

## THE EFFECT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE AND PERCEIVED PRICE ON CUSTOMER LOYALTY IN GOJEK THROUGH CUSTOMER SATISFACTION (STUDY ON GOJEK APPS USERS IN JABODETABEK)

### *Pengaruh Perceived Usefulness, Perceived Ease of Use dan Perceived Price Terhadap Customer Loyalty pada Gojek melalui Customer Satisfaction (Studi Pengguna Aplikasi Gojek di Jabodetabek)*

Glen Meyer Suryatenggara<sup>1)</sup>, dan Kandi Sofia Senastri Dahlan<sup>2)</sup>

<sup>1,2)</sup> Magister Management Program, Bunda Mulia University, Indonesia

<sup>1,2)</sup> Jl. Lodan Raya No. 2 Ancol, Jakarta Utara 14430

Received on December 12, 2022 / Approved on Desember 25, 2022

#### Abstract

This research aims to test the effect of Perceived Usefulness, Perceived Ease of Use, and Perceived Price on Customer Loyalty in Gojek through Customer Satisfaction using the Technology Acceptance Model (TAM) and Structural Equation Modeling (SEM). Data is obtained from a questionnaire distributed to Gojek users in Jabodetabek with a total of 255 respondents. The results of the research show that Perceived Usefulness, Perceived Ease of Use, and Perceived Price have a positive and significant impact on Customer Satisfaction and also influence Customer Loyalty through Customer Satisfaction in a positive and significant way. Other Quality of Service criteria such as Perceived Safety, Perceived Risk, and Responsiveness need to be tested in further research, as well as more specific population segments and other methods such as quantitative and interview methods need to be considered in future research.

**Keywords:** Perceived Usefulness, Perceived Ease of Use, Perceived Price, Customer Satisfaction, Customer Loyalty, Online Transportation Service.

#### Abstrak

Penelitian ini menguji pengaruh *Perceived Usefulness*, *Perceived Ease of Use*, dan *Perceived Price* terhadap *Loyalitas Pelanggan* pada Gojek melalui *Kepuasan Pelanggan* menggunakan *Model Penerimaan Teknologi (Model TAM)* dan *Structural Equation Modeling (SEM)*. Data diperoleh dari kuesioner yang dibagikan kepada pengguna Gojek di Jabodetabek dengan jumlah responden sebanyak 255 orang. Hasil penelitian menunjukkan bahwa *Perceived Usefulness*, *Perceived Ease of Use*, dan *Perceived Price* berpengaruh positif dan signifikan terhadap *Kepuasan Pelanggan* serta mempengaruhi *Loyalitas Pelanggan* melalui *Kepuasan Pelanggan* secara positif dan signifikan. Kriteria *Kualitas Layanan* lainnya seperti *Perceived Safety*, *Perceived Risk*, dan *Responsiveness* perlu diuji dalam penelitian selanjutnya, serta segmen populasi yang lebih spesifik dan metode lain seperti metode kuantitatif dan wawancara perlu dipertimbangkan dalam penelitian mendatang.

**Kata Kunci:** *Persepsi Kegunaan*, *Persepsi Kemudahan Penggunaan*, *Persepsi Harga*, *Kepuasan Pelanggan*, *Loyalitas Pelanggan*, *Layanan Transportasi Online*

#### Introduction

In 2020, the numbers of people using internet in the world were 5 billion people. There was an estimation showing that there is an enhancement of the number of internet users in 2030. The number of internet users will be 8 billion people (Kotler, Kartajaya & Setiawan, 2021:65). The average time of using internet in the world was 6 hours 53 minutes per day (Kompas, 2022).

Besides that, the numbers of people in the world were 7,964,703,212 people. Indonesia was the fourth most populous country having 279,678,619 people (Worldometers.info, 2022). Jakarta is the capital city of Indonesia and the largest city in Indonesia. Most of the Indonesia's economic activities were in Jakarta like manufacture, service on financial sector and public retail market. The percentage of trading and service was 25%. On the other hand, Jakarta has the highest numbers of population in Indonesia. In the last 3 years, there was increase of population in Jakarta that can be seen on the table 1 (Worldpopulationreview.com,2022).

