

Analysis of the Influence of Perceptions of Price, Service Quality, and Promotions on Customer Satisfaction Users of Transportation Services (Bluebird Taxi)

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ABSTRACT

This research was conducted to analyze the influence of price perception, service quality, and promotion to customer satisfaction of Bluebird taxi service user. Indicators used for price perception include perception of quality, perception of cost, perception of price difference, and reference price. Indicators used for service quality include tangibles, reliability, responsiveness, assurance, empathy. Indicators used for promotions include promotional frequency, promotional quality, promotion quantity, promotion time, suitability of promotional goals. While the indicators used for customer satisfaction, always buy products/ service, will recommend to others, fulfillment of customer expectations after buying products/ services. The sample in this research are 100 people. The sampling technique in the research of collecting the sample method randomly using questionnaire. The analytical method used in this research is descriptive analysis method through perception level and inferential method using IBM SPSS 17 program. Linear regression equation that answer the influence of price, service quality, and promotion to customer satisfaction is $Y = 1.622 + 195 X_1 + 0.405 X_2 + 0.251 X_3$. The results showed that the perception of price, service quality, and promotion directly have a positive and real effect on customer satisfaction.

Keywords: Price Perception, Service Quality, Promotion, Customer Satisfaction, and Inferential Analysis

INTRODUCTION

The progress of development carried out by the Indonesian nation has brought about enormous changes both in terms of infrastructure which plays an important role as one of the driving wheels of economic life and development. One type of infrastructure that is vital in city development is roads. Highways as land transportation infrastructure for the Indonesian people have experienced rapid development.

Transportation is a means commonly used to transport goods or people from one place to another. This tool is a basic need for every human being for various needs, for example work or as business support. It is inevitable that transportation is the lifeblood of every human being in this world. In this modern era, the need for transportation is increasing. A lot of transportation is currently being rented out or created as employment opportunities, such as public transportation. Even public transportation is now increasingly modern. Online transportation is a type of transportation that has recently made transportation easier for people in the world. Just imagine, we only need a gadget

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and an application, we can order comfortable and cheaper transportation. In fact, online transportation is willing to pick us up at home without us having to heat up walking to the main road and waiting for transportation. Really really pampered with this online transportation. However, the success of online transportation in this world is not necessarily free from problems. The problem that arises is more about the jealousy of bluebird taxi transportation towards online transportation. This problem is becoming stronger as more and more online transportation is mushrooming. The peak of this problem occurred in March 2016, with people acting on behalf of the conventional transportation association. Another problem that emerged was the implementation of online transportation, which is much cheaper than conventional transportation. This makes Bluebird taxi transportation suspect that online transportation does not pay taxes to the State. This demonstration was also realized by a strike carried out by thousands of conventional taxis. As a result of this action, many ordinary people were affected, such as the difficulty of getting transportation on the road. In the end, many stranded people were unable to go to their destination. Until now, this problem has not received the best solution for both parties, but online transportation said it would apply tariffs from the government so that this problem does not have a long tail.

We cannot stop the development of the times. The more advanced this era is, the more sophisticated the technology becomes. It could be that one day there will be transportation such as flying taxis, all of that could happen. Online and conventional transportation actually both have advantages and disadvantages. It would be better if these two types of transportation met and discussed how best they could compete in a healthy manner. For example, by applying the same basic fare, implementing roaming areas, or if possible, making all transportation online-based to avoid social jealousy. If you only rely on demonstrations, anarchy, violence, it will only increase existing problems.

Table 1. Operating income (in millions)

Year	Income
2014	4,025,062
2015	4,760,928
2016	4,147,807

Based on table 1, it shows a decrease in average operating income in 2016 compared to 2015. The decrease in operational income can be input for companies to develop new steps, namely improving marketing strategies in terms of service quality to consumers to ensure the company gets consumer satisfaction. both from regular consumers and new consumers.

