growing and most innovative company across the world. Grab offer a wide range of services, which consist of Grab Transport (taxi, private car, motorcycle, and ride-sharing services), GrabFood (food delivery), GrabMart (essentials delivery), GrabExpress (parcel delivery), GrabPay (online payments),

GrabInsure (insurance), GrabRewards (rewards program), and GrabGifts (gift cards). These services may deliver food, groceries, and act as an express connecting everything to the doorstep of users.

History of Grab

Grab was founded by Anthony Tan and Hooi Ling Tan in 2012. It was founded as MyTeksi at that time, Anthony Tan is motivated from the difficulty to finding taxi in Malaysia thus he thinks of an idea to create a taxi booking mobile apps for Southeast Asia for a better and safe ride. Anthony Tan and Hooi Ling Tan met while they were studying in Harvard business school. They initially started the business with $25,000 obtain from a competition they participate in Harvard business school and Anthony Tan personal capital. Since then, the business has been expanded to several countries, Philippines, Singapore, and Thailand in 2013. When MyTeksi launched outside Malysia, they change the name into GrabTaxi. In 2014, GrabTaxi enter Vietnam and Indonesia. In the same year, GrabTaxi change the headquartered from Malaysia to Singapore, which later on Anthony Tan becoming a Singaporean citizen in 2017. Following the same year, 2014, GrabTaxi launched GrabCar was similar to Uber which used personal car to commute passengers. As GrabTaxi started to provide other services aside from just taxi hailing app, they rebrand the GrabTaxi to Grab which is more versatile brand name especially since it can be applied easily to many services it plans on providing (Chris, 2016). This rebranding also signifies confident as it has reached the level of brand awareness. Grab really have change the way people live, how ordering food is becoming a simple task just by having a mobile phone and internet to access. Many other services that Grab provide has been essential in the business industry. Until now, it still continues to expand their offerings to become a leading super app in the region. The company growth and success were fuelled by their commitment to provide convenient and reliable services. Grab's strategic acquisition and partnership really strengthened the position in the market. Over the year, Grab has become a diverse ecosystem, catering to millions of users and serving various cities across Southeast Asia. The journey has not only revolutionized the way people travel and access services but has also played a significant role in shaping the digital economy of the region.

Grab Business Model

Grab is an online aggregator with a simple business model but a highly sophisticated in term of technology. By utilizing the internet, this service may provide people who are hungry and people who are selling foods and beverage. Grab takes a portion of the fare and hands it over to the driver and merchants. As Grab continues to expand its business model and increase the breadth of its offerings over time, it increases its addressable market. Grab believes there is an enormous opportunity to help millions of small businesses in ASEAN that are operating in an informal economy to navigate an increasingly digital world.

Grab's Core Values

In Grab, they highly instil four Hs across the ecosystem as core values, which consist of Heart, Honour, Humility, and Hunger. Every Grabber is

guided by the Grab way to achieve and operates their mission successfully. They must have the heart and humility to serve, to work together as OneGrab to serve communities in Southeast Asia, having a constant work in progress, and never stop learning to be better, the hunger to execute and bring ideas to life, understanding the ground truth and drive improvement whether it is big or small, and the honour to keep their word and steward their resources wisely to build and sustain trust.

Descriptive Statistic

Table 2. Likert Scale

Answer	**Score**
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Source: Prepared by Writer (2018)

Respondent's Gender Characteristics

Table 3. Gender Characteristic

Gender	**Number**	**Percentage**
Female	96	57.8%
Male	70	42.2%
Total	166	100%

Source: Prepared by Writer (2019)

The table above show the number of respondents based on the gender, from the table, it is shown that there are more female respondents then male. It is caused by the scope of distributing the questionnaire is around the writer who are dominated by female.

