

The Effect of Fares and Service Quality on Customer Satisfaction with the Grab Application in Sawangan District, Depok City

Rekhan Ramdani^{1*}, Yuyus Kadarusman²
Program Studi Manajemen, Universitas Pamulang Tangerang Selatan,
Indonesia

Corresponding Author: Rekhan Ramdani

rekhanramdani18@gmail.com

ARTICLE INFO

Keywords: Rates, Service Quality, Customer Satisfaction

Received : 8, August

Revised : 26, August

Accepted: 27, September

©2025 Ramadhan, Izharudin: This is an open access article distributed under the terms of [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study aims to analyze the effect of price and service quality on customer satisfaction with the Grab application in Sawangan District, Depok City, using an associative quantitative method with 96 respondents determined through the Rao formula. Data were tested using validity, reliability, classical assumption tests, regression, correlation, and determination coefficients. The results of the partial t-test show that price ($t_{count} 11.380 > t_{table} 1.985$; sig. $0.000 < 0.05$) and service quality ($t_{count} 3.56 > t_{table} 1.985$; sig. $0.001 < 0.05$) both have a positive and significant effect on customer satisfaction. Furthermore, the F-test ($F_{count} 77.133 > F_{table} 3.095$; sig. $0.000 < 0.05$) confirms that price and service quality simultaneously have a significant influence on customer satisfaction.

INTRODUCTION

The existence of *online* transportation has significant implications in several ways, both from a user perspective and from a social and economic point of view. From the user side, online transportation services provide accessibility, convenience, and safety while traveling and help reduce dependence on traditional transportation. Currently, there are many choices of online transportation services in Indonesia, one of which is *GRAB*.

GRAB is an Indonesia-based technology company that offers a wide range of services through its mobile app, ranging from *online* transportation, food delivery, courier services, *online payments* to financial services. Present in Indonesia since May 2014, grab has managed to expand to more than 90 cities in Indonesia by reaching the number of downloads of around 31 million users.

Online transportation services have been growing in recent years. This has led to fierce competition in the online transportation service industry, where many companies produce the same type of services and products but with different rates and service quality. In addition to Grab, there are several online transportation service providers in Indonesia that offer similar services, including *Gojek*, *Indriver* and *Maxim*. To find out more, here is a graph of online transportation services used by respondents in 2023.

Table 1. Pre-Survey Results on Customer Satisfaction of Grab App

No	Question	Answer (%)		Number of Respondents
		Ya	No	
1	(<i>Suitability of expectations</i>) I am satisfied with the service provided by grab	53,3%	46,7%	30
2	(<i>Interest in revisiting</i>) Interested in using grab services again in the future	46,7%	53,3%	30
3	(<i>Willingness to recommend</i>) I would recommend grab service to people I know	36,7%	63,3%	30

Source: Researcher Data Processing (2024)

In the pre-survey outcomes above, It is evident that the outcomes show the percentage where customers are dissatisfied with grab's performance, the discrepancy between perceived performance and expectations represents the degree of customer satisfaction. If the performance is not up to par with what was anticipated, this does not make customers satisfied. Customer satisfaction is not spared from the role that exists in the quality of service and Tariff run by *grab*, the ideal point of customer satisfaction is when they receive an exchange that they find profitable.

Whether a *brand* develops or not, it can be influenced by tariffs and service quality as well, customers often use tariffs as an indicator of the value between perceived benefits, if the tariffs established by a business are not consistent with the advantages of its products, then customer satisfaction can decrease and vice

versa. If consumers see the value as high, it will cause customer satisfaction. Tariffs are one of the key factors that most customers take into account when gauging their level of happiness with the items that are being supplied, and they play a significant part in marketing mixes.

According to Tjiptono in Yuliana and Febriyani (2019:23), stated that " The amount of money (monetary unit) and/or other factors (non-monetary) that include certain utilities or uses required to receive a service can be regarded as the price or tariff".

Not only tariffs, another element influencing client happiness is Service Quality, according to Tjiptono in Herlambang and Komara (2022:58), Service quality is an endeavor to satisfy customer expectations and satisfaction by providing goods or services that are accompanied by consumer wishes and accurate delivery methods.

LITERATURE REVIEW

Fare

Tariff is the unit price of services or costs incurred to obtain a service or service or stated differently, Price is the amount of money that buyers must spend to receive goods, services, or services from manufacturers. Consumers choose products at prices according to their needs and features.

According to Lupiyoadi, the term price in the service business can be found with various names. Universities or universities use tuition education coaching donations (tuition), professional consultants use the term fee (honor), banks provide service charges (service fees), toll roads or transportation services apply rates, brokers use the term commission, apartments use rent, insurance uses premiums, and others (Yuliana and Febriyani 2019:23)

According to Kotler in Rizky and Yasin (2014:137), stated that " The sole component of the marketing mix that influences opinions is price; all other components are expensive.

