



# The Impact of Service Quality, Promotion, and Price on Customer Satisfaction of Gojek Application in Yogyakarta City

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### Abstract

**Background:** Online transportation has become an essential part of urban life, including in Yogyakarta. Gojek, as one of the leading online transportation service providers, needs to understand the factors affecting customer satisfaction to compete in a competitive market. Service quality, promotion, and price are factors suspected to have a significant influence on customer satisfaction. However, the extent to which these three factors influence Gojek customer satisfaction in Yogyakarta City is not yet precisely known, necessitating research to identify the influence of these factors. **Purpose:** The aim of this research is to find out: (1) How customer satisfaction with Gojek services in Yogyakarta City is influenced by service quality. (2) The effect of promotions on Yogyakarta City customer satisfaction with Gojek services. (3) The influence of price on customer satisfaction with Gojek services in the city of Yogyakarta and (4) The influence of service quality, promotion and price simultaneously on customer satisfaction with Gojek services in the city of Yogyakarta. **Design/methods/approach:** Gojek store customers in Yogyakarta are the demographic for this research. In this research, the sample consisted of 100 respondents. In this research, a questionnaire was used as a data collection tool. Autocorrelation, multicollinearity, normality and heteroscedasticity tests are examples of traditional assumption tests. Validity and reliability tests are two methods of instrument testing. Hypothesis testing includes t test (partial), f test (simultaneous) and multiple linear regression test. **Findings:** The research results show that: (1) There is a positive and significant influence of Service Quality on Customer Satisfaction with Gojek services in Yogyakarta City. This is indicated by the regression coefficient which is positive, namely 0.152, the tcount value is greater than ttable, namely  $1.846 > 0.1956$  and the significance value is  $0.00 < 0.05$ . (2) There is a positive and significant influence of Promotion on Customer Satisfaction with Gojek services in Yogyakarta City. This is indicated by the regression coefficient which is positive, namely 0.459, the tcount value is greater than ttable, namely  $6.339 > 0.1956$  and the significance value is  $0.00 < 0.05$ . (3) There is a positive and significant influence of price on customer satisfaction with Gojek services in Yogyakarta City. This is indicated by the regression coefficient which is positive, namely 0.331, the tcount value is greater than ttable, namely  $6.170 > 0.1956$  and the significance value is  $0.00 < 0.05$ . (4) There is a positive and significant influence of Service Quality, Promotion and Price simultaneously on Customer Satisfaction with Gojek services in Yogyakarta City. This is indicated by the positive regression coefficients, namely 0.152, 0.459 and 0.331, the Fcount value is greater than Ftable, namely  $146.647 > 0.1956$  and the significance value is  $0.00 < 0.05$ .

**Keywords:** Service Suality, Promotion, Price, and Customer Satisfaction.

## Introduction

Technological advancement in the transportation sector has become a sociocultural reality in society, as the internet now significantly influences citizens' activities in their communities. The widespread use of smartphones, both Android and iOS-based, has made society dependent on smartphones and internet connectivity. This opportunity prompted the founders of the online motorcycle taxi (GOJEK) sector to introduce an application-based motorcycle taxi service. PT. GOJEK INDONESIA was established on October 5, 2010, by Nadiem Makarim, Kevin Aluwi, and Michaelangelo Moran. This startup operates in the transportation service sector, serving as an intermediary connecting motorcycle taxi drivers with customers. The phenomenon of online transportation is currently widely discussed, as the application-based ordering system is easily downloadable on smartphones, both Android and iOS systems. The simple application-based ordering process has made online motorcycle taxis quickly accepted among communities, along with various service options that fulfill society's needs in the service sector (Anis Agustin, 2017). Information systems including service quality, promotion, pricing, and customer satisfaction are essential for Gojek transportation services as an online transportation provider, and must be emphasized professionally and with quality. Additionally, price has a significant influence on customers' willingness to purchase a product. Since price is the foundation of profit, every business strives to maximize it through market expansion. Gojek offers very affordable pricing that is suitable for all customers. Customers have expressed complaints to Gojek regarding several challenges faced in developing high-quality information systems, including sudden application crashes, non-returnable orders, improper route selection, and other issues. These problems have prompted Gojek management to begin implementing regular updates. According to research by Halim Prawiranata (2017), customer satisfaction is greatly influenced by service quality. For example, as shown in the following image:

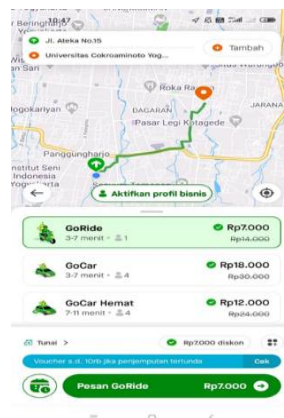


Figure 1. Example of Gojek Service Rates

Based on Figure 1, using Gojek services for a distance of 4.7 km will incur a fee of Rp7,000 when paying with cash and only Rp6,000 when paying with Gopay. Promotion is another element that may increase customer interest. Customers must be informed, influenced, and persuaded through promotion. Generally, businesses utilize it to launch their products with the expectation that, with proper marketing, customers will be more likely to purchase them. Gojek has created promotions including advertisement broadcasts, social media account usage, discount offerings with coupons, and point rewards for Gojek application users who have utilized Gojek services. Gojek has evolved into a significant phenomenon in Indonesia's transportation infrastructure. Based in Indonesia, Gojek has grown into one of the leading IT companies in Southeast Asia. As a component of PT Solusi Karya Anak Bangsa established in 2010, Gojek has developed into one of Indonesia's first unicorns—a startup company valued at over \$1 billion US. Gojek, one of the largest digital companies in Southeast Asia, consistently generates new ideas and strives to improve the services they provide to the general public. Gojek expands its reach and strengthens the digital economy in Indonesia and beyond with the help of numerous investors and an extensive network. The number of application users continues to increase each year.

From the variations in previous research findings, researchers wish to conduct further investigation into this topic. The research aims to: 1) Determine the relationship between service quality and Gojek customer satisfaction in Yogyakarta; 2) Examine the impact of promotion on Gojek customer satisfaction in Yogyakarta City; 3) Test the relationship between price and Gojek customer satisfaction in Yogyakarta City; and 4) Determine the simultaneous influence of Service Quality, Promotion, and Price on Gojek customer satisfaction in Yogyakarta City.

## **Methods**

This research employs a descriptive methodology with a quantitative approach. Quantitative descriptive research is characterized by analyzing facts and figures through the characterization of existing data. Survey research methods using questionnaires were utilized to obtain data. According to Sugiyono (2018), statistical and quantitative analysis is subsequently conducted to test hypotheses. The research was performed to strengthen findings from previous studies using the same variables, which can also be referred to as empirical data.

All participants in this study had previously used Gojek services in Yogyakarta. Therefore, this research chose to employ a non-probability sampling strategy. In non-probability sampling, not every individual in the population is given an equal opportunity or chance of being selected in the sample (Sugiyono, 2018: 136). Investigators did not obtain accurate information regarding the

total population for this research; consequently, 100 samples were used to calculate the sample size.

According to Sugiyono (2020:81), researchers are guided by the assumption that the sample reflects the size and composition of the population. When the studied population is unlimited, the Rao Purba formula is applied. Rao Purba states that there is actually no strict and quick guideline regarding what constitutes an effective percentage when selecting a sample. This formula establishes a maximum allowable error of 0.10, or 10%, as the margin of error.

## Result

### Validity Test Results

The validity of a questionnaire is assessed using a validity test. When questionnaire questions can provide information about what the questionnaire aims to evaluate, it is considered valid (Ghozali, 2011). The relationship between the overall score of the construct or variable and the question item scores can be used to assess validity.

**Table 1.** Validity Test Results

| No | Variabel           | Item | Nilai Corrected Item-Total Correlation | r <sub>tabel</sub> | Sig. (2-tailed) | Ket.  |
|----|--------------------|------|--|--------------------|-----------------|-------|
| 1. | Kualitas Pelayanan | 1    | 1                                      | 0.1956             |                 | Valid |
|    |                    | 2    | .793**                                 | 0.1956             | 0.000           | Valid |
|    |                    | 3    | .572**                                 | 0.1956             | 0.000           | Valid |
|    |                    | 4    | .492**                                 | 0.1956             | 0.000           | Valid |
|    |                    | 5    | .464**                                 | 0.1956             | 0.000           | Valid |
|    |                    | 6    | .448**                                 | 0.1956             | 0.000           | Valid |
|    |                    | 7    | .404**                                 | 0.1956             | 0.000           | Valid |
|    |                    | 8    | .527**                                 | 0.1956             | 0.000           | Valid |
|    |                    | 9    | .700**                                 | 0.1956             | 0.000           | Valid |
|    |                    | 10   | .450**                                 | 0.1956             | 0.000           | Valid |
| 2. | Promosi            | 11   | .305**                                 | 0.1956             | 0.002           | Valid |
|    |                    | 12   | .390**                                 | 0.1956             | 0.000           | Valid |
|    |                    | 13   | .455**                                 | 0.1956             | 0.000           | Valid |
|    |                    | 14   | .443**                                 | 0.1956             | 0.000           | Valid |
|    |                    | 15   | .527**                                 | 0.1956             | 0.000           | Valid |