**Table 1.** The Numbers of Jakarta Population 2020-2022

<b>The Numbers of Jakarta Population</b>		
<b>2020</b>	<b>2021</b>	<b>2022</b>
10,770,487	10,915,364	11,074,811

Source: Worldpopulationreview.com, 2022

Jakarta also has a Metropolitan Areas known as Jabodetabek (Jakarta-Bogor-Depok-Tangerang-Bekasi). The numbers of population in Jabodetabek were 21 million people in 2022. There was an estimation showing that there is an enhancement of the number of people in Jabodetabek in 2035. It will be 35 million people (Worldpopulationreview.com, 2022).

From 2021 to the first quartal of 2022, the percentage of internet penetration in Indonesia was 77,02%. Most of Indonesian Population use internet for 1 to 5 hours. They consisted of 49.59% man and 53.74% woman. They used internet for social media, online chatting, online shopping. Besides that, 89.03% of Indonesia Population used cellphone for accessing internet (Apjii.or.id, 2022). In Indonesia, the numbers of cellphone users were increasing in the last 3 years. Most of them were 15 to 64 years old (Badan Pusat Statistik, 2022).

Because of rapid development of technology and information, there are many people using smartphone recently. The smartphone is used for many activities such as for using online transportation service. Online transportation has disrupted others like disrupting urban transportation. (Vassallo, Gomez, Velazquez & Aguilera, 2022). The increase of population, variety of jobs and people's mobility have caused many people for using online transportation service (Nugroho, Zusman & Nakano, 2020).

### **Loyalty with online transportation service**

Online transportation service is an service of e-commerce based on people's demand for transportation by using apps in smartphone (Laudon & Traver, 2022:39-42). Online transportation service has been a choice for people because it was flexible and efficient. Besides that, there was a need of online transportation service because of service quality, cost and individual income (Septiani, Handayani & Azzahro, 2018). The presence of online transportation service helps people for facing population growth and mobility problems. It has been a solution for the need of parking lot and high quality public transportation (Vassallo et al., 2022).

In the era having more intense competition, company needs for maintaining their customers. Maintaining loyal customer is very important because it will be a competitive advantage. On the other hand, it will help for maintaining market share and long term financial performance (Nguyen, Tran, Su, Oviedo & Johnson, 2021).

Customer loyalty is a condition showing that customer to keep using brand, ignoring others. High quality of product or service are potential to satisfy customer. High level of customer satisfaction have a better chance to cause customer to be loyal on brand (Schiffman & Wisenblit, 2019:15). According to Hoyer, MacInnis & Pieters (2018:243-244), loyal customer keep using and the brand continuously. Besides that according to Mothersbaugh, Hawkins & Kleiser (2020:657-658), loyal customer does not only use the brand continuously but also has commitment on the brand. Loyal customer are important for company because it will help company in maintaining market share and long term financial performance (Nguyen et al., 2021). Customer loyalty have a potential to increase customer's continuity in using a brand (Laudon & Traver, 2022:420).

### **Satisfaction**

Customer satisfaction is customer's feeling arising because of customer's evaluation about expectation and performance of product or service (Kotler & Keller, 2016:154). According to Kotler, Amstrong, Harris & He (2020:162), satisfied customer is the key of profitability by taking care of customer. Satisfied customer will use the brand continuously. According to Schiffman & Wisenblit (2019:12-15), quality of product or service which are suitable with customer's expectation, influence customer to be satisfied. Besides that, satisfied customer will recommend the brand to others.

### **Service Quality**

According to Schiffman & Wisenblit (2019:102), service is intangible thing that can differentiate company's brand image with others. Therefore, evaluating service quality is more difficult than product quality. Service quality is potential for determining quality of customer's experience in using brand (Suhartanto et al., 2020). Perceived Quality is product or service giving high quality to customer based on expectation. Superior product or service will cause a better chance for customer to be satisfied (Schiffman & Wisenblit, 2019:97). According to Laudon & Traver (2022:101), high quality product or service will be a potential for brand to get competitive advantage. According to Hitt, Ireland & Hoskisson (2017:4), competitive advantage is a strategy of brand by making a superior value to customer so other brand is not able to follow that value.