Quality of Service

According to Kotler in Widjoyo (2014:2), every action or undertaking that may be provided by one party to another that is essentially intangible and does not confer ownership is referred to be a service.

According to Zameer in Nizam Ulul Azmy and Yustina Chrismardani (2023:185), the whole set of traits derived from engineering, production, marketing, and maintenance that enable these goods and services to be utilized to satisfy client or consumer expectations is known as service quality.

Customer Satisfaction

According to Kotler and Keller (2016:50), When a person compares the product's perceived performance (or outcomes) with anticipation, they might feel either happy or disappointed. This is known as satisfaction. If it meets the expectations of the satisfied consumer. If you exceed the expectations of satisfied or happy consumers.

According to Kotler and Keller in Rooroh, Moniharapon, and Loindong (2020:132), When a person compares the perceived performance of a product (or

outcome) against their expectations, they might feel satisfied or disappointed anticipations. If performance is not up to par, customers will not be satisfied. Customers will be happy if the performance meets their expectations. The customer will be ecstatic or content if the performance goes above and beyond their anticipations.

According to M.N. Nasution in Syahfitri and Kusnanto (2021:29), customer satisfaction is defined as a buyer's assessment in which the selected option meets or beyond the buyer's expectations, whereas dissatisfaction happens when the outcomes fail to meet the buyer's anticipations.

METHODOLOGY

The kind of study that is employed is employing quantitative methods that are associative. According to Sugiyono (2012:100), the goal of associative study is to ascertain how two or more factors affect one another. With this study, a hypothesis may be developed that explains or predicts a symptom. Then the deposition chosen this study employs a quantitative methodology in which the data obtained is represented by numerical values. In this study, the respondents taken as samples were customers who had used Grab's online motorcycle taxi transportation services in Sawangan District, Depok City more than once. Because in this study, the size of the population is not known for sure, it will be difficult to find the right number of samples.

According to Sujarweni (2015:155), if there is uncertainty about the study's population, then the research sample's size is determined by the Rao Purba formula, namely:

$$n = \frac{z^2}{4 (Moe)^2}$$

Information:

n = The quantity of samples

z = Degree of confidence in the determination of the sample was determined 95% = 1.96

Moe = Margin of error

The most samples that may be collected, with a 10% margin of error, is as follows:

$$n = \frac{1,96^2}{4 (10\%)^2}$$

n = 96,04 (Rounded to 96 Respondents)

RESEARCH RESULTS

Validity Test

Table 2. Validity test results X1, X2, Y

Variabel	Statement	Calculation	rtable	Description
PRICE (X1)	X1.1	0,636	0,200	Valid
	X1.2	0,567	0,200	Valid
	X1.3	0,614	0,200	Valid
	X1.4	0,338	0,200	Valid
	X1.5	0,479	0,200	Valid
	X1.6	0,457	0,200	Valid
	X1.7	0,604	0,200	Valid

	X1.8	0,523	0,200	Valid
	X1.9	0,365	0,200	Valid
	X1.10	0,511	0,200	Valid
Variabel	Statement	Calculation	rtable	Description
SERVICE QUALITY (X2)	X1.1	0,543	0,200	Valid
	X2.2	0,364	0,200	Valid
	X2.3	0,588	0,200	Valid
	X2.4	0,534	0,200	Valid
	X2.5	0,600	0,200	Valid
	X2.6	0,386	0,200	Valid
	X2.7	0,311	0,200	Valid
	X2.8	0,515	0,200	Valid
	X2.9	0,631	0,200	Valid
	X2.10	0,604	0,200	Valid
	X2.11	0,560	0,200	Valid
	X2.12	0,556	0,200	Valid
Variabel	Statement	Calculation	rtable	Description
CUSTOMER SATISFACTION (Y)	X1.1	0,493	0,200	Valid
	X1.2	0,312	0,200	Valid
	X1.3	0,558	0,200	Valid
	X1.4	0,543	0,200	Valid
	X1.5	0,666	0,200	Valid
	X1.6	0,472	0,200	Valid
	X1.7	0,473	0,200	Valid
	X1.8	0,586	0,200	Valid
	X1.9	0,547	0,200	Valid

Source: Data Processed, 2025

Table 2. presents the findings of the validity test for variables X1, X2, Y consisting of statement items. In the table, each statement item is tested by contrasting the r-table with the computed r-value, which has been rounded to 0.200. The results of the analysis show that all statement items own a computed if the r value is greater than the r table, So, since all of the statement items in variables X1, X2, and Y satisfy the validity requirements, including the r count, they are all deemed valid exceeds the r table.