|    |           |    |        |        |       |       |
|----|-----------|----|--------|--------|-------|-------|
|    |           | 16 | .476** | 0.1956 | 0.000 | Valid |
|    |           | 17 | .489** | 0.1956 | 0.000 | Valid |
|    |           | 18 | .503** | 0.1956 | 0.000 | Valid |
|    |           | 19 | .540** | 0.1956 | 0.000 | Valid |
| 3. | Harga     | 20 | .452** | 0.1956 | 0.000 | Valid |
|    |           | 21 | .454** | 0.1956 | 0.000 | Valid |
|    |           | 22 | .566** | 0.1956 | 0.000 | Valid |
|    |           | 23 | .388** | 0.1956 | 0.000 | Valid |
|    |           | 24 | .520** | 0.1956 | 0.000 | Valid |
|    |           | 25 | .417** | 0.1956 | 0.000 | Valid |
| 4. | Kepuasan  | 26 | .475** | 0.1956 | 0.000 | Valid |
|    | Pelanggan | 27 | .386** | 0.1956 | 0.000 | Valid |
|    |           | 28 | .504** | 0.1956 | 0.000 | Valid |
|    |           | 29 | .411** | 0.1956 | 0.000 | Valid |
|    |           | 30 | .398** | 0.1956 | 0.000 | Valid |
|    |           | 31 | .488** | 0.1956 | 0.000 | Valid |
|    |           | 32 | .517** | 0.1956 | 0.000 | Valid |
|    |           | 33 | .493** | 0.1956 | 0.000 | Valid |
|    |           | 34 | .503** | 0.1956 | 0.000 | Valid |

Source: primary data processed in 2024

### Validity Test Findings

The validity test findings from a small sample involving one hundred respondents indicate that all claims made about customer satisfaction, price, promotion, and service quality are accurate. The suggested client validity for this research on Gojek services in Yogyakarta can be confirmed from the sig. value. Given that the 2-tailed test results are less than 0.05, it can be stated that each item in the questionnaire is suitable for use as a research data collection tool.

### Reliability Test

The reliability of a questionnaire can be measured as an indicator of a variable or construct. If respondents' responses to the questionnaire remain constant over time, then it is considered reliable. In this research, reliability was measured using the one-shot approach or a single measurement. The findings were then compared with other questions or used to calculate the correlation between question-and-answer responses, using Cronbach's alpha statistical test, which states that a variable can be considered reliable if its Cronbach Alpha value is greater than 0.70 (Ghozali, 2011).

**Table 2.** Hasil Uji Reliabilitas

| Variabel           | Cronbach<br>Alpha | Sig. | Keterangan |
|--------------------|-------------------|------|------------|
| Kualitas Pelayanan | 0.91              | 0,6  | Reliabel   |
| Promosi            | 0.928             | 0,6  | Reliabel   |
| Harga              | 0.908             | 0,6  | Reliabel   |
| Kepuasan Pelanggan | 0.921             | 0,6  | Reliabel   |

Source: primary data processed in 2024

It can be concluded that all variables in the small sample reliability test for the stated items are considered reliable because they have Cronbach's Alpha values greater than 0.6, based on the reliability test results table for a small sample of 100 respondents. The Cronbach's alpha for the Service Quality variable is 0.91, for the Promotion variable is 0.928, for the Price variable is 0.908, and for the Customer Satisfaction variable is 0.921.

