



THE INFLUENCE OF SERVICE QUALITY AND PRICE DISCOUNTS ON CONSUMER LOYALTY IN MAXIM TRANSPORTATION SERVICES IN BENGKULU CITY

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Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Dila Puspita Dilapuspita48835@gmail.com Department of Management University of Muhammadiyah Bengkulu</p>	<p>This study was determining the effect price promotion and service quality customer satisfaction online motorcycle taxi services. Population of this study people of Bengkulu city who Maxim application. The number samples obtained 120 respondents using 16 formulas. data analysis method used multiple linear regression. The results study shows that (1) Price no significant effect on Online Motorcycle taxi services Maxim Bengkulu City, (2) Promotion has significant effect on Online Motorcycle taxi services Maxim Bengkulu City, (3) Quality not significantly affect Online Motorcycle taxi services Maxim Bengkulu City, (4) Customer satisfaction no significant effect on online taxi services Maxim Bengkulu City.</p> <p>Keywords: <i>Price, Promotion, Service Quality, Customer Satisfaction, Online Motorcycle Taxi Services</i></p>
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INTRODUCTION

The rapidly increasing movement of people from one location to another is one of the effects of globalization. Not only people need experience this transfer, but products and services. There is a greater demand for appropriate transportation facilities as the movement of people and products between locations increases. From point of origin to destination, public transport offers transportation services for both people and products. Transportation activities involve moving people (passengers) and goods (freight commodities) from one location (origin or port of call) to another location (part of the destination), enabling the carrier to provide transportation services (Nurhikmat, 2023).

Ojek as a form of daily transportation today cannot be underestimated. the emergence of online ojek services offered online, the industry has entered a new phase. The era of utilizing the internet to build online ojek booking applications changed local-based ojek to internet-based through smartphone applications. Until now, several companies such as Maxim, Go-Jek Grab and many more have provided motorcycle public transportation services Online ojek services are growing rapidly, first serving the Special Region of Bengkulu City and now expanding to major cities outside Bengkulu. Currently public transportation consumers can choose the practical option of using ojek (Nurhikmat, 2023).

They choose one of the various options based on their needs and preferences. To achieve client satisfaction, the application-based transportation company, Maxim, must be able to build adequate trust service quality. must first register a unique account as a consumer by downloading the Maxim Playstore application before being able to use. Based on the number of Maxim application downloads recorded on PlayStore, there are currently 10 million users of the application.

A Russian business called Maxim operates in Indonesia under the direction of PT Teknologi Prima Indonesia since July 2018. Currently 16 cities in Indonesia, Jakarta, Banda Aceh, Banjarmasin, Jambi, Pekanbaru, Bengkulu, Denpasar, Solo, Pontianak, Samarinda, Singkawang, Surakarta, Bandar Lampung, Yogyakarta, Padang, and Palembang where Maxim operates legally Maxim has only been doing business in Bandar Lampung itself since June 2019.

To ensure businesses don't fall behind in the competition it is vital to delight consumers. According to (Rosi, 2023) Customer satisfaction can be felt by customers comparing experiences in purchasing goods or services from the buyer's own goods or services provider. According to (Hamid & Susanti, 2023) Customer satisfaction is a feeling of pleasure or disappointment for someone arising after comparing product performance against expected performance.

The price factor is also focused on the company's interest in attracting customers to make purchases (Kusumayanti et al., 2022) price is the amount of money charged for a product or service in exchange for consumer benefits for using the product or service. According to (Irdha Yusra & Widia Wati Rizki, 2021) Several indicators measure prices among the price range of consumer purchasing power price competitiveness of similar products price with quality. In research (Yohana Walangitan et al., 2022) Price is also one of the elements of the flexible marketing mix. Prices are changed quickly there is no product characteristic distribution agreement, not only price, but promotion also influences increasing customer satisfaction.