Reliability Test

Table 3. Tariff validity test results (X1)

<i>Variabel</i>	<i>Statement</i>	<i>Calculation</i>	<i>rtable</i>	<i>Description</i>
<i>PRICE (X1)</i>	<i>X1.1</i>	<i>0,636</i>	<i>0,200</i>	<i>Valid</i>
	<i>X1.2</i>	<i>0,567</i>	<i>0,200</i>	<i>Valid</i>
	<i>X1.3</i>	<i>0,614</i>	<i>0,200</i>	<i>Valid</i>

	X1.4	0,338	0,200	Valid
	X1.5	0,479	0,200	Valid
	X1.6	0,457	0,200	Valid
	X1.7	0,604	0,200	Valid
	X1.8	0,523	0,200	Valid
	X1.9	0,365	0,200	Valid
	X1.10	0,511	0,200	Valid

Source: Data Processed, 2025

The test findings indicate that the Tariff variable (X1) obtained a Cronbach's Alpha value of 0.684, the Service Quality variable (X2) of 0.747, and the Customer Satisfaction variable (X3) of 0.652. All of these values are above the reliability standard (0.60), so that all three variables can be declared reliable. This means that the measurement instruments used in this research have good internal consistency and is able to trusted to be utilized for further analysis.

Normality Test

Table 4. Normality Test Results Using the Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		96	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.98489271	
Most Extreme Differences	Absolute	.069	
	Positive	.044	
	Negative	-.069	
Test Statistic		.069	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.302	
	99% Confidence Interval	Lower Bound	.290
		Upper Bound	.314

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Data Processed, 2025

According to the results, the standard deviation is 2.98489271 and the residual mean value is 0.0000000. The value of the Kolmogorov-Smirnov statistical test was 0.069, and the significance level (Asymp. Sig. 2-tailed) was 0.200. It is possible to conclude that the residual data is normally distributed because the significance value is higher than 0.05. As a result, the normalcy assumption is satisfied, indicating that the data is feasible for use in regression analysis or other statistical models.

Multicollinearity Test

Table 5. Multicollinearity Test Results

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	1.291	2.856		.452	.652		
	Tarif	.689	.061	.728	11.306	<.001	.976	1.025
	Kualitas Pelayanan	.156	.047	.213	3.316	.001	.976	1.025

a. Dependent Variable: Kepuasan Pelanggan

Source: Data Processed, 2025

Considering output, the tolerance value of the Tariff variable is of 0.976 and an inflation factor (VIF) for variation of 1.025, while the Service Quality variable also has a tolerance value of 0.976 and VIF of 1.025. A value for tolerance above 0.10 and multicollinearity among the model's independent variables is not an issue if the VIF value is less than 10.

Heteroscedasticity Test

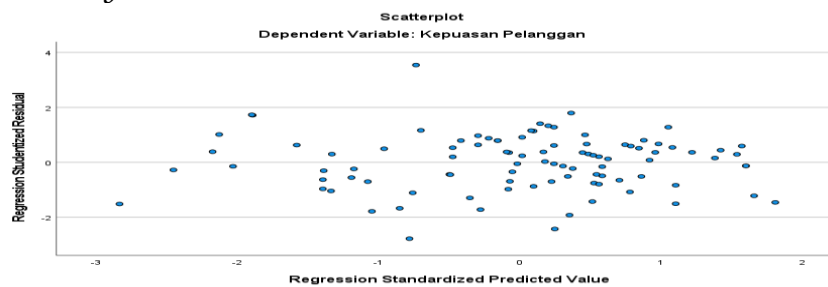


Figure 1. Heteroscedasticity Test

The data points were randomly scattered and did not establish a certain pattern, indicating that there were no significant heteroscedasticity issues inside the paradigm of regression. This supports residual variance is assumed to be constant over the entire range of predictive values.

Autocorrelation Test

Table 6. Autocorrelation Test Results with Durbin Watson

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.790a	.624	.616	3.017	1.552

a. Predictors: (Constant), Quality of Service, Rates

b. Dependent Variable: Customer Satisfaction

Source: Data Processed, 2025

Based on table 6. shows the autocorrelation test findings shown by the Durbin-Watson value of 1.552. Autocorrelation tests are performed to detect the presence of correlations between one residual and another in the regression model, which if present can interfere with the validity of the model. The ideal Durbin-Watson value is in the range of 1, to 1.5, which indicates no autocorrelation.