### Classical Assumption Test Results

#### Multicollinearity Test

The purpose of the multicollinearity test is to determine whether the independent variables have a perfect linear relationship, are not highly correlated, or are not related to each other. The testing technique involves comparing tolerance values obtained from several regression calculations; multicollinearity occurs if the tolerance value is less than 0.1. Table 1.3 below displays the results of the multicollinearity test:

**Table 3.** Multicollinearity Test Results

| Model              | Correlations |         |       | Collinearity Statistics |       |
|--------------------|--------------|---------|-------|-------------------------|-------|
|                    | Zero-order   | Partial | Part  | Tolerance               | VIF   |
| 1 (Constant)       |              |         |       |                         |       |
| Kualitas Pelayanan | 0.782        | 0.185   | 0.080 | 0.323                   | 3.098 |
| Promosi            | 0.849        | 0.543   | 0.274 | 0.324                   | 3.086 |
| Harga              | 0.798        | 0.533   | 0.267 | 0.494                   | 2.023 |

Source: primary data processed in 2024

The values in the correlation matrix table among independent variables are all less than 0.8, as seen in the previous table. Given that the VIF values for variable X1 = 3.098 and X2 = 3.086

are all less than 10, which indicates no significant multicollinearity, it can be concluded that there is no evidence of multicollinearity.

### Heteroscedasticity Test

The heteroscedasticity test was conducted graphically by examining the scatter pattern of points. It can be concluded that heteroscedasticity exists because the scatterplot shows that the points are randomly scattered along the X and Y axes, both of which have a value of zero.

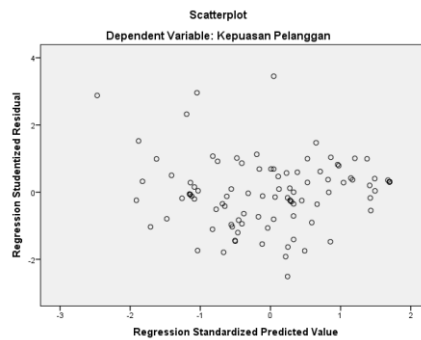


Figure 2. Hasil Uji Heteroskedastisitas Metode Grafik

### Uji Autokorelasi

The purpose of the autocorrelation test is to determine whether the confounding errors in period  $t$  and errors in period  $t-1$  (previous) in the linear regression model are correlated. An autocorrelation problem occurs when there is correlation. Autocorrelation develops because subsequent observations over time are interconnected with each other. In addition to residuals (disturbance errors) that are not independent across observations, other factors contributing to this problem include data inertia, model specification bias in cases of excluded variables, data manipulation by spider phenomena, and sluggishness over time.

Table 4. Hasil Uji Autokorelasi

| Model Summary <sup>b</sup> |                   |          |                   |                            |               |  |
|----------------------------|-------------------|----------|-------------------|----------------------------|---------------|--|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |  |
| 1                          | .906 <sup>a</sup> | 0.821    | 0.815             | 0.31436                    | 1.917         |  |

a. Predictors: (Constant), Harga, Promosi, Kualitas Pelayanan

b. Dependent Variable: Kepuasan Pelanggan

Sumber : IBM SPSS Statistics 24.

The percentage or portion of the overall variance in inequality variables that can be accounted for by the regression model is calculated. As shown in the attached table, the Durbin Watson value is

1.917. The DW estimate indicates neither positive nor negative autocorrelation in the regression model because it is greater than  $dU = 1.7374$  and less than  $4-dU = 2.2626$ .

### Hypothesis Testing

The purpose of the t-test is to determine, to a certain extent, whether the influence of each independent variable (X) on the dependent variable (Y) is significant. The significance value and t-count value indicate the results of the t-test. There is an influence between the independent variable (X) on the dependent variable (Y) if the significance value is less than 0.05. The following table displays the results of the t-test:

**Table 5.** Hasil Uji t (Uji Parsial )

| Model              | Unstandardized |            | Standardized |       |       |
|--------------------|----------------|------------|--------------|-------|-------|
|                    | B              | Std. Error | Beta         | t     | Sig.  |
| 1 (Constant)       | 0.196          | 0.191      |              | 1.028 | 0.307 |
| Kualitas Pelayanan | 0.152          | 0.082      | 0.140        | 1.846 | 0.068 |
| Promosi            | 0.459          | 0.072      | 0.481        | 6.339 | 0.000 |
| Harga              | 0.331          | 0.054      | 0.379        | 6.170 | 0.000 |

a. Dependent Variable: Customer Satisfaction

Source: primary data processed in 2024

a. The t-count value for the service quality variable (X1) is 1.846 with a significance value of 0.068 and with a t-table using a level of  $\alpha = 0.05$  or 5% is 0.140, resulting in  $t\text{-count} > t\text{-table}$  ( $1.846 > 0.152$ ) and a significance value of  $0.068 < 0.05$ . Thus, it can be said that there is a positive and noteworthy correlation between the service quality measure (X1) and customer satisfaction. This indicates that the first hypothesis is correct.

