THE EFFECT OF CORPORATE IMAGE AND PRICE FAIRNESS ON GOJEK USER LOYALTY AND SATISFACTION

Dinda Anisa Meldya Salsabila*, Felicia Immanuela, Kurnia Hotmaida Sianturi, Yohanes Farrell Pamungkas

Fakultas Ekonomi dan Bisnis, Universitas Pelita Harapan, Tangerang, Indonesia

e-mail: dinda.anisa1515@gmail.com
(Corresponding Author indicated by an asterisk *)

ABSTRACT

This study aims to realize the influence of tariffs, and company image related to customer loyalty of online-based public transportation services to Gojek customers. The process model used during this research is the perception of causality and the perception of causality and the number of respondents in this study is 120 respondents. In research conducted based on perceived causality (perceived causality) according to a partial way a significant effect on customer loyalty. The results of this study prove that the company's image affects customer satisfaction and customer loyalty, therefore it affects positively on the fairness of a price.

Keywords: Customer Loyalty; Perception of Causality; Quality of Service

INTRODUCTION

Along with the development and progress of the times, there have been many very important changes, one of which is transportation. Transportation is very important because everyone must have or at least ride public transportation for the smooth running of daily activities. Examples of common activities such as work, school, and other traveling activities. And in an era like this more and more public transportation is offered, and the more developments we can see in each of them. For example, there are Gojek, Grab, Bluebird Online, In Driver, and so on. This allows consumers to freely choose the brand of public transportation they want to use, and of course these public transportations must have the best offers in order to attract the attention of consumers and make these consumers become their customers.

According to a quote from Durianto et al. (2004) "Brands can simplify a process for making purchasing decisions by customers, and with brands, customers can easily and carefully make comparisons to make a difference in a product to be purchased and with other products related to satisfaction, quality, pride, or other attributes that remain attached to the brand." In addition to Durianto et al. (2004), according to Kotler (2010) regarding purchasing decisions are as follows: "customer preferences for a brand contained in the collection of choices and customer intentions to be able to buy and use the brand they like most."

The needs and changes of society are growing and changing as a result of the era of globalization that continues to develop. With these opportunities, many business competitions are getting stronger and stronger, in domestic or global or international business. And with this happening, the transportation service sector is needed to be able to meet the needs of the community appropriately and efficiently. PT Gojek Indonesia is the first pioneer in the field of online transportation in Indonesia, PT Gojek was founded by Nadiem Makarim who at that time was 30 years old. Gojek began to launch online motorcycle taxi applications through smartphones in January 2015. Gojek managed to break quickly and many used Gojek, Gojek also became a local startup company that made online transportation services offers with motorcycles that quickly developed to major cities in Indonesia.

Gojek is a role model and makes online transportation business opportunities wide open. Over time, online transportation competitors emerged such as Grab, Uber, Ladyjek, Call Jack, Ojekkoe, and Blujek. But the only one fell and the one who became a permanent competitor was Grab, but with Grab, it does not change the loyalty of Gojek customers, they prefer to use Gojek instead of Grab, here is a table of the development of active users of Gojek and Grab on a weekly basis.

Table 1. Development of Gojek and Grab Active Users on a Weekly Basis
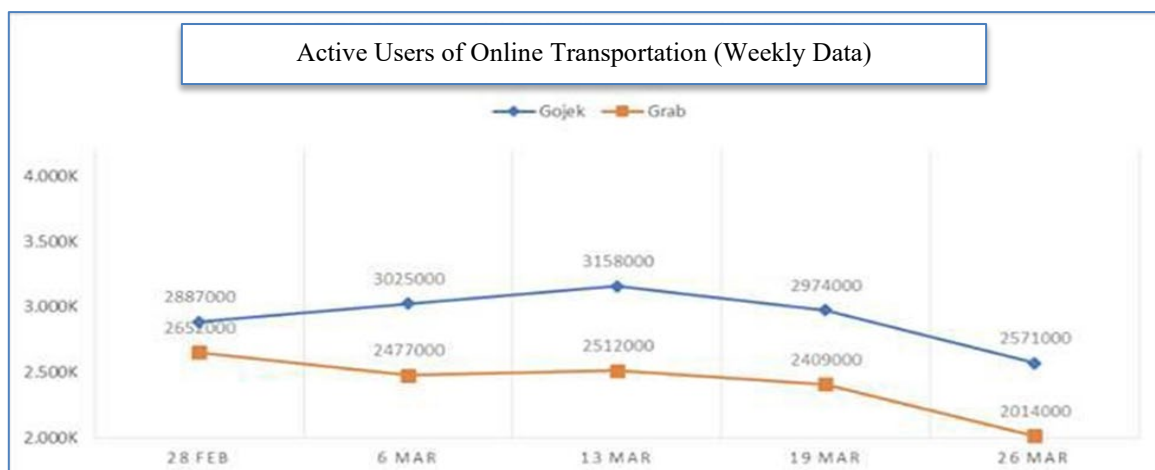
We can see that with a lot of competition for online motorcycle taxis that are quite tight, Gojek began to hold several other services that are innovative and creative. Other services are made by Gojek to continue to meet the needs of customers and also be able to satisfy customers to the maximum, examples of other services from Gojek are as follows:

- Car
- Food
- Clean
- Send
- Club
- Pay/Go-PayLater,
- Med
- Shop
- Mart
- Bluebird
- Box
- Transit
- Pulses
- Sure
- Tix
- Play
- Greener
- Investment
- Bill
- Nearby

Table 2. Gojek's Contribution to Indonesia's Economy 2019
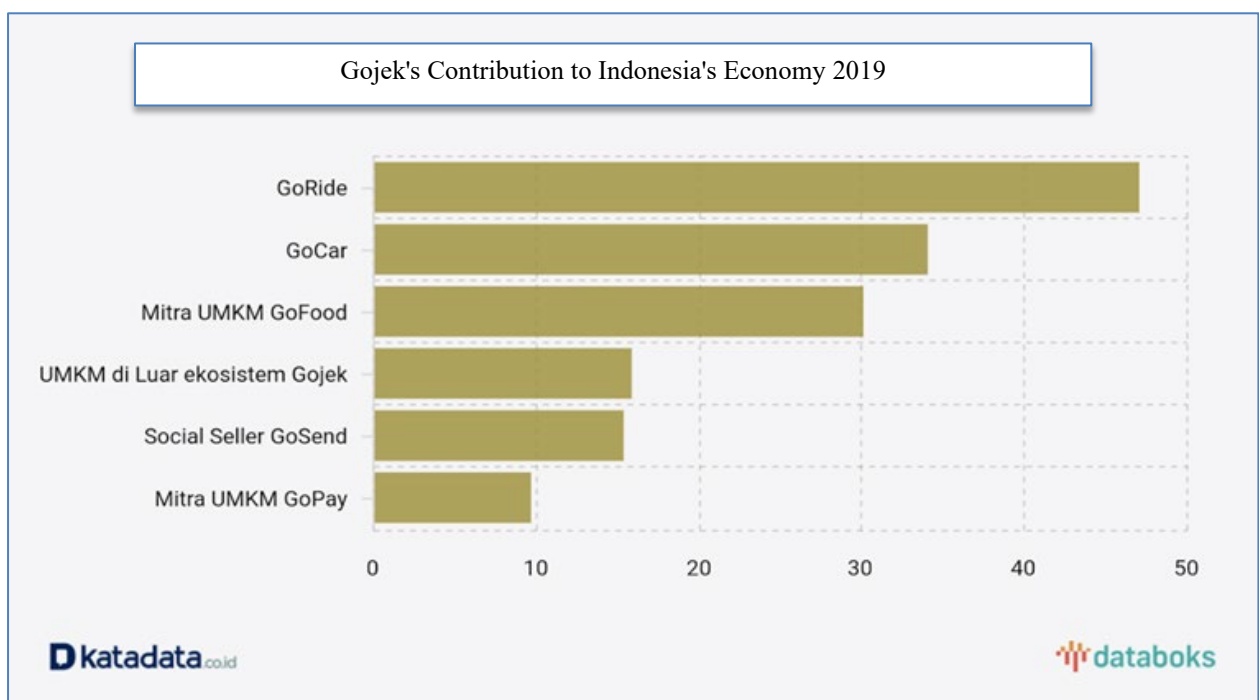
Gojek also wants all their customers to reach their point of satisfaction, therefore they are also sensitive and quickly adapt to every change that occurs and make many innovations and creative ideas. But this will not be enough to make consumers reach the point of satisfaction, because there are Gojek drivers who make a lot of problems in the field. Gojek should be able to improve their standards and quality to make customers satisfied and also loyal to the Gojek brand. Therefore, this research was made with the title "The Effect of Price Fairness, Company Image on Gojek User Satisfaction and Loyalty".