According to Kotler & Keller (2016:443), service quality has 5 dimensions namely:

1. **Tangible**  
Presence of facilities, tools, materials, human resources physically.
2. **Reliability**  
Ability for showing accurate and reliable services.
3. **Responsiveness**  
Desire for helping consumers, providing them with responsive service.
4. **Assurance**  
Ability for convincing consumer to be comfortable and trust the service offered.
5. **Empathy**  
Gives care and attention personally to customer.

Therefore, Service quality of online transportation service sector are divided into 3 dimensions. Those are Service, Information and System Quality (Silalahi et al., 2018). Dimensions and criteria of service quality in online transportation service can be seen on table 2.

**Table 2.** Dimensions & Criteria of Service Quality In Online Transportation Service

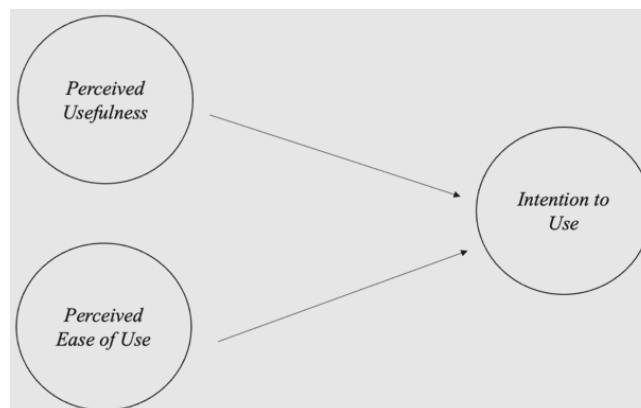
<u>Dimensions of Service</u>	<u>Criteria Service</u>
Service	Website Design
	Reliability
	Response
	Trust
	Personalization
	Risk
	Privacy
	Compensation
	Contact
	Function
	Valence
Information	Content
	Usefulness
	Content
	Adequacy
System	Ease of Use
	Accessibility
	Interactivity
	Website
	Innovation

Source: (Silalahi et al., 2018).

### Technology Acceptance Model

Technology Acceptance Model or TAM model is a approach to people’s behavior for predicting people in using technology or system information (Solomon, 2020:540). According to Al-Emran & Shaalan (2021:16-17), TAM model explains about level acceptance and use of technology or system information by users. Destination of the TAM Model is an evaluation about behavior and attitude of user in using technology based on level usefulness (Perceived Usefulness) and ease in using of technology (Perceived Ease of Use).

Perceived Usefulness is a level of trust in using technology because technology is able to increase job performance of users (Al-Emran & Shaalan, 2021:45). Perceived Ease of Use is a level of trust in using system and technology because it is able to reduce user’s effort in using it (Al-Emran & Shaalan, 2021:45). TAM models can be seen on figure 2.



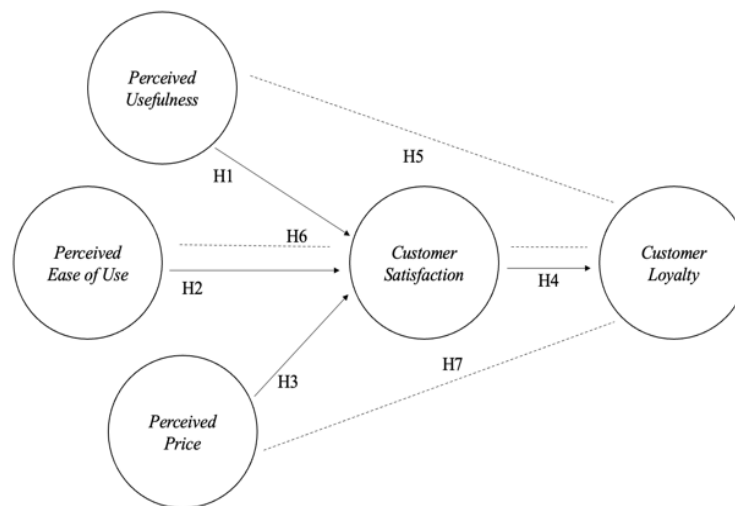
**Figure 1.** Technology Acceptance Model  
 Source: (Al-Emran & Shaalan, 2021:45)

## Price

According to Kotler & Armstrong (2018:77-78), price is a necessary value of money paid by customer for goods or services. Affordable price is expected by customer in using a brand. Price in perception us very potential to influence intention purchase and satisfaction of customer (Schiffman & Wisenblit, 2019:96). The difference between price in customer's perception with actual price is able to be a potential change of customer's decision for buying, using product or service (Kotler & Keller, 2016:488). Small difference in price have a big impact for the profitability obtained (Armstrong et al., 2017:354).

