



Perception Convenience, Price, Promotion and Brand Image Satisfaction Customer GrabBike in Samarinda City

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ABSTRACT

This research is quantitative research and aims to determine the influence of variables of perception convenience, price, promotion and image brand to GrabBike customer satisfaction in Samarinda City. This research was collected through questionnaire to 100 respondents in Samarinda City which was obtained through nonprobability sampling sample technique with determination of purposive sampling. The data analysis technique used multiple regression analysis. The results of this study indicate that the variables price, promotion and brand image have a significant effect on customer satisfaction, while the perceived ease variable does not have a significant effect.

INTRODUCTION

The growth of digital technology is increasingly rapid to meet the needs of society in various aspects of life. Therefore, every business sector needs to undergo a significant digital transformation so as not to be left behind in the competition (Aksenta et al., 2023) . Online transportation applications that are the main choice for many people have become real independence from digital transformation in the transportation business sector. Until 2023, online transportation users in Indonesia have reached more than 21 million (Yonatan, 2023) . In Indonesia, Grab is one of the online transportation applications with many enthusiast or users. A survey conducted by Tempo Data Science (TDS) 2022 involving 844 respondents showed that Grab was chosen as the application with the best products and services by the millennial generation and generation Z. Grab is rated better on key attributes, namely ease and convenience of using the application, rates and loyalty programs, ease and speed of getting drivers, and implementation of good health protocols during the pandemic four years ago. Grab also excels in market share in two categories, namely online transportation and digital payments.

GrabBike's superiority in dominating the online transportation market category shows that GrabBike's brand image is very good for the community. A good brand image in a company can influence customers to buy or use the services offered, this will ultimately create customer satisfaction. (Hulud et al., 2022) . A good brand image on GrabBike is certainly inseparable from the company's efforts in carrying out promotional activities. Promotional activities carried out by GrabBike are not only introducing their services, but are also balanced with the provision of discounts or vouchers. If the customer feels that they get good benefits and offers through promotions, then the customer tends to feel more satisfied (Kurniawan & Hildayanti, 2019) . In addition to promotions, prices also play an important role in customer satisfaction. Price is a benchmark for customers to assess the goods or services they want, in increasingly tight competition, it reflects that the more affordable the price is according to customer desires, the more customer satisfaction increases (Satyakristi & Khuzaini, 2020). Not only price, but the perception of convenience also plays a role in influencing customer satisfaction. Ease of use and ordering is also the reason people prefer online transportation according to the results of a survey conducted by GoodStats. A survey conducted by Tempo Data Science also showed that GrabBike was rated better with its ease of using the application. As stated by Suryani et al. (2021) if someone feels they can easily use a technology then it can increase satisfaction for its users. Based on the previous explanation regarding the perception of ease, price, promotion and brand image on GrabBike, this study focuses on the influence of several factors on GrabBike customer satisfaction.

LITERATURE REVIEW

Marketing

Indrasari (2019), marketing is a series of processes involving analysis, planning, implementation, and control of marketing activities to achieve company goals effectively and efficiently.

Satisfaction Customer

Daga (2017), Customer satisfaction is a response displayed by consumers for the service or performance they get, then they will appear the results obtained with the desired expectations.

Perception Convenience

Wicaksono (2022) , perception convenience is view somebody to the extent of technology the easy used .

Price

Kotler and Keller (2012) , price is amount of money used buyer as rewards for get service or desired item .

Promotion

Gitosudarmo (2017), promotion as an activity carried out by a company to influence consumers so that they can better recognize and also know the products offered and then trigger the desire to buy the product.

Brand Image

Daga (2017), brand image is a consumer's perception of a product or service that appears at this time consumers have less knowledge about a product they want to buy.

Perception convenience on customer satisfaction

Based on research conducted by Rizan et al. (2019) stated that the perceived ease variable has a significant effect on customer satisfaction. Research conducted by Suryani et al. (2021) also stated that the perceived ease variable has a significant effect on customer satisfaction.