Simple Linear Regression Test

Table 7. Results of Simple Linear Regression Test Variable Rate (X1) on Customer Satisfaction (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.882	2.424		2.839	.006
	Tarif	.720	.063	.761	11.380	<.001

a. Dependent Variable: Kepuasan Pelanggan

Source: DataProcessing, 2025

A straightforward linear regression formula can be formulated as follows:

$$Y=6.882+0.720x1$$

So table 1.6 shows the results of the basic linear regression test were obtained from the regression equation between the tariff variable (X) and customer satisfaction (Y). The value of constant (B) of 6.882 indicates that if the tariff variable is zero, then the customer satisfaction value is predicted to be 6.882. The tariff variable's regression coefficient is 0.720 (Positive), which shows a unidirectional influence, it can be interpreted that if the tariff variable (X1) is raised by one unit, after which customer satisfaction (Y) will rise by 0.720 units.

Table 8. Results of Simple Linear Regression Test Variable Service Quality (X2) on Customer Satisfaction (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.820	3.135		7.598	<.001
	Kualitas Pelayanan	.238	.071	.327	3.356	.001

a. Dependent Variable: Kepuasan Pelanggan

Source: Data Processed, 2025

A straightforward linear regression formula can be formulated as follows:

$$Y=23,820+0,238x2$$

So, table 8 displays the findings of the basic linear regression test were obtained from the regression equation between customer happiness (Y) and the service quality variable (X). A constant value (B) of 23,820 indicates because when

service quality is at zero, client contentment is predicted to be 23,820. The service quality variable's regression coefficient is 0.238 (Positive), which shows a unidirectional influence, it can be interpreted that if the Service Quality variable (X_2) is increased by one unit, then customer satisfaction (Y) will rise by 0.238 units.

Multiple Regression Test

Table 9. The results of the multiple regression analysis test of the variables of tariff (x_1) and service quality (x_2) on customer satisfaction (y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.291	2.856		.452	.652
	Tarif	.689	.061	.728	11.306	<.001
	Kualitas Pelayanan	.156	.047	.213	3.316	.001

a. Dependent Variable: Kepuasan Pelanggan

Source: Data Processed, 2025

Considering the outcomes of the regression calculation the regression equation $Y = 1.291 + 0.689X_1 + 0.156X_2$ may be found by analyzing the preceding table.

The following conclusion may be drawn from the equation above:

1. The constant value (B) of 1.291 indicates that when both the tariff and service quality variables are zero, customer satisfaction is predicted to be 1.291.
2. The tariff coefficient (X_1) of 0.689 means that each one-unit increase in the tariff variable (X_1) will raise customer satisfaction (Y) by 0.689, assuming the constant and service quality variable (X_2) remain unchanged.
3. The service quality coefficient (X_2) of 0.156 shows that every one-unit increase in the service quality variable (X_2) will increase customer satisfaction (Y) by 0.156, provided that the constant and tariff variable (X_1) remain fixed.

Correlation Coefficient Test (r)

Table 10. Interpretation of Correlation Coefficients

Interval of Correlation Coefficient Value	Relationship Level
0,00-0,199	Very Low
2,00-3,99	Low
4,00-5,99	Keep
6,00-7,99	Strong
8,00-1,000	Very Powerful

Source Sugiyono (2019.248)

Table 11. Test Results of the Partial Correlation Coefficient between Tariff (X1) to Customer Satisfaction (Y)

Correlations

		Tarif	Kepuasan Pelanggan
Tarif	Pearson Correlation	1	.761**
	Sig. (2-tailed)		<.001
	N	96	96
Kepuasan Pelanggan	Pearson Correlation	.761**	1
	Sig. (2-tailed)	<.001	
	N	96	96

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processed, 2025

Considering the correlation coefficient's interval values according to Sugiyono (2019:248), correlation values in the range of 0.800–1,000 are included in the "very strong" category, whereas the "strong" category includes values between 0.600 and 0.799. As a result, a correlation value of 0.761 suggests that tariffs and customer happiness are strongly related.

Table 12. Results of the Coefficient Test Partial between Service Quality (X2) and Customer Satisfaction (Y)

Correlations

		Kualitas Pelayanan	Kepuasan Pelanggan
Kualitas Pelayanan	Pearson Correlation	1	.327**
	Sig. (2-tailed)		.001
	N	96	96
Kepuasan Pelanggan	Pearson Correlation	.327**	1
	Sig. (2-tailed)	.001	
	N	96	96

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processed, 2025

Considering the outcomes of the test for the correlation coefficient shown in the table, the Pearson Correlation value between Customer satisfaction and service quality variables was 0.327 using a 2-tailed significance value (Sig.) of 0.001. Based on the correlation coefficient value's interpretation in accordance with Sugiyono (2019:248), the correlation value in the range of 0.200–0.399 is included in the "low" category. Thus, these results show that there is little correlation between customer pleasure and service quality.