## Hypothesis Development

Based on discussion and foundation of theory, a framework of study could be developed. Theoretical framework of this study can be seen on figure 2.



**Figure 2.** Theoretical Framework

Source: Data Processed by Researchers, 2022

- H1: Perceived Usefulness has a positive and significant influence on Customer Satisfaction.
- H2: Perceived Ease of Use has a positive and significant influence on Customer Satisfaction.
- H3: Perceived Price has a positive and significant influence on Customer Satisfaction.
- H4: Customer Satisfaction has a positive and significant influence on Customer Loyalty.
- H5: Perceived Usefulness has a positive and significant influence on Customer Loyalty through Customer Satisfaction.
- H6: Perceived Ease of Use has a positive and significant influence on Customer Loyalty through Customer Satisfaction.
- H7: Perceived Price has a positive and significant influence on Customer Loyalty through Customer Satisfaction.

## Method

### Data Collection

Study used quantitative approach and Non-Probability Sampling named Purposive Sampling. Population of this were online transportation service users (Gojek Users) in Jabodetabek.

In collecting primary data, this study used questionnaire by using 5-point Likert Scale. The 5-point Likert scale used could be seen on table 3.

**Table 3.** The 5-Point Likert Scale

Responses	Scale
Very No Agree (STS)	1
Not Agree (TS)	2
Neutral (N)	3
Agree (S)	4
Strongly Agree (SS)	5

Source: Data Processed by Researchers, 2022

The questionnaires were spread to 300 online transportation service users (Gojek Apps users) in Jabodetabek. There were 255 respondents obtained for data analysis. Respondents consisted of 66.67% women and 33.33% men. Besides that, respondents consisted of 25.49% students, 58.82% employee of private sector, 0.39% employee of government sector, 10.20% entrepreneurs and 5.10% others. Then, final education of respondents consisted of 14.51% Senior School High School, 3.92% Diploma (D3), 79.61% Bachelor (S1), 1.57% Master (S2) and 0.39% others. Frequency of respondents in using Gojek for a month consisted of 56.86% frequency of use was about 1-3 times, 16.08% frequency of use was about 4-6 times, 5.10 % frequency of use was about 7-9 times, and 21.96% frequency of use was about above 10 times.

### Data Analysis

Data was collected and analyzed by using SEM analysis (Structural Equation Modeling) and SMARTPLS version 3.0 Partial Least Square (PLS). According to Hair, Black, Babin & Anderson (2019:613-620), SEM analysis is the combination of factorial analysis approach, structural models analysis and path analysis. Besides that according to Hair et al. (2019:700), there are necessary things in SEM testing such as determination of Measurement Model (Outer Model) and Structural Model (Inner Model). The purpose of Measurement Model is proving the validity of every construct, measuring the feasibility of model. Then, the purpose of Structural Model is measuring the relationship of each structured construct used.

Based on Hair et al. (2019:775), there are some necessary measurements of the Measurement Model Test (Outer Model) like Loading Indicator Test (Outer Loading Weight), Construct Reliability (Composite Reliability), Convergent Validity (Average Variance Extracted) and Discriminant Validity. According to Sekaran & Bougie (2020:270), Cronbach's Alpha is also used in Measurement Model for testing reliability of data obtained. Besides that according to Hair et al. (2019:780), there are some necessary measurements of the Structural Model (Inner Model) like R Square Test, F Square Test, Q Square Test and Path Analysis.