Respondent's Age Characteristic

Table 4. Age Characteristic

Age Group	**Number**	**Percentage**
10-20	47	28.3%
21-30	75	45.2%
31-40	27	16.3%
Others	17	10.2%
Total	166	100%

Source: Prepared by Writer (2019)

The table above show that the age group that answer the questionnaire are mostly from the age of 21-30, this is expected as the scope of the

questionnaire are the people close to the writer, which is around the same age as the writer. People at this age are also people who are quite active in daily activities and in technology, which is why people of this age group who are most likely to use the GrabFood application to help their daily effectiveness in buying food.

Table 5. Respondent's Responses

Item No.	Strongly Agree (5)		Agree (4)		Neutral (3)		Disagree (2)		Strongly Disagree (1)		Tota l F
	F	%	F	%	F	%	F	%	F	%	
P1	39	27.9%	58	41.4%	26	18.6%	11	7.9%	6	4.3%	140
P2	46	32.9%	62	44.3%	25	17.9%	3	2.1%	4	2.9%	140
P3	60	42.9%	50	35.7%	22	15.7%	5	3.6%	3	2.1%	140
SQ1	48	34.3%	63	45%	19	13.6%	9	6.4%	1	0.7%	140
SQ2	41	29.3%	64	45.7%	27	19.3%	5	3.6%	3	2.1%	140
SQ3	41	29.3%	58	41.4%	32	22.9%	7	5%	2	1.4%	140
CE1	84	60%	43	30.7%	11	7.9%	1	0.7%	1	0.7%	140
CE2	54	38.6%	68	48.6%	13	9.3%	3	2.1%	2	1.4%	140
CS1	46	32.9%	74	52.9%	15	10.7%	4	2.9%	1	0.7%	140
CS2	49	35%	59	42.1%	25	17.9%	5	3.6%	2	1.4%	140

Source: Prepared by Writer (2019)

The Questions for Variable X1 (Promotions) are as Follow:
P1: The number of discount vouchers provided by PT. Grab Indonesia meet your daily needs.
P2: The promotion provided by PT. Grab Indonesia effect your purchase decision. P3: There are various of promotion provided by PT. Grab Indonesia.
The Questions for Variable X2 (Service Quality) are as Follow:
SQ1: The quality of food and service of grab is consistent. SQ2: You gave 5 stars rating to the driver often.
SQ3: Grab Food maintain food quality and ensure that the delivered items arrive safely.
The Questions for Variable X3 (Customers' Expectation) are as Follow:
CE1: Grabfood should increase their promotions.
CE2: It is crucial for Grabfood to provide accurate order tracking and real-time updates on delivery status.
The Questions for Variable Y (Customers' Satisfaction) are as Follow:
CS1: You will recommend your family and friends to use Grabfood. CS2: You will think of Grabfood whenever wanting to use delivery.

Based on the data in table , which contains responses from respondents, the questions for variable X1 (Promotion) were dominated by positive answers, with some neutral answers and only a few people who disagreed with the statements in the questionnaire. For the question variable X2 (Service Quality), again, it is dominated by answers that agree with the statements in the

questionnaire, while the numbers that disagree are fewer when compared to the numbers that disagree with question X1. The variable X3 (Customers' Expectation), the same as X1 and X2, is still outperformed by answers that agree with the statement, even the number that agrees on X3 is the highest when compared to other variables. And in X3, the number that disagreed decreased drastically, where the number that disagreed only reached 4 and only 3 strongly disagreed. And the last is variable Y (Customers' Satisfaction), the number of people who disagree with the statements on the questionnaire is still quite low and the number of people who agree with the statements is still very high, just like the other variables.