Table 13. Results of the Simultaneous Coercion Coefficient Test between Tariff (X1) and Service Quality (X2) on Customer Satisfaction (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.790 ^a	.624	.616	3.017	.624	77.133	2	93	<.001

a. Predictors: (Constant), Kualitas Pelayanan, Tarif

Source: Data Processed, 2025

Considering the outcomes of the simultaneous correlation coefficient test shown in the Model Summary table, an R value of 0.790 was obtained. According to the interpretation of the correlation coefficient from Sugiyono (2019:248), this number falls into the "strong" category since it falls between 0.600–0.799. This means that simultaneously, the variable price (tariff) and service quality are closely linked to customer satisfaction.

Coefficient Determination Test

Table 14. The result of the partial determination coefficient test between Tariff (X1) and Customer Satisfaction (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 ^a	.579	.575	3.173

a. Predictors: (Constant), Tarif

Source: Data Processed, 2025

Considering the partial determination coefficient test findings between the tariff variable (X1) and customer satisfaction (Y) shown in the Model Summary table, an R value of 0.761 was obtained. The R Square value of 0.579 shows that changes in the tariff variable account for 57.9% of the variance in customer satisfaction, with the remaining 42.1% being impacted by factors outside the tariff variables that are not part of this study model.

Table 15. The test results of the partial determination coefficient between Service Quality (X2) and Customer Satisfaction (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.327 ^a	.107	.097	4.624

a. Predictors: (Constant), Kualitas Pelayanan

Source: Data Processed, 2025

Considering the partial determination coefficient test findings between Customer satisfaction and service quality variables shown in the Model Summary table, an R value of 0.327 was obtained. A partial fluctuation in service quality can account for 10.7% of the variance in customer satisfaction, according to the R Square value of 0.107, with additional elements not included in this research model influencing the remaining 89.3%.

Table 16. The results of the simultaneous determination coefficient test between Tariff (X1) and Service Quality (X2) on Customer Satisfaction (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.790 ^a	.624	.616	3.017

a. Predictors: (Constant), Kualitas Pelayanan, Tarif

Source: Data Processed, 2025

Considering the outcomes of the simultaneous test of determination coefficients between the variable tariff and service quality on customer satisfaction displayed in the Model Summary table, an R value of 0.790 was obtained. An R Square value of 0.624 shows that simultaneously, the variable rate and service quality are able to explain 62.4% of the variation that occurs in customer satisfaction. Meanwhile, other factors not included in this study model had an impact on the remaining 37.6%.

Hypothesis Test

T-Test

Table 17. Results of Hypothesis Test (T-Test) Tariff (X1) on Customer Satisfaction (Y)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.882	2.424		2.839	.006
	Tarif	.720	.063	.761	11.380	<.001

a. Dependent Variable: Kepuasan Pelanggan

Source: Data Processed, 2025

Based on the table, the t-count value of 11.380 is greater than the t-table value of 1.985, with a significance level of $0.000 < 0.05$. Therefore, H_{01} is rejected and H_{a1} is accepted. Since the significance value of 0.000 is lower than the threshold of 0.05, it can be concluded that the tariff variable has a significant effect on customer satisfaction. This indicates that the more appropriate the fare setting, the higher the level of Grab customer satisfaction in the area. Furthermore, the t-count of 11.380 demonstrates that the tariff variable exerts a statistically strong influence.

Table 18. Results of Hypothesis Test (T-Test) Service Quality (X2) on Customer Satisfaction (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.820	3.135		7.598	<.001
	Kualitas Pelayanan	.238	.071	.327	3.356	.001

a. Dependent Variable: Kepuasan Pelanggan

Source: Data Processed, 2025

Based on the table, the t-count value of 3.356 is greater than the t-table value of 1.985, with a significance level of $0.001 < 0.05$, leading to the acceptance of H_{a2} and the rejection of H_{02} . This indicates that service quality has a significant effect on customer satisfaction. In other words, better service quality leads to higher Grab customer satisfaction, with the t-value of 3.356 confirming a statistically strong influence.