The main problems of this study are:

1. How does the price fairness affect the satisfaction of Gojek service users?
2. How does the company's image affect the satisfaction of Gojek service users?
3. How does flight user satisfaction affect Gojek service user loyalty?
4. How does the price fairness affect the loyalty of Gojek service users?
5. How does the company's image affect the loyalty of Gojek service users?

And the objectives of this study are:

1. Understand the effect of price fairness on the satisfaction of Gojek service users.
2. Understand the influence of corporate image on the satisfaction of Gojek service users.
3. Understand the effect of flight service user satisfaction on Gojek service user loyalty.
4. Understand the effect of price fairness on the loyalty of Gojek service users.
5. Understand the influence of company image on the loyalty of Gojek service users.

LITERATURE REVIEW

Perception of Price Fairness

The perception of price fairness becomes a tendency for a customer when price determines the benefits of services provided. The assessment that a service is expensive, cheap or ordinary, of course, from each person must be different because it depends on the point of view of each individual who is influenced by the situation and conditions of an individual. Price fairness has become an evaluation of results to meet results that can be accepted by customers. Based on Martín-Consuegra et al. (2007), reasonable rates can be measured from several factors including:

1. Consumers who make transactions feel that they have paid a reasonable rate for each transaction.
2. Tariff variations become references deemed appropriate by customers for the same type of product or service that will be offered at different prices by competitors.
3. Price Terms are normal in transactions.
4. In setting tariffs, the ethics that must be possessed by the company is to always inform customers about any tariffs that change by the company before the new tariff is set.

Company Image

The image of the company is the impression, feeling, or image of the people towards a company that is deliberately created by the product or service offered. A company's reputation is a generic perception based on a company or its products. Company reputation refers to the company's name, architecture, product diversity, traditions, ideology, & quality impression conveyed by the Company that interacts with the organization's customers. Therefore, according to the analysis of the experts above, it can be interpreted that the company's image is an impression formed in consumers in the company either on the quality of services or products provided, or on the company's good reputation in the people's environment.

Customer Satisfaction

Customer satisfaction is a comparison of customer emotions to expectations and results of services provided (Kotler & Armstrong, 2005). While the indicators of satisfaction formation are as follows. Willingness to meet expectations, reuse and recommend. Many factors that affect a customer's pleasure are perceptions of service quality and price. Quality of service is the quality of service provided by Gojek to its customers according to standard service procedures. Quality of service aims to meet the needs and desires of our customers in order to remain loyal to our service providers. Price is the amount required to obtain a set of goods along with their combinations and services. According to Kotler & Armstrong (2005), on the other hand, it defines price as the amount of money spent to obtain a product or service and its utility.

Customer Loyalty

Loyalty can be defined as loyalty. Such loyalty can be concluded without coercion. With quality services carried out by the company, of course, it aims to build consumer satisfaction that will influence behavior on consumers. While the concept of customer loyalty tells more about buyer behavior. So, because of consumer behavior such as repeated purchases, it is proven that the situation where consumers are loyal to the company and do not want to move to competitors even though the products and services were scarce and consumers voluntarily suggested these products and services to their environment. "Consumer loyalty is consumer loyalty to the company, brand or product. Then Sutisna (2003) also defines loyalty as a positive attitude towards a product or service, which is reflected in consistent brand purchases over time.

Hypothesis

1. **The Relationship between Price Fairness and Customer Satisfaction**

   Bei & Chiao (2001) state that customers repeatedly make transactions when they feel that the price offered is reasonable. Therefore, pricing carried out by the company will affect consumer satisfaction because if the price is expensive then consumers may not make transactions and protest. So, when the price is not in accordance with the service provided, consumers will think that the quality of the service provided is not good. This hypothesis proves that positive fairness will be sustainable with loyalty through consumer satisfaction, This is certainly the basis of the hypothesis research we propose, namely H1: Positive price fairness.