Indicators	Questions	Mean	Median	Mode	Variance	Standard Deviation
Usefulness	Q1	3.846	4	4	1.0501	1.0247
Purchasing Decision	Q2	4.015	4	4	0.8590	0.9268
Promotion Offer	Q3	4.118	4	5	0.9194	0.9588
Reliability	Q4	4.044	4	4	0.7980	0.8933
Performance	Q5	3.956	4	4	0.8425	0.9179
Assurance	Q6	3.904	4	4	0.8426	0.9180
Demand	Q7	4.493	5	5	0.5481	0.7403
Punctuality	Q8	4.199	4	4	0.6640	0.8149
Recommendation	Q9	4.125	4	4	0.5991	0.7740
Consideration	Q10	4.029	4	4	0.7991	0.8939

Table 6. Descriptive Statistic of Respondents
Source: Prepared by Writer (2019)

The findings of the descriptive statistics obtained from 140 respondents to the previously disseminated survey are displayed in the table above. The results of the mean, median, mode, variance, and standard deviation for each item on the distributed questionnaire are shown in the table Mean is the average of the answers given, which is obtained by adding up all the answers then dividing by the number of the sample. Median is the points above and below where half the data is observed and thus represents the midpoint of the data. Then mode is the number that has the highest frequency or appears frequently chosen as the answer. And the last is variance and standard deviation, it shows the average difference between each value in the data set which also indicate how far the data value is from the sample mean.

Questions from 1-3 are questions related to the variable X1 (Promotion), which has a mean value of 3,846 to 4,118, which means that the number of respondents chose answers 3 (neutral) and 4 (agree). Questions 1 and 2 have a median and mode 4 as arranged sequentially and are the answers that appear the most in both questions. In question 3, even though the resulting median is 4, the answer that appears the most in question 3 is 5, which means that the majority of answers are 5 (strongly agree). Questions from 4-6 are questions related to variable X2 (Service Quality). the range of the mean of the three questions is 3,904 to 4,044, all three of these questions also have the same

median and mode, namely 4. Questions from 7 and 8 are questions related to the variable X3 (Customers' Expectation), where the mean range is between 4,199 to 4,493. Question 7 has the lowest variance and standard deviation among the other questions. Question 7 contains the statement "Grabfood should increase their promotions", which shows that many respondents agree with the statement and want Grabfood to add to the promotions offered. Question 7 also has a median and mode 5. For question 8 it has a median of 4 and the most answers are also 4. and finally questions 9 and 10 which are questions related to variable Y (Customers' Satisfaction), have a mean range of 4,029 to 4,125, with median a mode also 4.

Question 1 has the highest standard deviation among the other questions, namely 1.0247, which indicates a greater variation in the answers given by respondents. question one has an indicator of "usefulness" with the question "The number of discount vouchers provided by PT. Grab Indonesia meet your daily needs", where the variations in the answers given indicate that the promotions provided by Grabfood do not fully meet the needs of the respondents, which may be influenced by the number of promotions that did not suit them and the number of which had terms and conditions that did not meet the needs of the respondents. The conclusion that can be drawn from the descriptive statistics is that question 1 has a wider variety of answers from respondents compared to question 7 which has the lowest standard deviation among the other questions, which means that respondents have answers that are similar to one another.

Weighting Analysis

Table 7. Weighting Analysis

Average Range Value	Category/Class
1.0 - 1.80	Strongly Disagree (Very Bad)
1.81 - 2.60	Disagree (Bad)
2.61 - 3.40	Neutral (Normal)
3.41 - 4.20	Agree (Good)
4.21 - 5.00	Strongly Agree (Very Good)

Source: Prepared by Writer (2018)

Weighting Analysis for Promotion (X1)

Table 8. Weighting Analysis of Promotion

Question	Mean	Category
P1	3.846	Good
P2	4.015	Good
P3	4.118	Good

Source: Prepared by Writer (2019)

Weighting Analysis for Service Quality (X2)

Table 9. Weighting Analysis of Service Quality

Question	Mean	Category
SQ1	4.044	Good
SQ2	3.956	Good
SQ3	3.904	Good

Source: Prepared by Writer (2019)

Weighting Analysis for Customers' Expectation (X3)

Table 10. Weighting Analysis of Customers' Expectation

Question	Mean	Category
CE1	4.493	Very Good
CE2	4.199	Good

Source: Prepared by Writer (2019)

Table 11. Weighting Analysis of Customers' Satisfaction

Question	Mean	Category
CS1	4.125	Good
CS2	4.029	Good

Source: Prepared by Writer (2019)