F-test

Tabel 19. Simultaneous hypothesis test results (F test) Tariffs (X1) and Service Quality (X2) on Customer Satisfaction (Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1403.996	2	701.998	77.133	<.001 ^b
	Residual	846.411	93	9.101		
	Total	2250.406	95			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kualitas Pelayanan, Tarif

Source: Data Processed, 2025

Based on the table, it is known that Nilia F calculates $77.133 > F$ table 3.095 with a significant $0.000 < 0.05$ H_{03} : Rejected and H Accepted. Because the significance limit of 0.05 ($0.001 < 0.05$) is greater than the significance value of 0.000, rates and service quality both significantly impact customer satisfaction, it may be determined. This means that the better the fare setting and the quality of service provided, the greater the impact on Grab customer satisfaction in the region. In addition, the F-value of 77.133 demonstrates that the impact of tariff variables and service quality is statistically strong. a_3

RESEARCH RESULTS

The Effect of Tariffs (X1) on Customer Satisfaction (Y)

According to the analysis's findings, the regression equation's value was $Y = 6.882 + 0.720x_1$, and the correlation coefficient was 0.761, indicating a significant association between the two variables. The determination or

contribution of impact value was 0.579, or 57.9%, with other variables influencing the remaining 42.1%. The hypothesis test was obtained with a t calculation of $11,380 > 1,661$ with a significance of $0.000 < 0.05$ H_{01} Rejected and H_{a1} Accepted. This indicates that there is a strong correlation between Tariff (X1) and Customer Satisfaction (Y) on the grab application in Sawangan District, Depok City.

The Effect of Service Quality (X2) on Customer Satisfaction (Y)

Based on the results of the analysis, the analysis produced the regression equation $Y = 23.820 + 0.238X_2$, with a correlation coefficient of 0.327, indicating a low relationship between the two variables. The coefficient of determination was 0.107, meaning service quality contributed 10.7% to customer satisfaction, while the remaining 89.3% was influenced by other factors. The hypothesis test showed t -count $3.356 > t$ -table 1.661 with a significance level of $0.001 < 0.05$, leading to the rejection of H_{02} and acceptance of H_{a2} . Thus, service quality (X_2) has a significant effect on customer satisfaction (Y) in the Grab application in Sawangan District, Depok City.

Tariff Direction (X1) and Service Quality (X2) Towards Customer Satisfaction (Y)

With an equation value of $Y = 1.291 + 0.689X_1 + 0.156X_2$, the study's findings demonstrated that pricing (X_1) and service quality (X_2) significantly impacted customer satisfaction. The correlation coefficient, which measures the degree of link between the independent and bound variables, comes out at 0.790, indicating a high relationship. While other factors not included in this study affected or explained the remaining 37.6%, the value of determination or contribution had an effect of 0.624, or 62.4%. The hypothesis test obtained a f cal value of $> f_{tbl}$ ($77.133 > 3.095$) with a significant $0.000 < 0.05$, then H_a is rejected H_a , $dineri$ H_{03} : Rejected and H is accepted. This indicates that fare (X_1) and service quality (X_2) have a substantial concurrent impact on customer satisfaction (Y) on the grab application in Sawangan District, Depok City. a_3

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Drawing on the explanation in the earlier chapters, as well as the examination and debate regarding the impact of cost and service quality on client satisfaction of the Grab application in Sawangan District, Depok City, the following conclusions were obtained:

1. Partially the Tariff variable has a considerable influence on client satisfaction using the regression equation $Y=23.820+0.238x_2$. The two factors are strongly association level, as indicated by the correlation value of 0.761. The value of the determination coefficient was 0.579 or 57.9% and the hypothesis test was obtained with a calculation of $11,380 > table$ 1.661 H_{01} Rejected and H_{a1} Accepted, with a significance of $0.000 < 0.05$, indicating that there is a partial and noteworthy relationship between the Tariff variables on Customer Satisfaction of the Grab application in Sawangan District, Depok City.

2. Partially, the service quality variable significantly affects customer satisfaction, as shown by the regression equation $Y = 6.882 + 0.720X_1$. The correlation coefficient of 0.327 indicates a low relationship between the variables, while the coefficient of determination of 0.107 (10.7%) shows the contribution of service quality to customer satisfaction. The hypothesis test results (t -count 3.56 > t -table 1.661, significance 0.001 < 0.05) lead to the rejection of H_{02} and acceptance of H_{a2} , confirming that service quality has a significant partial effect on Grab customer satisfaction in Sawangan District, Depok City.
3. Simultaneously, the variables of Customer happiness is greatly influenced by tariff and service quality, according to the regression equation $Y = 1.291 + 0.689X_1 + 0.156X_2$. A significant association between the independent and bound variables is shown by a correlation value of 0.790. The value of the determination coefficient was 62.4%. With a significance level of 0.000 < 0.05, the hypothesis test yielded F computed 77.133 > F table 3.095 with H_1 Accepted and H_{0_3} Rejected. This indicates that the factors of tariff and service quality have a large and favorable impact on customer satisfaction with the Grab application in Sawangan District, Depok City, at the same time.