## Results and Analysis

**Table 4.** The Average of All Indicators and Variables

Variable	Code of Item	Mean	Standard Deviation
<i>Perceived Usefulness</i>	PU1	4,365	0,654
	PU2	4,443	0,635
	PU3	4,188	0,804
	PU4	4,584	0,587
<b>Average Score</b>		<b>4,395</b>	<b>0,670</b>
<i>Perceived Ease of Use</i>	PEU1	4,557	0,591
	PEU2	4,471	0,631
	PEU3	4,478	0,631
	PEU4	4,098	0,887
<b>Average Score</b>		<b>4,401</b>	<b>0,685</b>
<i>Perceived Price</i>	PP1	3,518	0,982
	PP2	3,514	1,009
	PP3	4,353	0,669
	PP4	3,525	0,977
<b>Average Score</b>		<b>3,728</b>	<b>0,909</b>
<i>Customer Satisfaction</i>	CS1	4,298	0,739
	CS2	4,247	0,712
	CS3	4,196	0,709
	CS4	4,212	0,710
	CS5	4,188	0,733
<b>Average Score</b>		<b>4,228</b>	<b>0,721</b>
<i>Customer Loyalty</i>	CL1	3,859	1,061
	CL2	3,478	1,239
	CL3	4,082	0,810
	CL4	3,620	1,052
<b>Average Score</b>		<b>3,760</b>	<b>1,041</b>

Source: Data Processed by Researchers, 2022

On table 4, the results can be seen that the average of all indicators and variables had the scores were above 3. They mean that, all of them got positive evaluations from customers. Perceived Ease of Use got the highest average score of customer's evaluation. On the other hands, Perceived Price got the lowest average score of customer's evaluation.

**Measurement Model**

**Table 5.** Loading Indicator Test

<b>Variable</b>	<b>Code of Item</b>	<b>Outer Loadings</b>
Perceived Usefulness	PU1	0.87
	PU2	0.89
	PU3	0.81
	PU4	0.82
Perceived Ease of Use	PEU1	0.85
	PEU2	0.88
	PEU3	0.89
	PEU4	0.74
Perceived Price	PP1	0.88
	PP2	0.83
	PP3	0.76
	PP4	0.89
Customer Satisfaction	CS1	0.79
	CS2	0.89
	CS3	0.90
	CS4	0.89
	CS5	0.88
Customer Loyalty	CL1	0.80
	CL2	0.74
	CL3	0.84
	CL4	0.85

Source: Data Processed by Researchers, 2022

On table 5, the results can be seen that all indicators of variables such as Perceived Usefulness, Perceived Ease of Use, Perceived Price, Customer Satisfaction and Customer Loyalty are good. The scores obtained were above 0.7. These things explain that all indicators on variables used in research are valid.

**Table 6.** Average Variance Extracted Test

<b>Variable</b>	<b>Average Variance Extracted (AVE)</b>
Perceived Usefulness	0.72
Perceived Ease of Use	0.71
Perceived Price	0.70
Customer Satisfaction	0.76
Customer Loyalty	0.65

Source: Data Processed by Researchers, 2022



On table 6, the results can be seen that all variables in this study are good. The scores obtained were above 0.5. These things show that all variables used in research are valid and fulfil the validity condition.

On the other hands, there are discriminant validity test which can be seen on table 7 Although not all of indicators had the score were above 0.85 but the results were still good because of the higher score of indicators with their latent variables obtained than other variables. These things explain that all variables are valid and fulfill conditions of discriminant validity.

**Table 7.** Discriminant Validity test

CL	CS	PEU	PP	PU
0.81	0.42	0.41	0.44	0.41
0.74	0.44	0.34	0.43	0.42
0.84	0.61	0.56	0.55	0.57
0.85	0.56	0.45	0.54	0.44
0.46	0.79	0.51	0.52	0.56
0.62	0.89	0.65	0.69	0.63
0.60	0.90	0.60	0.62	0.66
0.56	0.89	0.63	0.61	0.60
0.54	0.88	0.64	0.60	0.62
0.42	0.58	0.85	0.44	0.60
0.45	0.61	0.88	0.45	0.61
0.47	0.63	0.89	0.47	0.65
0.53	0.52	0.74	0.55	0.56
0.52	0.58	0.43	0.88	0.43
0.46	0.53	0.42	0.83	0.42
0.51	0.64	0.58	0.76	0.66
0.56	0.58	0.44	0.89	0.44
0.45	0.58	0.60	0.45	0.87
0.56	0.64	0.62	0.52	0.89
0.49	0.56	0.57	0.55	0.81
0.45	0.59	0.63	0.48	0.82

Source: Data Processed by Researchers, 2022

**Table 8.** Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Perceived Usefulness	0.87	0.91
Perceived Ease of Use	0.86	0.91
Perceived Price	0.86	0.90
Customer Satisfaction	0.92	0.94
Customer Loyalty	0.82	0.88

Source: Data Processed by Researchers, 2022

On table 8, the results can be seen that the scores of Composite Reliability of variables were above 0.7. On the other hands, the scores of Cronbach's Alphas of variables obtained were close to 1. These things show that all variables are reliable and fulfill the condition of reliability test.