b. The t-count value for the promotion variable (X2) is 6.339 with a significance value of 0.000 and with a t-table using a level of  $\alpha = 0.05$  or 5% is 0.481, resulting in  $t\text{-count} > t\text{-table}$  ( $6.339 > 0.459$ ) and with a significance value of  $0.000 < 0.05$ . Thus, it can be said that there is a positive and noteworthy correlation between the promotion measure (X2) and customer satisfaction. This indicates that the second hypothesis is correct.

c. The t-count value for the price variable (X3) is 6.170 with a significance value of 0.000 and with a t-table using a level of  $\alpha = 0.05$  or 5% is 0.379, resulting in  $t\text{-count} > t\text{-table}$  ( $6.170 > 0.331$ ) and a Sig. value of  $0.000 < 0.05$ . Thus, it can be said that there is a positive and noteworthy



correlation between the price measure (X3) and customer satisfaction. This indicates that the third hypothesis is correct.

**F-test (Simultaneous Test)**

The influence of the independent variables of price, promotion, and service quality collectively (simultaneously) on the dependent variable of consumer purchase decisions is assessed using the F-test.

**Table 6.** Hasil Uji F ( Uji Simultan )

| ANOVA <sup>a</sup> |            |                |    |             |         |                   |
|--------------------|------------|----------------|----|-------------|---------|-------------------|
| Model              |            | Sum of Squares | df | Mean Square | F       | Sig.              |
| 1                  | Regression | 43.477         | 3  | 14.492      | 146.647 | .000 <sup>b</sup> |
|                    | Residual   | 9.487          | 96 | 0.099       |         |                   |
|                    | Total      | 52.964         | 99 |             |         |                   |

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Harga, Promosi, Kualitas Pelayanan

Source: primary data processed in 2024

Based on the SPSS output data, the F-count value of 146.647, which is greater than the F-table value of 0.1956, indicates that the independent variables (X1, X2, X3) collectively impact the dependent variable (Y).

**Results of Multiple Linear Regression Analysis**

The strength of the relationship between the independent variables—Service Quality (X1), Promotion (X2), and Price (X3)—and the dependent variable—Customer Satisfaction (Y)—is determined through regression analysis.

This statistical finding confirms that all three factors (service quality, promotion, and price) working in combination have a significant influence on customer satisfaction levels for Gojek services in Yogyakarta. The high F-value demonstrates that the regression model as a whole is valid and that these three variables together provide a robust explanation for variations in customer satisfaction.

**Table 7.** Multiple Linear Regression Analysis Results

|       |                    | <b>Coefficients<sup>a</sup></b> |            |              |       |       |
|-------|--------------------|---------------------------------|------------|--------------|-------|-------|
|       |                    | Unstandardized                  |            | Standardized |       |       |
|       |                    | Coefficients                    |            | Coefficients |       |       |
| Model |                    | B                               | Std. Error | Beta         | t     | Sig.  |
| 1     | (Constant)         | 0.196                           | 0.191      |              | 1.028 | 0.307 |
|       | Kualitas Pelayanan | 0.152                           | 0.082      | 0.140        | 1.846 | 0.068 |
|       | Promosi            | 0.459                           | 0.072      | 0.481        | 6.339 | 0.000 |
|       | Harga              | 0.331                           | 0.054      | 0.379        | 6.170 | 0.000 |

a. Dependent Variable: Purchase Decision

The regression coefficients for price (b3), promotion (b2), and service quality (b1) are known to have positive values according to the equation. This indicates that pricing (b3), advertising (b2), and service quality (b1) all positively impact consumer purchase decisions (Y).

This means that improvements in service quality, more effective promotional activities, and appropriate pricing strategies all contribute to increasing the likelihood of customers making purchase decisions for Gojek services in Yogyakarta. The positive coefficients demonstrate that these three factors work together to influence consumer behavior in a favorable direction.