2. **The Relationship between Company Image and Customer Satisfaction**

   In winning a competition, one of the main keys is to provide pleasure to customers by providing quality services at competitive rates. The Company's image is one of the important things as a means to win competition in the market. When a company can clearly define its image, the next step is to convey the image so that this factor provides a long-term competitive advantage for the company. Customer satisfaction can shape a positive attitude of consumers towards a company and build a high corporate image, as customer expectations and expectations are formed through their experience. This point is one of the bases of the proposed research, namely H2: positive company image related to customer satisfaction.

3. **The Relationship between Customer Satisfaction and Customer Loyalty**

   When customers buy a product or service, they are satisfied with the product and experience customer satisfaction. But this did not immediately make him loyal. Companies still have to make consistent quality improvements in order to maintain customer loyalty. Based on Bowen and Chen's survey (2001), relationships are non-linear and asymmetric, but there is

a relationship between customer loyalty and customer satisfaction. Customer loyalty is greatly influenced by customer satisfaction, and customer satisfaction is key to building customer loyalty. According to Schnaars (1991), the purpose of a company is basically to satisfy its customers. Creating customer satisfaction can provide many benefits, including a harmonious relationship between business and customer, repeat purchases and creating customer loyalty. Taking this relationship into account, the study proposes a third hypothesis: H3: Customer satisfaction has an effect on customer loyalty.

4. **Price Fairness Relationship with Customer Loyalty**

Price fairness has a positive relationship with customer loyalty. This supports the hypothesis that fair prices can be customer loyalty. Meanwhile, according to Bei and Chiao (2001) in their study that price fairness is significantly related to customer loyalty. This is the basis for making the hypothesis proposed, namely H4: positive price fairness is related to customer loyalty.

5. **Relationship between Company Image and Customer Loyalty**

In research conducted by Gregory, a company's reputation is a mixture of effects on observers of several elements and visuals of a business, whether planned or not, without planning or external influence. The importance of building a business image in the eyes of consumers, because a good image affects customer interest in buying the products offered. The better the company's reputation, the greater the desire to make repeated purchase transactions by customers. On the other hand, a company's negative reputation affects customers when they buy back the products and services provided by them. This is the basis for developing the hypothesis developed, namely H5: the company's image has a significant effect on customer loyalty.
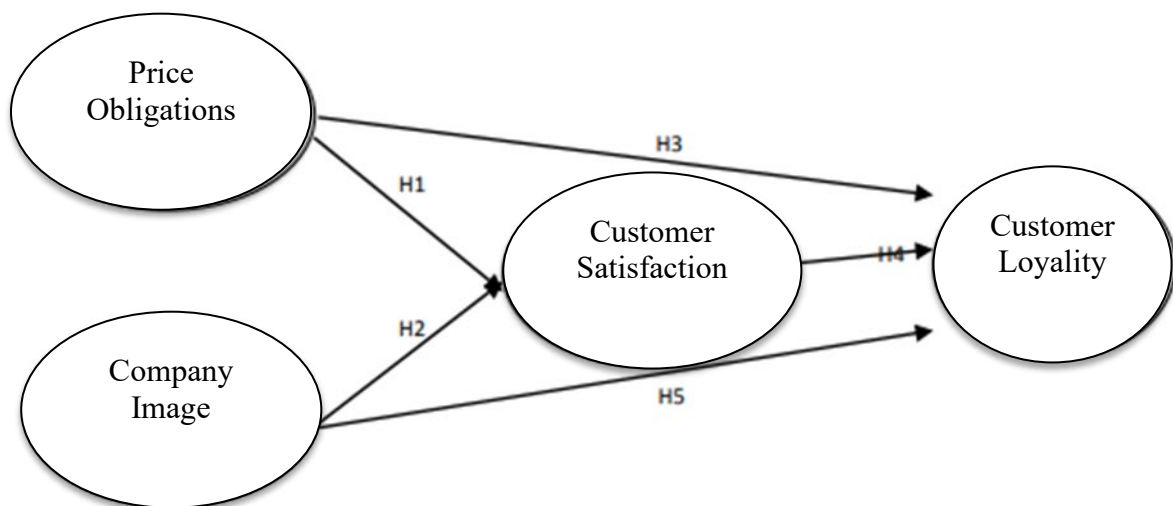

Figure 1. Research Model

RESEARCH METHOD

Design and Scope of Research

The explanatory method is the method used for this research. And the causality model is a way that is interpreted by a method that has the aim of choosing the relationship of exogenous variable causation with endogenous variables. This observation was made in the Jakarta area. The focus of this research is customer pleasure, customer loyalty, customer image and reasonable prices for online-based public transportation service users for Gojek customers. The study was conducted for 2 weeks, from April 11 to April 25, 2022.