## Structural Model

**Table 9.** R Square Test

<b>Variable</b>	<b>R Square</b>	<b>R Square Adjusted</b>
Customer Loyalty	0.41	0.41
Customer Satisfaction	0.66	0.65

Source: Data Processed by Researchers, 2022

On table 9, the results can be seen that the score of R Square was 0.41. This thing shows that 41% Customer Loyalty could be influenced by Perceived Usefulness, Perceived Ease of Use, Perceived Price, and Customer Satisfaction. The relationships obtained are weak. Besides that, the other score of R Square was 0.66. This thing explains that 66% Customer Satisfaction could be influenced by Perceived Usefulness, Ease of Use and Price. The relationships obtained are in the medium power level.

**Table 10.** F Square Test

<b>Variable</b>	<b>Customer Loyalty</b>	<b>Customer Satisfaction</b>
Customer Loyalty		
Customer Satisfaction	0.696	
Perceived Usefulness		0.096
Perceived Ease of Use		0.109
Perceived Price		0.253

Source: Data Processed by Researchers, 2022

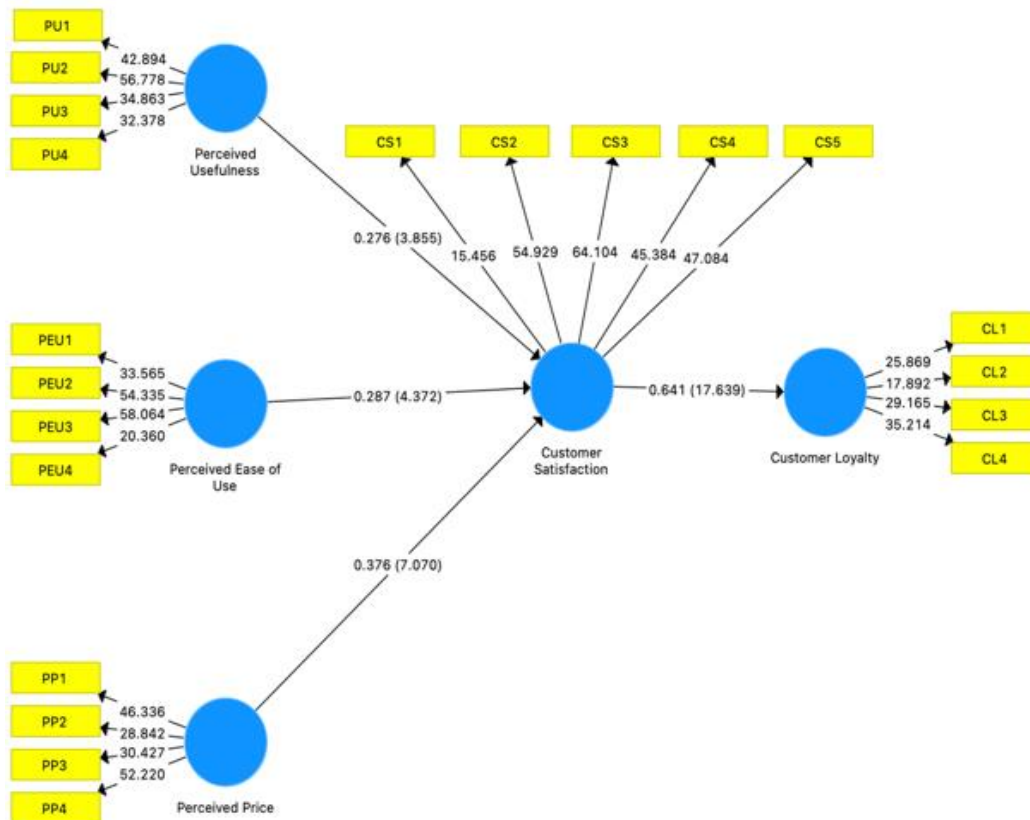
On table 10, the results can be seen that score of F Square on relationship between Customer Satisfaction on Customer Loyalty was above 0.35. The score was 0.696. It shows that there is a big influence existed. Besides that, the scores of F Square on relationship between Perceived Usefulness and Perceived Ease of Use on Customer Satisfaction were above 0.02. Those scores were 0.096 and 0.109. They mean that there are small influences obtained. On the other hands, the score of F Square on relationship between Perceived Price and Customer Satisfaction was above 0.15. The score was 0.253. It explains that there is a medium power level of relationship.