Recommendations

Considering the research's conclusions, grab management is advised to evaluate and adjust the fare policy in the Sawangan District area, Depok City to remain competitive and consistent with what customers expect and purchasing power. This can be done through the implementation of a transparent dynamic tariff system, periodic discounts, or loyalty programs based on the frequency of service usage. In terms of service quality, improvements in the dimensions of pick-up punctuality, vehicle cleanliness, and the professional attitude of driver-partners are the main concerns to improve customer satisfaction. Regular training and the provision of performance-based incentives to driver-partners can be an effective strategy in maintaining service standards. In addition, in terms of overall customer satisfaction, it is important for Grab to continue to build trust through consistent and responsive services to user complaints. For further research development, it is recommended to extend the object of the study to other regions or cities and consider additional variables such as value perception or customer loyalty in order to gain a more thorough comprehension among the elements influencing the buyer happiness of online transportation applications.

ADVANCED RESEARCH

Future advanced research on the impact of tariff and service quality on customer satisfaction in online transportation services like Grab should expand beyond a single district by employing a comparative cross-regional or cross-city design to capture variations in demographic, socio-economic, and cultural factors influencing consumer behavior. Incorporating moderating or mediating variables such as perceived value, customer trust, digital literacy, and loyalty intentions would provide a deeper understanding of the underlying mechanisms shaping satisfaction. Methodologically, longitudinal data collection combined

with structural equation modeling (SEM) could offer more robust insights into causal relationships, while the integration of big data analytics from user transaction records and sentiment analysis from customer reviews would enrich empirical findings. This multi-dimensional approach will not only advance theoretical development in service quality and pricing strategies within the sharing economy but also generate practical recommendations for enhancing competitiveness and sustainability in Indonesia's digital transportation ecosystem.

REFERENCES

- Afrilliana, Nadia. 2020. "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Grab di Kota Palembang." *Jurnal Nasional Manajemen Pemasaran & SDM* 1(2):46-55. doi: 10.47747/jnmpsdm.v1i2.119.
- Agus Sudarsono, Aris Ariyanto, Mada Faisal Akbar Universitas Pamulang 2022. "Pengaruh Kualitas Produk Dan Harga Terhadap Kepuasan Pelanggan Yang Berdampak Pada Volume Penjualan" *NIAGAWAN* Vol 11 No 3 November 2022
- Aris Ariyanto, Wawan Widiyanto. 2021. "Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Sablon Southern State Di Pondok Pinang." *International Journal of bussines and information technology* Vol. 2, No. 2, Desember 2021
- Fadli, Muhammad Dariel, and R. Nurafni Rubiyanti. 2021. "Pengaruh Harga, Promosi, Dan Kualitas Pelayanan Terhadap Loyalitas Konsumen Melalui Kepuasan Pelanggan Pada E-Commerce Shopee the Effect of Price, Promotion, and Quality of Service on Consumer Loyalty Through Customer Satisfaction in E-Commerce Shopee." *Telkomuniversity.Ac.Id* 8(5):1-17.
- Firatmadi, Agung. 2017. "Pengaruh Kualitas Pelayanan Dan Persepsi Harga Terhadap Kepuasan Pelanggan Serta Dampaknya Terhadap Loyalitas Pelanggan (Studi Kasus PT. Pelita Air Service)." *Journal of Business Studies* 2(2):80-105.
- Harnita, Ayu, Makmur Kambolong, and Muh Yusuf. 2016. "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Hotel Horison Kendari." *Business UHO: Jurnal Administrasi Bisnis* 1(2):302. doi: 10.52423/bujab.v1i2.9562.
- Herlambang, Alfian Sulisty, and Edi Komara. 2022. "Pengaruh Kualitas Produk, Kualitas Pelayanan, Dan Kualitas Promosi Terhadap Kepuasan Pelanggan (Studi Kasus Pada Starbucks Coffee Reserve Plaza Senayan)." *Jurnal Ekonomi, Manajemen Dan Perbankan (Journal of Economics, Management and Banking)* 7(2):56. doi: 10.35384/jemp.v7i2.255.
- Ihza, A, M, D., & Ruslan, S. (2022). Pengaruh Kualitas Pelayanan dan Harga Kepuasan Pelanggan Pada Rumah Makan dan Pemanciham Warung Bambu di Serpong Tangerang Selatan, Universitas Pamulang. *Jurnal Ilmiah Prodi Manajemen*, 4(3), 115-135.