H1: It is suspected that perceived ease has a significant effect on GrabBike customer satisfaction in Samarinda City.

Price on customer satisfaction

Based on research conducted by Wulandari and Susanti (2021), it is stated that the price variable has a significant effect on customer satisfaction. Research conducted by Aini et al. (2021) also stated that the price variable has a significant effect on customer satisfaction.

H2: It is suspected that price has a significant effect on GrabBike customer satisfaction in Samarinda City.

Promotion of customer satisfaction

Based on research conducted by Santosa and Mashyuni (2021), it is stated that promotional variables have a significant effect on customer satisfaction. Research conducted by Aini et al. (2021) also stated that promotional variables have a significant effect on customer satisfaction.

H3: It is suspected that promotions have a significant effect on GrabBike customer satisfaction in Samarinda City.

Brand image on customer satisfaction

Based on research conducted by Rivai et al. (2019) stated that the brand image variable has a significant effect on customer satisfaction. Research conducted by Simbolon and Khoiri (2023) also states that the brand image variable has a significant effect on customer satisfaction.

H4: It is suspected that brand image has a significant effect on GrabBike customer satisfaction in Samarinda City. And then, H5 : It is suspected that the variables of perception convenience, price, promotion, and brand image have a significant influence on GrabBike customer satisfaction in Samarinda City.

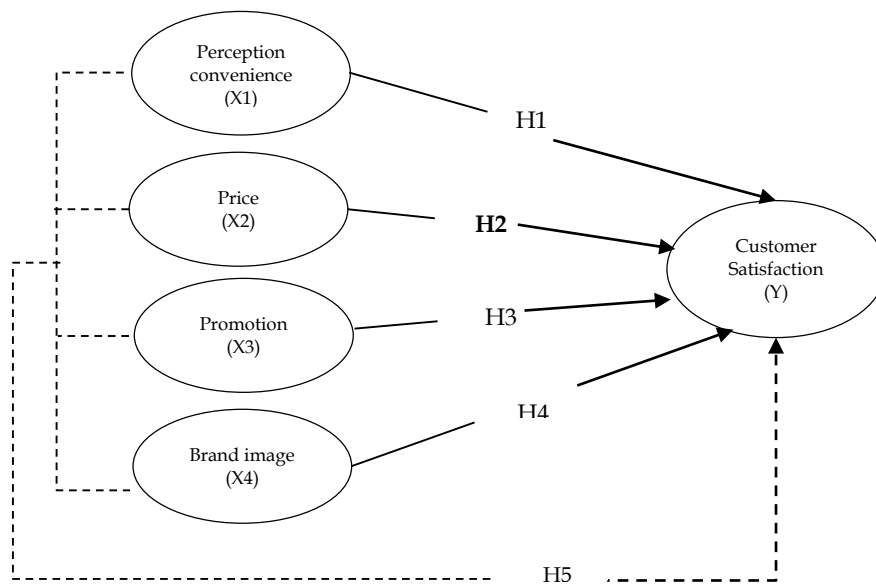


Figure 1. Conceptual Framework

METHODOLOGY

This research is a quantitative research, with the population of Samarinda City society who have used GrabBike. The sample in this study was taken using nonprobability sampling techniques and its determination using purposive sampling. The sample determined amounted to 100 people who had been calculated using the lemes performance formula. Researchers collected data by utilizing google form as a questionnaire distributed through social media. The data analysis tool used to test the hypothesis is IBM SPSS 26 software.

RESEARCH RESULTS

Validity test

Ghozali (2018) explain the validity test used to be able to determine, it is valid or invalid tool measuring (statement item questionnaire).