Based on the conditions above, the author is interested in discussing the issue of consumer satisfaction in the taxi transportation service business sector. The taxi transportation service provider chosen by the author as the research object is the Blue Bird Taxi Company.

Price perception is the value contained in a price that is related to the benefits of owning or using a product or service (Kotler and Armstrong 2008).

According to Freddy Rangkuti in Leonardo and Erwan (2012: 47), perceptions regarding price are measured based on customer perceptions, namely by asking customers what variables they think are most important in choosing a product.

Service quality is a way to compare the perception of service received by customers with the service actually expected by customers. If the service expected by customers is greater than the service actually received by customers then it can be said that the service is not of high quality, whereas if the service that is expected customer is lower than the service actually received by the customer, so it can be said that the service received is the same as the expected service, so the service is said to be satisfactory (Sugihartono, 2009:14).

According to Hermawan (2012:38) the effect of promotion is "Promotion is one of the priority components of marketing activities which informs consumers that the company is launching a new product that tempts them to make purchases". Meanwhile, according to Daryanto (2011:94), the definition of promotion is "Promotion is the last activity of the marketing mix which is very important because most markets are more of a buyer's market where the final decision on a buying and selling transaction is greatly influenced by the consumer".

Every company lives off consumers, so the existence of consumers is the only reason for the company's existence. Thus, customer satisfaction must be a priority for company goals. Satisfaction is an absolute requirement to obtain loyalty. Consumer satisfaction is a basic factor that determines the subsequent purchasing process. Zeithaml (2009:104) defines customer satisfaction as a customer's assessment of a product or service in terms of assessing whether the product or service has met the customer's needs and expectations.

Based on the background described previously, the study aims to to: (1) analyze the influence of price perceptions on customer user satisfaction in the transportation services sector, (2) analyze the influence of service quality on customer user satisfaction in the transportation services sector, and (3) analyze the effect of promotions on customer user satisfaction in the transportation services sector.

RESEARCH METHOD

Population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. From this understanding, it can be concluded that population is not just the number of objects or subjects being studied, but includes all the characteristics or traits possessed by the subject or object. The population in this study are users/customers of Bluebird Taxi services in the South Jakarta area.

The sampling method used is According to Sugiyono (2013:13) the sample is part of the number and characteristics of the population. The sample is a representative of the population whose results represent all the symptoms observed. The measurement data obtained from the sample is the data analyzed in a study. The sample used is Probability Sampling, which means a sampling technique that gives each member of the population the same opportunity to become a sample.

Validity test

According to Arikunto (2010:211) Validity is a measure that shows the levels of validity or authenticity of an instrument. A valid or valid instrument has high validity. On the other hand, an instrument that is less valid means it has low validity.

Reliability Test

Reliability is the degree of consistency of data within a certain time interval. The reliability test is intended to determine whether the data collection tool basically shows the level of accuracy, accuracy, stability or consistency of the tool in revealing certain

symptoms from a group of individuals, even though it is carried out at different times. Reliability tests are carried out on valid statement items, to determine the extent to which the measurement results remain consistent when measuring the same symptoms again.

Classical Assumption Testing

The classical assumption test is a test used to determine whether or not there is residual normality, multicollinearity, autocorrelation and heteroscedasticity in the regression model.

1. Normality test

According to Imam Ghozali (2011:160), the normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. If this assumption is violated then the statistical test becomes invalid for small sample sizes.

2. Multicollinearity Test

According to Ghozali (2012: 105), the multicollinearity test aims to test whether a regression model has a correlation between the independent variables. A good regression model should have no correlation between independent variables. Multicollinearity testing is seen from the VIF (Variance Inflation Factor) and tolerance. Tolerance measures selected independent variables that are not explained by other independent variables. So a low tolerance value is the same as a high VIF value (because $VIF = 1/\text{tolerance}$). The cutoff value that is commonly used to indicate the presence of multicollinearity is a tolerance value >0.01 or the same as a VIF value <10 .