Population and Research Sample

This observation uses the population for its testing which is taken from the total Gojek customers. The sample used is a unit of the total Gojek user community. Ferdinand (2002) said that the sample used for population calculation uses the SEM method between 100–200 or depends on the size scale used in all latent variables, namely total size (x) 5-10. This observation used fourteen indicators and then used standard estimates of the number of standards to obtain a sample size of 60–120 speakers. In this observation, the sample used was the maximum, which was 120 speakers. The calculation method in the sample used in this study is purposive sampling, namely Gojek users who have used online motorcycle taxi services at least 2x in one day, use their own costs to pay Gojek bills, and at least graduated from high school.

Research Variables

In this observation process, the variables made are sourced from various kinds of observations that have been made. The variables of fair price and acceptance of price are made based on observations made by Martín-Consuegra et al. (2007). The customer pleasure variable is built from observations made by Puspitasari (2006) and the customer loyalty variable is built from the theory of Kotler and Keller (2007) and corporate image is based on the observations of Andreassen and Lindestad (1997).

Variable Operational Definition

The operational definition of variables is useful for no deviation in the meaning of the variables to be described. The operational definition of the variables of each variable becomes.

Price fairness is where a process produces and the price results can be agreed upon by the customer. According to experts Martín-Consuegra et al. (2007) the reasonableness of prices can be determined according to the quality of service. This condition is seen from the price of online motorcycle taxi services set by Gojek is considered in accordance with the quality of service received by customers. Price reference is a comparison of the price of public transportation services, where customers feel the price offered is arguably a reasonable price because the public transportation services offered by Gojek with the quality and experience provided by drivers are in accordance with the set price. The price set is a notification attitude regarding the estimated price of ojek transportation by Gojek to its customers.

Company image is an assessment obtained from a person's knowledge and experience about the company. The company's image can be seen by advertising, namely customer attention to marketing activities carried out from Gojek.

Measurement of Research Variables

In measuring research variables, we conduct instruments in data collection which are questionnaires, consisting of several statements that can measure a specified variable. The

questionnaire is carried out by collecting data submitted to each individual who has been selected. To use a closed statement must collect data to each individual directly. Answers will be found if there is already a closed statement that has a closed questionnaire established by Likert Scale.

Data Collection Procedure

The procedure of a study conducted in this observation is qualitative and quantitative. For qualitative data it is used with a number of data that is not considered with numbers, while for quantitative data is the value of each individual variable from the number of respondents. Has the meaning of the existence of research and a general description of a company. Here the primary data used are answers from each respondent related to the questions the researchers asked them. Then there is secondary data which means that the data is collected indirectly but from the same company, literature, and research magazines/journals or that can be a reference for the problem that the researcher is researching (Sugiyono, 2007).

Data Analysis Techniques

The hypothesis test of data analysis carried out is with the SEM method stands for (Structural Equation Modeling) taken from SPSS, AMOS and the test has a relatively difficult relationship based on simultaneous (Ghozali, 2005).

RESULTS AND DISCUSSION

Research Analysis

The analysis of the research conducted looked at the answers from the demographics of the research conducted. In this study, it was assessed based on the gender and experience of Gojek customers in the frequency they used Gojek services.

Table 3. Gojek Customer Satisfaction Level by Gender

Gender	Very dissatisfied	Not satisfied	Quite satisfied	Satisfied	Very satisfied	Total
Man	2	5	6	28	19	60
Woman	0	7	10	30	13	60
Total	2	12	16	58	32	120

In table 3, around 58 people said they were satisfied with Gojek's services, with details of 28 men and 30 women. The results also showed that around 48% of people were quite satisfied with Gojek's services. Then, a total of 32 people answered very satisfied with the details of 19 men and 13 women. That response represented 27% of the sample. Women became the majority of answers who answered satisfied with Gojek services, and men became the majority of answers very satisfied with Gojek services. However, it should also be seen that there are about 30 people who answered in the assessment range very dissatisfied to quite satisfied, or about 25%.