Validity Test Result

Table 12. Validity Test for Promotion

Question	R count	R table	Validity
P1	0.788	0.361	Valid
P2	0.922	0.361	Valid
P3	0.860	0.361	Valid

Source: Prepared by Writer (2019)

Table 13. Validity Test for Service Quality

Question	R count	R table	Validity
SQ1	0.683	0.361	Valid
SQ2	0.829	0.361	Valid
SQ3	0.854	0.361	Valid

Source: Prepared by Writer (2019)

Table 14. Validity Test for Customers' Expectation

Question	R count	R table	Validity
CE1	0.901	0.361	Valid
CE2	0.860	0.361	Valid

Source: Prepared by Writer (2019)

Table 15. Validity Test for Customers' Satisfaction

Question	R count	R table	Validity
CS1	0.863	0.361	Valid
CS2	0.870	0.361	Valid

Source: Prepared by Writer (2019)

Reliability Test

Reliability is the extent to which the measurement of a test remains consistent after being repeated on the subject and under the same conditions. although it has been tested for validity, this does not guarantee reliability. The reliability test can be declared reliable if the results of Cronbach's Alpha > 0.6.

Table 16. Reliability Test for Promotion

Reliability Statistics

Cronbach's Alpha	N of Items
.821	3

Source: Data Processing Results (SPSS, 2019)

Table 17. Reliability Test for Service Quality

Reliability Statistics

Cronbach's Alpha	N of Items
.700	3

Source: Data Processing Results (SPSS, 2019)

Table 18. Reliability Test for Customers' Expectation

Reliability Statistics

Cronbach's Alpha	N of Items
.707	2

Source: Data Processing Results (SPSS, 2019)

Table 19. Reliability Test for Customers' Satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
.668	2

Source: Data Processing Results (SPSS, 2019)

Result of Data Quality Testing

Normality Test

This research aims to conduct a normality test to assess whether the variable data follows a normal distribution within the population. The objective is to identify the appropriate statistical method for establishing the relationship between the researched variable (Rizki & Gustia in 2019). An effective regression model should exhibit a data distribution that approximates normality. Various approaches exist to assess normality, such as the Kolmogorov-Smirnov test, normal probability histogram, and the normality test p-plot graph.

The data is subjected to a Kolmogorov-Smirnov test to assess its normality. The test was performed using SPSS Statistics 26 software, with a significance level set at 0.05. If the significance value is greater than 0.05, the data is normally distributed. Conversely, if the significance value is less than 0.05, it indicates that the data follows an abnormal distribution. The table below presents the obtained results

Table 20. Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		134
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.01494080
Most Extreme Differences	Absolute	.069
	Positive	.069
	Negative	-.068
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test Distribution is Normal.
b. Calculated from Data.
c. Lilliefors Significance Correction.
d. This is a Lower Bound of True Significance.

Source: Data Processing Results (SPSS, 2019)

According to the table, the significance value is 0.143, which is higher than the threshold of 0.05. This indicates that the data is considered normally distributed, and it satisfies the conditions for normality.

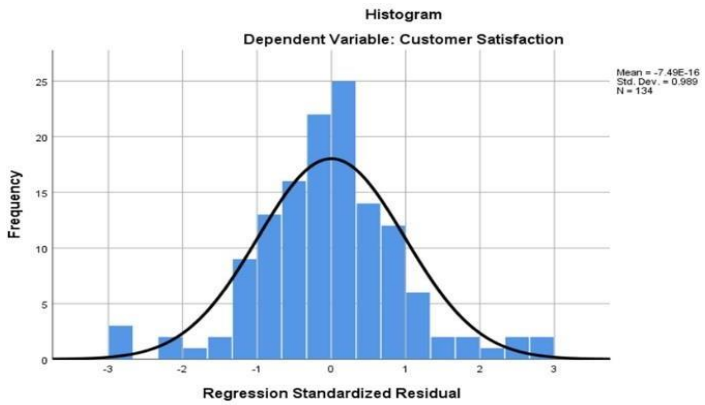

Figure 6. Normality Test Histogram

Source: Data Processing Results (SPSS, 2019)

According to the histogram from the normality test depicted above, the data successfully passed the normality test because it exhibited a bell-shaped curve. This bell-shaped curve indicates that the data follows a normal distribution.