3. Heteroscedasticity Test

According to Ghozali (2012: 139), the heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another. If the variance from the residual from one observation to another is constant, it is called homoscedasticity and if it is different it is called heteroscedasticity.

4. Autocorrelation Test

According to Ghozali (2006:95), the autocorrelation test aims to test whether in a linear regression model there is a correlation between residual errors in period 1 and errors in period $t-1$ (previous). If correlation occurs, it is called an autocorrelation problem.

Model Feasibility Testing

1. Model Correlation Test (F Test)

According to Ghozali (2012:98) the F statistical test basically shows whether all the independent variables or independent variables included in the model have a joint influence on the dependent variable or dependent variable.

2. Research Hypothesis Test (T Test)

According to Ghozali (2012:98) the t-test difference test is used to test how far the influence of the independent variables used in this research individually is in partially explaining the dependent variable.

3. Coefficient of Determination (R²)

According to Ghozali (2012:97), the coefficient of determination test (R²) is used to determine the extent of the model's ability to apply variations in the dependent variable. The value of the determinant coefficient is between zero and one. A small R² value means that the ability of the independent variables to explain the dependent variable is very limited. A value close to one means that the independent variable

provides almost all the information needed to predict variations in the dependent variable.

RESULTS AND DISCUSSION

Characteristics of Respondents The following are the characteristics of respondents in this study, with a total of 100 respondents, namely:

Table 2. Respondent Characteristics

	Characteristics	Amount	Percentage
Gender	Man	55	55%
	Woman	45	45%
Age	< 20 years	18	18%
	21-30 years old	49	49%
	31-40 years old	24	24%
	> 40 years	9	9%
Last education	High school/equivalent	63	63%
	Academy/D3	5	5%
	S1	31	31%
	S2/S3	1	1%
Work	Student/Students	30	30%
	Government employees	1	1%
	Employee	51	51%
	Self-employed	18	18%

Source: Processed by researchers

Based on table 2, it shows that the characteristics of respondents based on gender are dominated by women, namely 37%. The characteristics of respondents based on age are dominated by those aged 21-30 years, namely 63%. The characteristics of respondents based on their last education were dominated by S1, namely 46%. The characteristics of respondents based on job level were dominated by employees, namely 42%.

Data Analysis Results

The validity test will test each variable that will be used for this research data. The following are the results of the validity test of the price perception, service quality and promotion variables on customer satisfaction with a sample of 100 respondents. The results of the validity test using the SPSS 17.0 for Windows program obtained the following results:

**Table 3. Instrument Validity Test
Price Perception (X1)**

r-Results	r-Table	Information
0.659	0.361	Valid
0.742	0.361	Valid
0.735	0.361	Valid
0.768	0.361	Valid
Service Quality (X2)		
0.387	0.361	Valid
0.464	0.361	Valid
0.380	0.361	Valid
0.579	0.361	Valid
0.526	0.361	Valid
Promotion (X3)		
0.534	0.361	Valid
0.422	0.361	Valid
0.379	0.361	Valid
0.353	0.361	Valid
0.501	0.361	Valid
Customer Satisfaction (Y)		
0.496	0.361	Valid
0.530	0.361	Valid
0.515	0.361	Valid
0.533	0.361	Valid

Source: Processed by researchers

Based on table 3, it can be seen that if the correlation coefficient value is 0.3 then the question item or question can be declared valid. The results of the reliability test using the SPSS for Windows program obtained the following results.

Table 4. Instrument Reliability Test

Cronbach's Alpha value	Critical Value	Information
0.872	0.60	Reliable
0.709	0.60	Reliable
0.673	0.60	Reliable
0.727	0.60	Reliable

Source: Processed by researchers

Based on table 4, the Croanbach's alpha value of all instrument items is more than 0.60. So it can be concluded that all instrument or questionnaire items used are reliable and suitable for use to collect data.