Table 4. Gojek Customer Satisfaction Level based on Travel Frequency

Gender	Very dissatisfied	Not satisfied	Quite satisfied	Satisfied	Very satisfied	Total
1–2 times	2	5	3	3	5	18
3–4 times	0	4	3	28	17	52
>4 times	0	3	10	27	10	50
Total	2	12	16	58	32	120

In Table 4 the author divides the frequency of use into 3 parts, namely 1-2x, 3-4x, and more than 4x. Of the three frequency divisions, the most dominant frequency of use is at 3-4x with 52 people or 43% of the number of respondents. Looking at these results, we can judge that Gojek is quite widely used by the public, especially in Jakarta. For the frequency of use more than 4 times is also more or less close to the number of customers with a frequency of 3-4x, which is 50 people or 42%.

Description of Research Variables

Questionnaire is a technique in collecting observation data with 14 indicators to be studied. In the calculation of the answers from the respondents, it was found that there was a fairly high average at a fair price, and the parameters obtained were 3.91.

In looking at the average score results obtained in the questionnaire, of course there are parts that are lower on average than the overall average and certainly some are higher than the overall average. The company's image has a high average in actual experience, customer loyalty in repeat purchase scores, and customer satisfaction in performance have the highest averages, having an average of 3.91 and 3.90 respectively. The rest have average scores that can be said to be low such as physical image and public relations which only earned an average of 3.45 and 3.65 respectively. Some other indicators have low averages as well, such as the price level at 3.21 and the quality of service at 3.40.

Research Instrument Testing

Reliability testing of this instrument uses the Cronbach Alpha coefficient with a reference to the value of the later coefficient > 0.6. Then it is also necessary to test the validity of the items of the instrument used, the provisions used are alpha values < 0.05. In the validity test, using the score from the product moment, a score of ≥ 0.3 and a significance of < 0.05, so that the instrument declared valid. In reliability tests, Cronbach's Alpha results also qualified for more than 0.6.

Model Testing

The model test carried out in the study was to look at several indicators in the chi-square test and fit test. In the test set the alpha value is 0.05. This model conformity test is carried out to see whether the model developed is good enough and appropriate. The decision in the results of this test depends on the p value whether it will be greater or can be smaller than alpha, if $p \geq 0.05$ then there is no difference between the covariance matrix in the population and those in the sample, while if $p < 0.05$ then there is a difference in covariance in the population with the sample.

Two calculations were carried out with the chi-square model, namely on the fairness of prices and company image. In fairness, the price obtained a result of 1.58 and in the image of the company obtained a result of 2.3, both are assessed in the GFI, AGFI, TLI, CLI, and

RMSEA indices in the range of good or expected values. If the range of values has been obtained and the results are good, then the hypothesis used can be considered reasonable and has good acceptance.

Model Modifications

Model modification can occur if there is a difference between the sample covariance matrix and the estimated covariance matrix. Because of the emergence of this discrepancy, it is necessary to re-examine the variables used in the study, especially on the level of their significance. This method is done by getting rid of insignificant variables, and testing without these variables in order to get good and appropriate results.

Through the results of tests conducted on this research variable, all of them have a positive relationship with customer satisfaction, in more detail is the relationship between price fairness and customer satisfaction of 0.46, then the image of the company with customer satisfaction of 0.67, and the relationship of customer satisfaction with loyalty of 0.83. In addition to customer satisfaction, the relationship with customer loyalty is also positive, with details of the relationship between price fairness and customer loyalty of 0.20, the relationship between company image and customer loyalty of 0.24. These results are seen as having no error variables, so no modification of the model is required.