## Discussion

This research investigates how Customer Satisfaction with the Gojek application in Yogyakarta City is influenced by the combination of Price, Promotion, and Service Quality. The results indicate that the regression coefficient has a positive value of 0.152, and the service quality variable has a t-value of 1.846 with a significant value of 0.068, which is less than 0.05. Thus, the first hypothesis—that service quality positively influences Gojek customer satisfaction in Yogyakarta—has been successfully proven in this study. These findings reinforce previous research by Anggraini and Budiarti (2020) regarding the influence of price, promotion, and service quality on Gojek consumer loyalty as mediated by customer satisfaction. The research findings demonstrate that service quality has an important and beneficial impact.

The results show that the regression coefficient has a negative value of -0.459, and the promotion variable obtained a t-count value of 6.339 with a significance value of 0.000, which is less than 0.05. Therefore, the second hypothesis stating "promotion positively influences Gojek customer satisfaction in Yogyakarta city" is not supported by this research. The results also indicate that the price variable has a t-count value of 6.170, a positive regression coefficient of 0.331, and

a significance value of 0.000, which is less than 0.05. Consequently, the third hypothesis that there is a positive effect of pricing on Gojek customer satisfaction is not supported by the data from Yogyakarta City.

Finally, an F-count value of 146.647 with a significance level of 0.000 was obtained from the test data. This research has proven the fourth hypothesis, which states, "There is a positive influence of Service Quality (X1), Promotion (X2), and Price (X3) on Customer Satisfaction (Y) for Gojek in Yogyakarta City," as the significance value is less than 0.05. These findings reinforce previous research by Hanny Siagan Venny (2021) on the influence of price, promotion, and service quality at Gojek Indonesia on customer satisfaction (Case study of Gojek consumers using Go-ride service among STIE Mikroski students on Gojek customer satisfaction). The research findings demonstrate how customer happiness is influenced by service quality. The comfort and safety of the chosen transportation mode meet customer needs and expectations, which when fulfilled, result in customer satisfaction. Thus, service quality at Gojek affects the satisfaction of STIE Mikroskil students, influenced by driver behavior, honesty and pickup at desired customer locations, customer comfort during the journey, and ease of contacting drivers. Student satisfaction cannot increase if they believe that a service is not appropriate.

## Conclusion

Based on the examination of price, promotion, quality, and customer satisfaction of Gojek services in Yogyakarta City, the following findings were observed:

1. **Service Quality Impact:** Customer satisfaction in Yogyakarta City toward Gojek services is positively and significantly influenced by service quality. This is indicated by a positive regression coefficient (0.152) and a t-count value greater than t-table ( $1.846 > 0.1956$ ). Furthermore, the probability significance value of 0.00 is smaller than the predetermined significance threshold of 0.05, indicating a significant relationship between information system quality and customer satisfaction. The test results show an r-square ( $r^2$ ) value of 0.821, indicating that 82.1% of customer satisfaction is influenced by the quality of Gojek's information system services in Yogyakarta City.
2. **Promotion Impact:** Promotion has a substantial and beneficial impact on Gojek customer satisfaction in Yogyakarta City. Both the positive regression coefficient of 0.459 and the t-count value greater than t-table ( $6.339 > 0.1956$ ) support this finding. Additionally, pricing has a considerable influence on customer satisfaction as the probability significance value of 0.00 is less than the predetermined significance threshold of 0.05. The test results show

an r-square ( $r^2$ ) value of 0.821, indicating that 82.1% of customer satisfaction in Yogyakarta City is influenced by Gojek service costs.

3. **Price Impact:** Customer satisfaction in Yogyakarta toward Gojek services is positively and significantly influenced by price. This is demonstrated by a positive regression coefficient of 0.331 and a t-count value exceeding the t-table ( $6.170 > 0.1956$ ). Additionally, the probability significance value of 0.00 is smaller than the established significance criterion of 0.05, indicating a significant relationship between service quality and customer satisfaction. With an r-square ( $r^2$ ) of 0.821, the test results show that for Gojek services in Yogyakarta City, 82.1% of customer satisfaction is influenced by service quality.
4. **Combined Factors:** Finally, research findings indicate that customer satisfaction with Gojek services in Yogyakarta is positively and significantly influenced by price, promotion, and service quality simultaneously. This is shown by positive regression coefficients, specifically 0.152, 0.459, and 0.331, with the F-count value exceeding the F-table ( $146.647 > 0.1956$ ). The significance level of 0.00 is smaller compared to the established significance level of 0.05. The Adjusted R Square ( $R^2$ ) value for this research is 0.821, indicating that 82.1% of customer satisfaction is influenced by Gojek service rates, promotions, and service quality in Yogyakarta City.

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