Classical Assumption Testing

Normality test

The following are the test results Normality:

Table 5. Residual Normality Test

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residuals		
N		100
Normal Parameters,, b	Mean	.0000000
	Std. Deviation	1.28695329
Most Extreme Differences	Absolute	,061
	Positive	,061
	Negative	-.044
Kolmogorov-Smirnov Z		,609
Asymp. Sig. (2-tailed)		,852
a. Test distribution is Normal.		
b. Calculated from data.		

From the output above it can be seen that the significance value (Asym.Sig 2 tailed) from the table above is $0,852 > 0.05$.

Autocorrelation Test

The following are the test results Autocorrelation:

Table 6. Durbin-Watson test

Model Summary b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.708a	,501	,486	1,307	1,985
a. Predictors: (Constant), Promotion, Service Quality, Price Perception					
b. Dependent Variable: Customer Satisfaction					

The research results show that the DW value is in the range of 1.5 to 2.5 with a value of 1.985, which means that there is no autocorrelation problem.

Multicollinearity Test

The following are the test results Multicollinearity:

Table 7. Multicollinearity Test

Coefficientsa			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price Perception	,573	1,746
	Service quality	,712	1,405
	Promotion	,555	1,803

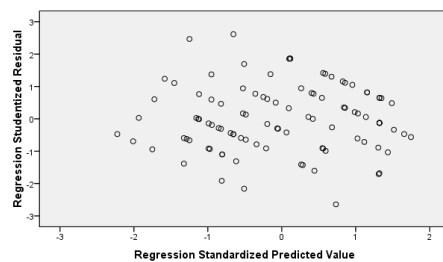
a. Dependent Variable: Customer Satisfaction
 Source: Results of data processing with the SPSS version 17 program

The results of the Variance Inflation Factor (VIF) test on the SPSS output result of 17.0 coefficient table, each independent variable has a VIF < 10, namely for the price perception variable 1.746, the service quality variable 1.405 and for the promotion variable 1.803 and it can be concluded that no multicollinearity occurs. Meanwhile, the tolerance value is > 0.10, namely for the price perception variable 0.573, for service quality 0.712 and for promotions 0.555. So it can be stated that the multiple linear regression model does not have multicollinearity between the dependent variable and other independent variables so it can be used in this research.

Heteroscedasticity Test

The following are the results of the Heteroscedasticity Test:

Table 8. Heteroscedasticity Test



From the scatterplot graph in the image above, it can be seen that the points are spread randomly, and are spread above and below zero on the Y axis. This can be concluded that heteroscedasticity does not occur in the regression model (Ghozali, 2011: 107).

Hypothesis testing

Model Validity Test (F Test)

The following are the results of the Model Validity Test (F Test):

Table 9. F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	164,871	3	54,957	32,176	,000a
	Residual	163,969	96	1,708		
	Total	328,840	99			

a. Predictors: (Constant), Promotion, Service Quality, Price Perception
 b. Dependent Variable: Customer Satisfaction

The calculated F value is 32,176 with a significance level of 0.000, because the calculated F value of 32,176 is at a significance of <0.05, then H₀ in equation 1 is rejected or there is a match between the model and the data. So it can be stated that the variables of price perception, service quality and promotion directly have a real influence on customer satisfaction, and are declared valid.

CONCLUSION

The results of the research stated previously, it can be concluded that: (1) price perception has a significant effect on customer satisfaction at BlueBird, (2) service quality has a significant effect on customer satisfaction at Bluebird, and (3) promotions have a significant effect on customer satisfaction at Bluebird. Based on the research results, it can be seen that price perception has a significant influence on customer satisfaction using Bluebird transportation services. This can be explained in research that distributes questionnaires directly to Bluebird transportation service users. However, the company must still be committed to maintaining price stability to suit the capabilities of BlueBird customers, by not imposing any costs on its services in order to maintain customer satisfaction.

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