Model-Goodness of Fit Conformity Test

Goodness of Fit testing to test a model fit with existing or not, and if there is a modification of the model, this testing needs to be done as well. A good model after this test means showing good model evaluation results, which means that the model is in accordance with the data.
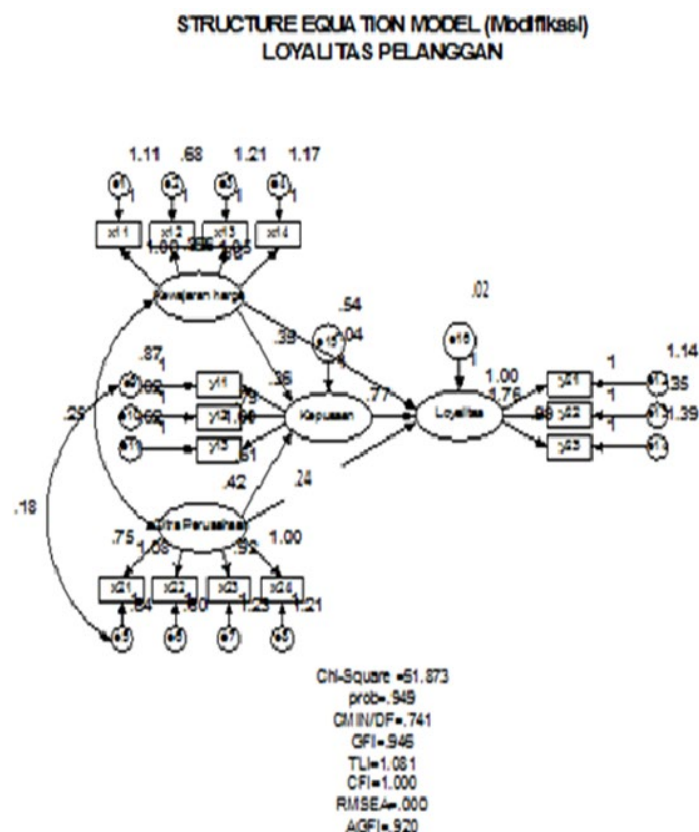
Figure 3. Modified Model of Path Diagram of the Effect of Price Fairness, Company Image on Customer Satisfaction and Customer Loyalty

Table 5. Goodness of Fit Test Results

Model	Default Model	Cut off Value	Information
CMIN	52.033		Based on tests of small, expected significance
Probability Level (p)	0.913	≥ 0.05	Good
CMIN/DF	0.810	≤ 2.00	Good
GFI	0.951	≥ 0.90	Good
TLI	1.130	≥ 0.90	Good
CFI	1.100	≥ 0.90	Good
RMSEA	0.000	≤ 0.08	Good

In table 5 seen in the results of measuring instruments (Probability Level (p), CMIN / DF, GFI, TLI, CFI, RMSEA) shows the information "good" and the value also meets the requirements of the Cut of Value from the test results.

Causality Test

To determine the causality relationship between exogenous variables and endogenous variables in a study, it is necessary to conduct a causality test. This test aims in addition to testing the formulation of research hypotheses.

Table 6. Regression Weight Parameter Estimation

			Estimate	S.E	C.R	P
Satisfaction	←	Price fairness	0.345	0.292	1.672	0.281
Satisfaction	←	Corporate image	0.608	0.347	2.226	0.040
Loyalty	←	Satisfaction	0.773	0.198	3.901	0.000
Loyalty	←	Price fairness	0.045	0.169	0.350	0.852
Loyalty	←	Corporate image	0.240	0.210	1.311	0.230

The real relationship between the company's image to satisfaction and the real relationship between customer satisfaction and consumer loyalty based on the table above is seen by the value of critical error, which is not equal to 0, and it is also seen that there are provisions in the value of $\rho < 0.05$.

Research Discussion

1. **The effect of price fairness on customer satisfaction**
   This hypothesis test shows that the fair value of the price is 0.281 so that $\rho > (0.05)$, H0 is accepted. The meaning of this result is that the fairness of the price has no effect on customer satisfaction, with a significance of 5%.

2. **The influence of company image on customer satisfaction**
   The company's image has a result of 0.040 which means $p<0.05$ so the result is H0 rejected. The results show that at a significance level of 5%, the company's image affects customer satisfaction.

3. **The effect of customer satisfaction on customer loyalty**
   The result of the customer satisfaction hypothesis test is $0.000 \rho < (0.05)$, which means that H0 is rejected. This means that customer satisfaction affects customer loyalty with a significance level of 5%.