Promotion is the company's activity of communicating and promoting the target market product (Riyono & Budiharja, 2020). Communication promotion provides an explanation to convince potential customers about goods and services, the purpose of promotion is to gain attention to educate remind and convince potential customers (Nurhikmat, 2023). Research (Riyono & Budiharja, 2020) Promotion aims to inform, influence, persuade, and remind customers. Apart from promotion, good service quality determines customer satisfaction. According to (Ambarsari, 2023) Service quality is the level of excellence expected control over the level of excellence expected control over the level of excellence to meet customer desires. Service quality measurement (Arsyad, 2023) in the explanatory research, explained through service and determine it, the factors used in measuring service quality 5 dimensions are reliability, responsiveness, assurance, empathy, tangibles.

Bengkulu City is a potential city for service businesses. Every year, several students travel to Bengkulu to attend university. Online ojek is the best alternative for Bengkulu residents to avoid traffic jams. Marketing is done using Android smartphones with applications, Instagram and WhatsApp, Line has a limited impact on the ability of people to use online ojek services in certain circles. Online ojek company "Maxim" Bengkulu applies a price strategy, promotion and quality of service to attract customers.

METHOD

This study is an associative relationship aims to determine the effect of price promotion and service quality on customer satisfaction of maxim online ojek services in Bengkulu City. The population is all customers using maxim online motorcycle taxis in Bengkulu City. The sample uses the formula (Hair jr.et al 2010) the number of indicators ($24 \times 5 = 120$) in the study using a sample of 120 respondents. The sampling technique used probability sampling, the criteria for each customer respondent has used the maxim application. The data collection technique distributes questionnaires, uses a Likert scale measuring instrument. Analysis method Classical assumption test Multiple linear regression analysis and hypothesis testing. (Ananda et al., 2023).

RESULT AND DISCUSSION

Finding

The validity test is used to determine the reliability of an instrument comparing the score of the question item with the overall score of the validity construct or variable.

Table 1 Price Validity Test Results (X1)

Variable	r Count	rTable	Result
X1. 1	.612	0.1779	Valid
X1. 2	.383	0.1779	Valid
X1. 3	.724	0.1779	Valid
X1. 4	.727	0.1779	Valid
X1. 5	.745	0.1779	Valid
X1. 6	.602	0.1779	Valid

Source: SPSS 16 Research Results (2023)

Table 2 Promotion Validity Test Results (X2)

Variable	rCount	rtable	Result
X2. 1	.782	0.1779	Valid
X2. 2	.791	0.1779	Valid
X2. 3	.874	0.1779	Valid
X2. 4	.829	0.1779	Valid
X2. 5	.784	0.1779	Valid
X2. 6	.618	0.1779	Valid

Source: SPSS 25 Research Results

Table 3 Validity Test Results Service quality (X3)

Variable	rCount	rtable	Result
X3. 1	.840	0.1779	Valid
X3. 2	.812	0.1779	Valid
X3. 3	.760	0.1779	Valid
X3. 4	.803	0.1779	Valid
X3. 5	.780	0.1779	Valid
X3. 6	.797	0.1779	Valid

Source: SPSS 25 Research Results

Table 4 Customer Satisfaction Validity Test Results (Y)

Variable	rcount	rtable	Result
Y. 1	.737	0.1779	Valid

Y. 2	.811	0.1779	Valid
Y. 3	.769	0.1779	Valid
Y. 4	.744	0.1779	Valid
Y. 5	.643	0.1779	Valid
Y. 6	.579	0.1779	Valid

Source: SPSS 25 Research Results

It can be seen from the table that the results of the validity test on the variable show $r_{count} > r_{table}$ according to the provisions. So, this shows that all variable statement items are valid.

Reliability Test

The reliability test of an instrument is quite reliable as a good instrument data tool. Determination of reliable data Cronbach's alpha coefficient > 0.6 .

Table 5 Reliability Test Results

Variable	Cronbach's alpha	Alpha	Result
X1	.688	0,6	Reliable
X 2	.865	0,6	Reliable
X 3	.882	0,6	Reliable
Y	.806	0,6	Reliable

Source: SPSS 25 Output Research Results

From the results of the reliability test it is known that the value > 0.6 can be said in the study reliably used research instruments.

Classical Assumption Test

Normality Test

The normality test is intended to show whether the distribution pattern is normal or not, and to fulfill the assumption of normality.