Table 1. Validity Test Results

Variable	Indicator	r count	r table	Information
Perception Convenience (X1)	X1.1	0.525	0.1654	VALID
	X1.2	0.506		VALID

	X1.3	0.567		VALID
	X1.4	0.366		VALID
Price (X2)	X2.1	0.588	0.1654	VALID
	X2.2	0.534		VALID
	X2.3	0.690		VALID
	X2.4	0.538		VALID
Promotion (X3)	X3.1	0.522	0.1654	VALID
	X3.2	0.586		VALID
	X3.3	0.509		VALID
Brand Image (X4)	X4.1	0.386	0.1654	VALID
	X4.2	0.463		VALID
	X4.3	0.542		VALID
Satisfaction Customer (Y)	Y1	0.602	0.1654	VALID
	Y2	0.579		VALID
	Y3	0.560		VALID

It can be seen that the results of all variable indicators obtain a higher calculated r value than the table. So that, it can take conclusion all indicators from variable of perception convenience, price, promotion, brand image and satisfaction existing customers in this study declared valid.

Reliability test

Reliability test as a measuring tool to measure a questionnaire in the form of indicators of variables (Purnomo, 2016). At this time a person's answer to the questionnaire is consistent from time to time, the questionnaire is considered to have good reliability. This test is carried out by looking at the Cronbach Alpha value.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Information
Perception Convenience (X1)	0.704	RELIABLE
Price (X2)	0.778	RELIABLE
Promotion (X3)	0.717	RELIABLE
Brand Image (X4)	0.650	RELIABLE
Satisfaction Customer (Y)	0.749	RELIABLE

The value of the alpha cronbach variables of perceived ease (X1), price (X2), promotion (X3), brand image (X4) and customer satisfaction (Y) is greater than 0.6. So, it can be concluded that the variables used in this study are reliable.

Normality test

The normality test is used to identify the characteristics of data distribution (Purnomo, 2016) . Data can be considered to represent a population if the data is normally distributed, so to find out the normality of data, a normality test must be performed.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		100
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	.35311532
Most Extreme Differences	Absolute	.085
	Positive	.085
	Negative	-.045
Statistical Tests		.085
Asymp . Sig. (2-tailed)		.074 ^c

The results obtained through the Kolmogorov-smirnov normality test show that the Asymp value. The signature obtained a value of 0.074, this is when compared to 0.05, the results are greater. Thus, it can be concluded that the data in this study are normally distributed.

Multiple Linear Regression Analysis Test

Multiple linear regression analysis is used to determine the influence or relationship between two or more independent variables with one dependent variable (Purnomo, 2016).

Table 4. Regression Test Results Multiple

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.076	.332		.230	.818
	PERCEPTION OF EASE	.069	.090	.059	.764	.447
	PRICE	.331	.074	.337	4.471	.000
	PROMOTION	.379	.083	.381	4.555	.000
	BRAND IMAGE	.220	.080	.216	2.755	.007

a. Dependent Variable: CUSTOMER SATISFACTION

From the presentation table 4 then can arranged equality multiple linear regression based on standardized coefficients, as following :

$$Y = b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

$$Y = 0,059 + 0,337 + 0,381 + 0,216$$

And it can be described as follows:

1. The value of $b_1X_1 = 0.059$. States that if there is an increase in perceived convenience (X_1) by one, there will be an increase in customer satisfaction (Y) by 0.059 and vice versa.
2. The value of $b_2X_2 = 0.337$. Shows that if there is an increase in price (X_2) by one, there will be an increase in customer satisfaction (Y) by 0.337 and vice versa.
3. The value of $b_3X_3 = 0.381$. Shows that if there is an additional promotion (X_3) of one, there will be an increase in customer satisfaction (Y) of 0.381 and vice versa.
4. The value of $b_4X_4 = 0.216$. If there is an increase in brand image (X_4) by one, there will be an increase in customer satisfaction (Y) by 0.216 and vice versa.

Partial test (t test)

The t-test or partial test is used to determine whether the independent variables separately affect the dependent variable (Ghozali, 2018). This partial test is carried out at the level of degrees of freedom $df = n - k$ by comparing the calculated t and the t table and seeing the significance of $t < 0.05$ (5%) and. If the calculated $t > t$ table then it shows that the independent variable (partially) has a significant influence on the dependent variable.