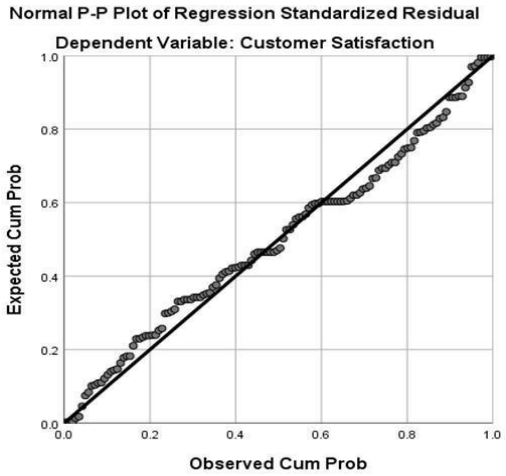

Figure 7. P-Plot Normality Test
Source: Data Processing Results (SPSS, 2019)

Multicollinearity Test

Table 21. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1.524	.882		1.728	.086		
	Promotions	.251	.055	.362	4.606	.000	.687	1.455
	Service Quality	.234	.050	.371	4.665	.000	.672	1.488
	Customer Expectation	.093	.090	.069	1.023	.308	.925	1.081

a. Dependent Variable: Customer Satisfaction
Source: Data Processing Results (SPSS, 2019)

Multicollinearity can be assessed by looking at collinearity tolerance and the variance inflation factor (VIF). Tolerance values should be greater than 0.1, and VIF values should be below 10, although a range of 5-10 is considered as indicating heavy correlation. In Table 4.20, the tolerance values are 0.687, 0.672, and 0.925, while the corresponding VIF values are 1.455, 1.488, and 1.081. These results indicate that there is no multicollinearity present in the data, making it suitable for this study.

Heteroskedasticity Test

Table 25. Spearman Rho's Test

Correlations

		Promotions	Service Quality	Customer Expectation	Unstandardized Residual
Pearson Correlation	1	.554**	.216*	.000	
Sig. (2-tailed)		.000	.012	1.000	
N	134	134	134	134	
Pearson Correlation	.554**	1	.260**	.000	
Sig. (2-tailed)	.000		.002	1.000	
N	134	134	134	134	
Pearson Correlation	.216*	.260**	1	.000	
Sig. (2-tailed)	.012	.002		1.000	
N	134	134	134	134	
Pearson Correlation	.000	.000	.000	1	
Sig. (2-tailed)	1.000	1.000	1.000		
N	134	134	134	134	

Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).
Source: Data Processing Results (SPSS, 2019)

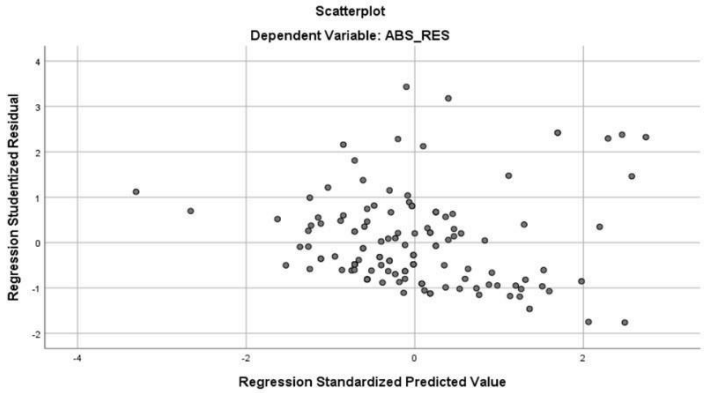

Figure 8. Scatter Plot for Heteroskedasticity
Source: Data Processing Results (SPSS, 2019)