Normal P-P Plot of Regression Standardized Residual

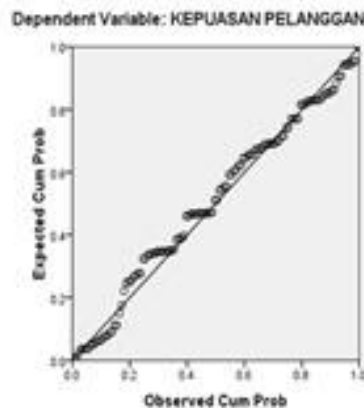


Figure 1 Normality test

Source: SPSS 25 Output Research Results

Because the data (dots) are spread around the diagonal line in the figure above, the normality test shows a regularly distributed pattern, it can be said that the normality test.

Heteroskedastic Test

Heteroskedastic test tests the model used regression occurs residual inequality of one observation to another in the study use scatterplot.

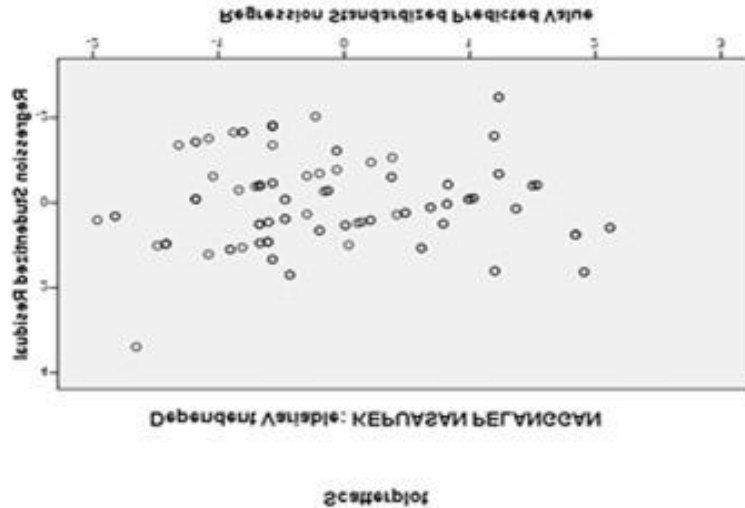


Figure 2 Heteroscedastic Test
Source: SPSS 25 Output Research Results

Because the dots spread the picture above, concluding the independent variable is not heteroscedastic. It can be said that the regression model fulfills the assumption of homoscedasticity and can be used for further testing.

Multicollinearity Test

The multicollinearity test is carried out using the Tolerance value and Variance Inflation Factor (VIF).

Table 5 Multicollinearity Test

Variable	Tolerance	VIF
X1	.835	1.198
X2	.836	1.196
X3	.994	1.006

Source: SPSS 25 Output Research Results

The table above can be seen that the Tolerance value for price, promotion, and service quality has a Tolerance value > 0.1 VIF < than 10, the above independent variables are free of multicollinearity.

Multiple Linear Regression Analysis

Multiple analysis using SPSS software.

Table 6 Multiple Linear Regression Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
	1 (Constant)	12.375	2.908				4.255	.000		
HARGA	.094	.105	.077	.891	.375	.275	.082	.070	.835	1.198
PROMOSI	.420	.076	.476	5.521	.000	.503	.456	.436	.836	1.196
KUALITAS LAYANAN	-.094	.055	-.134	-1.698	.092	-.124	-.156	-.134	.994	1.006

Source: SPSS 25 Output Research Results

$Y = 12,375 + 0.094 (X1) + 0.420 (X2) + -0.094 (X3)$ can be explained as follows:

1. The constant value = 12,375 means that if the price X1 promotion X2 and service quality X3 remain customer satisfaction Y remains 12,375 units.
2. The coefficient value of X1 is positive = 0.094, meaning that X1 is increased by one unit while X2 X3 remains Y increases = 0.094 units.
3. The coefficient value of the X2 variable is positive, namely 0.420, which means that if X2 is increased by one unit while X1 and X3 remain, Y increases = 0.420 units.
4. The coefficient value of X3 is negative = -0.094, which means that if X3 is increased by one unit, it decreases = - 0, 094.