Table 5. Partial Test Results

Variables	t	Sig.
PERCEPTION OF EASE (X1)	,764	,447
PRICE (X2)	4,471	,000
PROMOTION (X3)	4,555	,000
BRAND IMAGE (X4)	2,755	,007

Based on table 5, it is known that the price variables (X2), promotion (X3) and brand image (X4) partially have a significant effect on the customer satisfaction variable (Y), while the perceived ease variable (X1) does not have a significant effect on customer satisfaction (Y) because the calculated t value of 0.764 is less than the t table value of 1.985 and the significance value is $0.447 > 0.05$.

Simultaneous test (f test)

The purpose of simultaneous testing is to understand how independent variables simultaneously influence dependent variables (Ghozali, 2018).

Table 6. Simultaneous Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,788	4	5,697	43,843	,000 ^b
	Residual	12,344	95	,130		
	Total	35.132	99			

Through the table 6, it can be seen that together the independent variables (perception of convenience, price, promotion and brand image) have a significant effect on the dependent variable (customer satisfaction). This can be seen from the significance value of 0.000 which is smaller than 0.05.

Coefficient of determination

The coefficient of determination (R²) is used to measure how much the independent variable influences the dependent variable (Ghozali, 2018). The coefficient of determination is the ability of all independent variables to explain the dependent variable.

Table 7. Coefficient Test Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805 ^a	,649	,634	,360

From the table 7 above, it is known that the results of the determination coefficient test (R²) are 0.649 or 64.9%, meaning that the ability of the perceived

ease (X1), price (X2), promotion (X3) and brand image (X4) variables to explain customer satisfaction (Y) is 64.9%, while the remaining 35.1% is explained by other variables outside of the variables in this study.

DISCUSSION

1. The perception convenience variable does not have a significant effect on customer satisfaction.
2. The variable price has a significant effect on customer satisfaction.
3. The variable promotion has a significant effect on customer satisfaction.
4. The variable brand image has a significant effect on customer satisfaction.
5. Variables of perception convenience, price, promotion and image brand in a way simultaneous influential have a significant effect on customer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

1. Based on the results of the partial test analysis, the perceived ease variable does not have a significant effect on GrabBike customer satisfaction. This shows that perceived ease is unable to increase customer satisfaction. Although there is a tendency that increasing perceived ease can increase customer satisfaction, the effect is not strong enough to be considered significant. This means that perceived ease is not the main factor determining GrabBike customer satisfaction.
2. Based on the results of the partial test analysis, the price variable has a significant effect on GrabBike customer satisfaction. These results show that price is able to increase customer satisfaction. The better the price offered by GrabBike, the higher the level of customer satisfaction, especially if the price set is in accordance with the quality of service and benefits obtained by customers. Based on results partial test analysis show that variable promotion influence in a way significant to satisfaction customer . This shows that the promotional efforts carried out by GrabBike are able to increase customer satisfaction. GrabBike promotional messages that are attractive, clear, and emphasize benefits such as safety, comfort, and time efficiency can attract customers' attention and increase their interest in using GrabBike. Attractive promotions carried out in various media by GrabBike, such as giving *vouchers*, *discounts* and promo codes, can make customers tend to feel more satisfied because customers feel they are getting good or profitable offers.
3. Based on the results of the partial test analysis, the results show that the brand image variable has a significant influence on customer satisfaction. These results show that brand image can also increase customer satisfaction. The indicator "attention to consumers" is proven to be the strongest indicator in the brand image variable. Attention to consumers contributes to increased satisfaction, because customers feel that they are cared for by the company. When customers feel safe and comfortable using services, it provides a positive experience for customers.

ADVANCED RESEARCH

It is expected for further researchers to be able to examine factors other than perceptions of convenience, price, promotion and brand image that can affect customer satisfaction so that it can be known which factors have the greatest influence. Then it is expected to be able to use a different number of samples and populations with the research that has been done.

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