Based on the data and results obtained from this research, a further description of the outcome of the debate and analysis results on the points below:

- This study consists of four variables, three of which are independent variables and one dependent. This research is conducted to know whether Promotions, Customer's expectation, and service quality has an effect on customer's satisfaction of the GrabFood service in PT. Grab Indonesia in Medan. In term of sampling, writer chose to use the non-probability sampling, especially the convenience sampling method, as it

is more effective for the writer to obtain data from the people around the circle and social media. As the sample size is unknown, writer uses the Cochran formulas to calculate the sample size, and it resulted in 166 respondents. 57.8% of which were female, and 42.2% were male respondents. It is because the environment circle of the writer is dominated by female. From the descriptive analysis result, it shows that majority of the respondents are those in the age range of 21 – 30 years old. The reason is that the acquaintances of the writer are those of that age range, as writer is currently a university student. Furthermore, youngster are more readily available to fill in the questioner.

- Before moving further with the research, writer had decided to conduct a pilot test on 30 respondents to test the validity and reliability of the questions in the questioner. To pass the validity test, the r count for all variables must be greater than the r count value based on the r table, which is 0.361. There are a total of 10 questions, and all of them passed the validity test. Next, a reliability test was conducted. Through the test result, we can conclude that the questions have also passed the reliability test, as the value of Cronbach's Alpha are all greater than 0.6, In which the value of promotions, service quality, customers' expectations, and customers' satisfaction are 0.821, 0.700.0.707, and 0.668 respectively. This makes them reliable and can be used for the research.
- Classical assumption test was also done in this research. It includes the normality test, linearity test, heteroskedasticity test, and multicollinearity test. Normality test was done the first. For the result to be normal, curve obtained from the test should be a bell-shaped on the histogram, as it indicates that the data were distributed normally, and it is in this research. A KolmogorovSmirnov test was also conducted, and the significance value is 0.143, which is higher than the threshold of 0.05. This indicates that the data is considered normally distributed, and it satisfies the conditions for normality. The P-plot test was also conducted to test the normality. In the P-plot graph, there is a straight diagonal line, and data should be well-spread on the diagonal line to be conclude as normal. In this research, it is well-spread, and therefore data are normal. The next test is the multicollinearity test, which is used to examine how the independent variables might be correlated with the dependent variable. If multicollinearity exists, it can lead to misleading results. It is assessed by looking at collinearity tolerance and the variance inflation factor (VIF). Tolerance values should be greater than 0.1, and VIF values should be below 10. I this research, the tolerance values are 0.687, 0.672, and 0.925, while the corresponding VIF values are 1.455, 1.488, and 1.081, therefore there is no multicollinearity present in the data. Next, is the linearity test. This test is conducted to know if there is a linear relation between the dependent and independent variables. The significance level for this test was set at 0.05, and if the significance value is lower than 0.05, it indicates a linear relationship between the variables. The analysis in this study resulted in All three independent variables (perceived

promotions, service quality and customers' expectation) yielded a significance value of 0.000, meaning there is a significant linear relationship between them and the dependent variable. Last test done was the heteroskedasticity test, which is conducted to examine whether the independent variables influence the variance of regression errors. In this study, a method called Spearman Rho test was used. The test resulted in the significance value should be higher than 0.05, indicating that the data has passed the Spearman Rho's test.