- Liana, Mustika, and Fitriani Nur Utami. 2023. "Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan Gojek Di Jabodetabek." *E-Proceeding of Management* 10(1):205.
- Nizam Ulul Azmy, and Yustina Chrisnardani. 2023. "Pengaruh Persepsi Harga Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan." *GEMILANG: Jurnal Manajemen Dan Akuntansi* 4(1):224-36. doi: 10.56910/gemilang.v4i1.1034.
- Pamulang, Universitas, Kecamatan Pamulang, and Kota Tangerang Selatan. 2024. "Pengaruh Kualitas Produk Dan Pelayanan Terhadap Kepuasan Pelanggan Pada PT . Berdikari Indah Global Kapuk , Jakarta Barat." 1(3):209-23.
- Pengguna Jasa Kebersihan ATM Pada PT. Sinar Usaha Cemerlang. *Jurnal Eprints Ekonomi Manajemen Universitas Pamulang*.
- Pengunjung Dalam Menggunakan Jasa Hotel Rizen Kedaton Bogor. Universitas Pamulang. *Jurnal Pemasaran Kompetitif*, 1(2), 83-101.
- Pitaloka, Fitri Ardanis, and Nurul Widyawati. 2015. "Pengaruh Kualitas Pelayanan, Harga Dan Promosi Terhadap Penjualan Online Shop Busana Muslim." *Ilmu Dan Riset Manajemen* 4:5
- Pramudita, Nareswari Aulia, and Moehammad Budi Widajanto. 2024. "Pengaruh Harga, Kualitas Produk, Dan Promosi Penjualan Terhadap Kepuasan Pelanggan Soya Station Di Kota Mojokerto." *Management & Accounting Research Journal Global* 8(1):1-11.
- Putri, Nada Dwi Putri Dwi, Dewiana Novitasari, Teguh Yuwono, and Masduki Asbari. 2021. "Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan." *Journal Of Communication Education* 15(1):277-85. doi: 10.58217/joce-ip.v15i1.226.
- Reza Khairul Hadi, Sunanto², Nurmin Arianto³. (2022. "Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada PT. Outlets Worldwide Indonesia" *Jurnal ARASTIRMA Universitas Pamulang* Vol. 2, No. 2 Agustus 2022 277 - 285 P- No. 2 Agustus 2022 277 - 285 P-ISSN 2775-9695 E-ISSN 2775-9687
- Rezki, Muhammad, Linda Sukmawati, Elbiansyah, and Dwiza Riyana. 2019. "Pengaruh Kualitas Layanan Dan Harga Terhadap Kepuasan Jasa Transportasi Ojek." *IJCIT (Indonesian Journal on Computer and Information Technology)* 4(1):50-57.
- Robby, Krisyadi, and Evy Angery. 2021. "Pengaruh Kualitas Pelayanan, Fasilitas Dan Tarif Terhadap Kepuasan Pasien Rawat Inap Pada Rumah Sakitmata Cicendo Bandung." *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)* 5(3):494-512.
- Rooroh, Clara, Silcyljeova Moniharapon, and Sjendry Loindong. 2020. "Pengaruh Suasana Cafe, Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan (Studi Pada Cafe Casa De Wanea Manado)." *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi* 8(4):130-39.
- Sugiyanto, Eko, Unsi Fitriyah, and Jessica Timmiane Abigail. 2024. "TERHADAP KEPUASAN PELANGGAN PADA TOKO SX SEPATAN (Studi Pada

- Konsumen Toko Offline Di Kabupaten Tangerang).”
13(September):1404–12. doi: 10.34127/jrlab.v13i3.1175.
- Sulistiyawati, Ni Made. 2015. “Kepuasan Pelanggan Restoran Indus.” E- Jurnal Manajemen Unud 4(8):2318–32.
- Sunaryo, Charles Aditya, and Vina Meliana. 2022. “Pengaruh Kualitas Pelayanan Dan Promosi Terhadap Kepuasan Konsumen Pengguna Layanan Grabbike Di Kota Harapan Indah Bekasi.” KALBISIANA: Jurnal Mahasiswa Institut Teknologi Dan Bisnis Kalbis 8(4):5136.
- Syahfitri, Mega Nalayah, and Danang Kusnanto. 2021. “Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Loyal.” Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah 4(2):216–37. doi: 10.47467/alkharaj.v4i1.567.
- Syahputri, Addini Zahra, Fay Della Fallenia, and Ramadani Syafitri. 2023. “Kerangka Berfikir Penelitian Kuantitatif.” Tarbiyah: Jurnal Ilmu Pendidikan Dan Pengajaran 2(1):160–66.
- Widjoyo, Shandy. 2014. “Pengaruh Kualitas Layanan Dan Kualitas Produk Terhadap Kepuasan Pelanggan Dan Loyalitas Konsumen Restoran Happy Garden Surabaya.” Jurnal Manajemen Pemasaran 2(1):1–9.
- Yuliana, Wulan, and Eva Febriyani. 2019. “Pengaruh Kualitas Pelayanan Dan Tarif Terhadap Minat Beli Penumpang Bus Damri Unit Angkutan Kota Bandung.” Jurnal Ekonomi Manajemen 4(1):19–28. doi: 10.37058/jem.v4i1.691.