Multiple Correlation and Coefficient of Determination

Table 7 Multiple Correlation and Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527 ^a	.278	.259	2.246778

Source: SPSS 25 Output Research Results

The value of the multiple correlation coefficient (R) = 0.527. This means that there is a moderate relationship between the variables of price, promotion, and service quality on customer satisfaction. R² test results = 0.259, used to determine how much the percentage contribution of the influence of price (X1) promotion (X2) and service quality (X3) on customer satisfaction (Y) online motorcycle taxi services (maxim Bengkulu City). Contribution = 25.9% while the rest is influenced by other variables not studied.

T Test (Partial)

The T test is used to determine the effect of the independent variable on the dependent variable to see the value of the probability.

**Table 8 T Test Results (Partial)
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Partial	Tolerance	VIF
		1	(Constant)	12.375			2.908		4.255	.000	
	HARGA	.094	.105	.077	.891	.375	.275	.082	.070	.835	1.198
	PROMOSI	.420	.076	.476	5.521	.000	.503	.456	.436	.836	1.196
	KUALITAS LAYANAN	-.094	.055	-.134	-1.698	.092	-.124	-.156	-.134	.994	1.006

Source: SPSS 25 Output Research Results

From the table above, the significance value is obtained.

1. There is no effect of X1 on Y in online motorcycle taxi services (Maxim Bengkulu City) with a tsig value = 0.375 and a calculated t value of 0.891 < t table 1.65765 H0 is accepted and Ha is rejected, so the variable (X1) has no effect on (Y).
2. There is an effect of X2 on Y in online motorcycle taxi services (Maxim Bengkulu City) with a tsig value = 0.000 and a t value of 5.521 > t table 1.65765 H0 is rejected, and Ha is accepted, so the variable (X2) has an effect on (Y).
3. There is no effect of X3 on Y in online motorcycle taxi services (Maxim Bengkulu City) with a tsig value = 0.92 and a t value of -1.698 < t table 1.65765 H0 is accepted, and Ha is rejected, so the variable (X3) has no effect on (Y).

F test

The F test was conducted using SPSS 16 a = 0.05, the following are the results of the f test

Table 9 F Test Results (Simultaneous)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	225.022	3	75.007	14.859	.000 ^a
	Residual	585.569	116	5.048		
	Total	810.592	119			

Source: SPSS 25 Output Research Results

f count = 14.859 sig 0.000 < from sig 0.05 then and the value of f count 14.859 > f table 3.07 then H0 is rejected Ha accepted can be concluded Price (X1), Promotion (X2) and Service quality (X3) on Customer Satisfaction (Y) together have a simultaneous influence.

Discussion

A. Effect of Price on Customer Satisfaction

The results showed that price has no partial effect on customer satisfaction of online motorcycle taxi services (Maxim Bengkulu City). The price regression coefficient value (X_1) = 0.094 means that the price increases customer satisfaction (Y) will increase by 0.094.

Price is the amount of money buyers must pay to retailers to get the goods or services they want. As a result of the owner of the goods or services setting the price in the art of selling to the customer, the buyer bids on the price. The transaction takes place once the buyer and seller reach an agreement.

In contrast to the results of previous research, the price has a significant positive effect on customer satisfaction, the hypothesis reads "Price has an effect on customer satisfaction", declared accepted. The influence of the two variables is positive, meaning that the more appropriate the price offered to customers, the higher the customer's satisfaction using the services or services of the Kausari hotel.

B. The Effect of Promotion on Customer Satisfaction

The results of promotional research have a partial effect on Customer Satisfaction of online motorcycle taxi services (maxim Bengkulu City). The regression coefficient value of Promotion = 0.420 means that Promotion is increased Purchase Interest (Y) will increase by 0.420.

As indicated by the application of maxim, promotion is a means of boosting sales of goods or services, often done by advertising or lowering prices. Some ways to promote sales through digital communication social media platforms such as SMS conventional media such as newspapers, brochures, and in-store promotions. To persuade potential customers to buy their goods or services, sellers must use strategies. One marketing strategy is said to increase the attention of public interest. This leads to the conclusion that running a true promotion has a significant impact on increasing customer happiness, meaning that it is getting better. Promotion is also getting better if Customer Satisfaction of online motorcycle taxi services (Maxim Bengkulu City).