- The equation obtained in the Multiple Linear Regression is Y = 1.524 + 0.251X1 + 0.234X2 + 0.093X3. 1.524 indicates the constant value (a), meaning that customer's satisfaction will be 1.524, if the value of Perceived promotions, service quality, and customer's expectation is 0. The coefficient of perceived promotions, service quality, and customers' expectations are 0.251, 0.234, and 0.093 respectively. Therefore, if there is an increase in each of them, then the customer's satisfaction will increase by the same amount as well.
- The final test conducted in this study is hypothesis testing. This part consists of coefficient of determination test, F-Test, and T-Test. For the coefficient of determination test, a result of the R Square value being 0.447 indicates that approximately 44.7% of the factors influencing customer satisfaction are affected by promotions, service quality and customers' expectations. The remaining 55.3% represents factors outside the scope of this study that are not explained by these variables. As for the F-Test, a significant value of 0.000, which means that the model is significant and can be considered a good fit since it is less than 0.05. In conclusion, the Ha hypothesis is accepted, indicating that all three independent variables (promotions, service quality and customers' satisfaction) simultaneously influence customer satisfaction. As for the T-Test, we have the degree of freedom of 1.978. In this test, if the t value is greater than 1.978, then Ha is accepted, on the other hand if it's below 1.978, then Ho is accepted. The variables of perceived promotion and service quality's t value are 4.606 and 4.665, making them to surpass the critical value. However, the t value of customers' expectation is 1.023, making it to stand below the critical value. Therefore, we can conclude that promotion and service quality significantly influence purchase intention, while customers' expectation does not.
- From the results mentioned above, the writer will make comparisons with previous research that was mentioned in Chapter II. For the research of Rihul Jannah, Andi Mappatompo, Ifayani Haanurat on "The Influence of Product Quality and Promotion on Customer Satisfaction and Its Impact on Customer Loyalty PT. Mahakarya Sejahtera Indonesia" that is published on 2019, who tests whether the independent variables of product quality and promotion has an impact on the dependent variables of customer satisfaction and customer loyalty in the research. A quantitative method is used in this research. This research is similar to the writer's research, by looking at the variables used and the outcome of

the research, which indicates that promotions and product quality has an impact towards customer's satisfaction.

- The next research will be Samaan Almsalam's research of "The Effects of Customer Expectation and Perceived Service Quality on Customer Satisfaction" published on August 2014, who tests the effect of the independent variables of customer expectation and perceived service quality on the dependent variable of customer satisfaction. This research is conducted by using the Cronbach's alpha statistics. The same thing in this research with the writer's is that the outcome that stated service quality has a significant effect on customer satisfaction. However, on this research, it shows that customers' expectations have an effect on the customers' satisfaction, while the writer's doesn't.
- The other research would be Vu Nguyen Khanh Duy's research of "Service Quality and its Impact on Customer Satisfaction" published on March 2018. Aiming to test whether the dependent variable of Customer Satisfaction is affected by the independent variable of Service Quality. This research was done by using descriptive and inferential statistics. The outcome of the research is is similar to the writer's research outcome, where service quality has a significant effect on customer satisfaction.

DISCUSSION

This section allows you to describe your research findings academically. You may not enter figures related to your statistical tests here; instead, you should explain those numbers here. You should structure your discussion with academic support for your studies and a good explanation according to the specific area you are investigating.

CONCLUSION AND RECOMMENDATION

Referring to table 4.24 for the presented results, the equation takes the form: Y = 1.524 + 0.251X1 + 0.234X2 + 0.093X3

From this equation, the following deductions can be made:

- The constant value (a) found in the unstandardized column is 1.524. This indicates that when promotions, service quality, and customers' expectations are all zero, customer satisfaction will have a value of 1.524.
- The coefficient value of 0.251 for perceived promotions suggests that for every one unit increase in perceived promotions, the dependent variable of customer satisfaction will also increase by 0.251.
- The coefficient value of 0.234 for perceived service quality implies that for every one unit increase in perceived service quality, the dependent variable of customer satisfaction will also increase by 0.234
- In contrast to promotions and service quality, the independent variable X3 for customers' expectation has a positive value of 0.093. This means that for every one unit increase in customers' expectation, the dependent variable of customer satisfaction will increase by 0.093.

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FURTHER STUDY

This research still has limitations, so it is necessary to carry out further research related to the topic the effect of grabfood promotions, service quality, and customers' expectations towards customers' satisfaction in order to perfect this research and increase insight for readers.

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