4. **The effect of price fairness on customer loyalty**
   The fairness of the price for Gojek customer loyalty has a value of 0.803, which means $\rho > 0.05$, so H0 is accepted. This shows that the fairness of the price has no effect on customer loyalty at a significance of 5%.

5. **The influence of company image on customer loyalty**
   Customer satisfaction is 0.000 so $\rho < 0.05$. Company image, price fairness has a relationship with customer satisfaction and loyalty in a straight line, although not overall has a significant effect. From these results, loyalty can be built through Gojek customer satisfaction first. Meanwhile, the company's image and price fairness have no influence on customer loyalty from Gojek.

CONCLUSION

Conclusion

Researchers have concluded several research results and discussions, namely:

1. The results of the study through a hypothesis test regarding the probability of price fairness, namely customer satisfaction are not influenced by the fairness of prices.
2. Company Image has the results of a hypothesis test value where the company's image has an influence on customer satisfaction.
3. Customer Satisfaction has the results of a hypothesis test, namely customer satisfaction affects customer loyalty to a product.
4. The result of the hypothesis regarding the critical probability of price fairness with loyalty is that customer loyalty is not influenced by price fairness.
5. Customer loyalty and satisfaction have a positive influence on a company's image and price fairness, but it is not so significant.

Suggestion

1. This study suggests to be able to conduct further research with several other variables to see by measuring the influence of other variables.
2. It is necessary to carry out a wider scope of research in the future, such as covering all of Indonesia in order to get a more complete and comprehensive research picture.

Limitations

1. The variables used are limited to the image of a company with price fairness in measuring loyalty and satisfaction from consumers.
2. The research limit is only limited to Gojek users in Jakarta.

REFERENCES

Andreassen, T. W., & Lindestad, B. (1997). Customer loyalty and complex services: The impact of corporate image on quality, customer satisfaction, and loyalty for customer with varying degrees of service expertise. *International Journal of Service Industry Management, 9*(1), 7–23. http://dx.doi.org/10.1108/09564239810199923

Bei, L. T., & Chiao, Y. C. (2001). An integrated model for the effects of perceived product, perceived service quality, and perceived price fairness on consumer satisfaction and loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, *14*, 125–140. https://jcsdcb.com/index.php/JCSDCB/article/view/110

Bowen, J. T., & Chen, S. L. (2001). The relationship between customer loyalty and customer satisfaction. *International Journal of Contemporary Hospitality Management*, *13*(5), 213–217. https://doi.org/10.1108/09596110110395893

Durianto, D., Sugiarto., & Sitinjak, T. (2004). *Strategi menaklukkan pasar melalui riset ekuitas dan perilaku merek*. PT Gramedia Pustaka Utama.

Ferdinand, A. (2002). *Metode penelitian manajemen: Pedoman penelitian untuk skripsi, tesis, dan disertasi ilmu manajemen.* Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2005). *Aplikasi analisis multivariate dengan SPSS*. Badan Penerbit UNDIP.

Kotler, P. (2010). *Manajemen pemasaran*. Erlangga.

Kotler, P., & Armstrong, G. (2005). *Manajemen pemasaran*. Prehalindo.

Kotler, P., & Keller, K. L. (2007). *Manajemen pemasaran*. PT Indeks.

Martín-Consuegra, D., Molina, & Esteban, Á. (2007). An integrated model of price, satisfication and loyalty: An empirical analysis in service sector. *Journal of Product & Brand Management*, *16*(7), 459–468. https://doi.org/10.1108/10610420710834913

Puspitasari, D. (2006). *Analisis pengaruh persepsi kualitas dan kepuasan pelanggan terhadap minat beli ulang (Studi kasus pada maskapai penerbangan Garuda keberangkatan Semarang)* [Master Thesis, Universitas Diponegoro]. Diponegoro University Institutional Repository (UNDIP-IR). http://eprints.undip.ac.id/9698/

Schnaars, S. P. (1991). *Marketing strategy: A customer driven approach.* The Free Press.

Sugiyono. (2007). *Metode penelitian kuantitatif kualitatif dan R&D.* Alfabeta.

Sutisna. (2003). *Perilaku Konsumen dan komunikasi pemasaran* (3rd ed.). Remaja Rosdakarya.