C. Effect of Service Quality on Customer Satisfaction

Service quality has no partial effect on customer satisfaction of online motorcycle taxi services (Maxim Bengkulu City). The regression coefficient value of Service = -0.094 means that the quality of service has increased by one unit, the value of service quality has decreased by = -0.094 units.

Service The main factor used to determine consumer happiness is quality. If a business can provide products or services according to the needs of its clients, it is very good. Excellent customer service product quality has a significant impact on increasing customer satisfaction a service meets customer expectations, said to have high service quality. Conversely, a service does not meet customer expectations, the quality of service is considered low sometimes there is a service that does not meet customer expectations, it is considered that the company cannot meet customer expectations through both products and services. Thus, it can be said that improper service quality has no effect on increasing customer satisfaction, meaning that service quality does not affect customer satisfaction for online motorcycle taxi services (Maxim Bengkulu City).

D. The Effect of Price, Promotion, and Service Quality on Customer Satisfaction of Online Ojek Services (Maxim Bengkulu City).

The results of the study Price, Promotion, and Service quality have a simultaneous effect on customer satisfaction of online motorcycle taxi services (Maxim Bengkulu City). The multiple correlation coefficient value = 0.527 means that there is a moderate relationship between price, promotion, and service quality on customer satisfaction of online motorcycle taxi services (Maxim Bengkulu City). The value of the multiple determination coefficient = 25.9% means that simultaneously price, promotion, and service quality on customer satisfaction of online motorcycle taxi services (Maxim Bengkulu City).

CONCLUSION

Based on the research results obtained regarding the Effect of Service Quality and Price Discounts on Consumer Loyalty at Maxim Transportation Services in Bengkulu City, the following conclusions can be drawn:

1. $Y = 12,375 + 0.094 (X1) + 0.420 (X2) + -0.094 (X3)$

Numbers can be explained as follows:

2. The constant value = 12,375 means that price (X1) Promotion (X2) and service quality (X3) remain Customer Satisfaction (Y) increases = 12,375 units. The value / coefficient (X1) is positive 0.094 (X1) at the level of one unit while (X2) and (X3) remain (Y) increased = 0.094 units The coefficient value (X2) is positive 0.420, meaning that (X2) is increased by one unit while (X1) (X3) remains (Y) increased by 0.420 units. The coefficient value of X3 is negative -0.094, meaning that X3 increased by one unit will decrease = -0.094.
3. Multiple correlation test results using SPSS. The value of the multiple multiple correlation coefficient = 0.527 52.7%. means that there is a strong enough influence Price (X1) Promotion (X2) and Service Quality (X3) The effect of price, promotion, and service quality on satisfaction on customer satisfaction for online motorcycle taxi services (Maxim, Bengkulu city).
4. The R2 test results are used to determine how much the percentage of the contribution of the influence of Price (X1) Promotion (X2) Service quality (X3) on Customer Satisfaction (Y) online motorcycle taxi services (Maxim Bengkulu City) Provides a contribution = 25.9% influence, the rest is influenced by other variables not examined.
5. The t test is used to determine the effect of the independent variable on the dependent variable seeing the probability value. obtained a significance value. There is no effect of X1 on Y online ojek services (Maxim Bengkulu City) tsig value 0.375 and t value 0.891 < t table 1.65765 H0 is accepted, and Ha is rejected (X1) has no effect on (Y). There is an effect of X2 on Y in online motorcycle taxi services (Maxim Bengkulu City) with a tsig value of 0.000 and a t value of 5.521 > t table 1.65765 thus H0 is rejected, and Ha is accepted (X2) influences (Y). There is no effect of X3 on Y in online motorcycle taxi services (Maxim Bengkulu City) with a tsig value = 0.092 and a t value of -1.698 < t table 1.65765 H0 is accepted and Ha is rejected, so the variable (X3) has no effect on (Y).

Based on the f test count = 14.859 sig 0.000 < from sig 0.05 and the value of f count 14.859 > f table 3.07 H0 is rejected Ha is accepted concluded Price (X1) Promotion (X2)

and service quality (X3) on online motorcycle taxi services (Maxim Bengkulu City) (Y) have a simultaneous influence.

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