**Table 11.** Q Square Test

<b>Variable</b>	<b>Q Square</b>
Customer Loyalty	0.256
Customer Satisfaction	0.493

Source: Data Processed by Researchers, 2022

On table 11, the results can be seen that scores of Q Square are above 0. Those were 0.493 and 0.256. These things show that the model could be accepted. Independent variables have prediction ability on Customer Satisfaction and Customer Loyalty.



**Figure 4.** Bootstrapping Model  
 Source: Data Processed by Researchers, 2022

On figure 4, the results can be seen that the existence of Bootstrapping Model. Then, Path Coefficient Analysis is also needed for testing every hypothesis in this study. There are the direct and indirect relationship obtained. They can be seen on table 4.9 and table 4.10.

**Table 12.** Hypothesis Test Directly

	Original Sample (O)	Standard Deviation	T Statistics	P Values
H1	0.276	0.072	3.855	0.000
H2	0.287	0.066	4.372	0.000
H3	0.376	0.053	7.070	0.000
H4	0.641	0.036	17.639	0.000

Source: Data Processed by Researchers, 2022

On table 12, the results show that hypothesis 1, hypothesis 2, hypothesis 3 and hypothesis 4 had the scores of T-Statistics were above 1.96, the scores of P-values were below 0.05 and the scores of original samples were above 0. They mean that there are significant and positive influences. Because of that, all of hypothesis could be accepted.

**Table 13.** Hypothesis Test Indirectly

	Original Sample (O)	Standard Deviation	T Statistics	P Values
H5	0.177	0.049	3.593	0.000
H6	0.184	0.042	4.331	0.000
H7	0.241	0.037	6.528	0.000

Source: Data Processed by Researchers, 2022

On table 13, the results show that hypothesis 5, hypothesis 6 and hypothesis 7 had scores of T-Statistics were above 1.96, the scores of P-values were below 0.05 and the scores of original samples were above 0. They mean that there are significant and positive influences. Because of that, all of them could be accepted.

Based on the results, the mathematical formula in this research can be formed such as:

$$Y_1 (M) = 0,276 X_1 + 0,287 X_2 + 0,376 X_3 + e$$

$$Y_2 = 0,177 X_1 + 0,184 X_2 + 0,241 X_3 + 0,641M + e$$

**Description:**

e = Error

$Y_2$  = Customer Loyalty (Dependent Variable)

$B_1$  = Coefficient of Perceived Usefulness (Independent Variable 1)

$X_1$  = Perceived Usefulness (Independent Variable 1)

$B_2$  = Coefficient of Perceived Ease of Use (Independent Variable 2)

$X_2$  = Perceived Ease of Use (Independent Variable 2)

$B_3$  = Coefficient of Perceived Price (Independent Variable 3)

$X_3$  = Perceived Price (Independent Variable 3)

B = Coefficient of Customer Satisfaction (Mediating Variable)

$Y_1(M)$  = Customer Satisfaction (Mediating Variable)

**Discussion**

On this research, there were relationships between service quality, customer satisfaction and customer loyalty. There were direct and indirect relationships between all of them. Perceived Usefulness and Perceived Ease of Use are two key variable in Technology Acceptance Model (TAM Model) (Al-Emran & Shaalan, 2021:16-17). The purpose of TAM model is determining attitude and behavior of users in using technology (Solomon, 2020:540). Besides that, Usefulness and Ease of Use are also criteria of service quality in online transportation service influencing consumer's evaluation about brand (Silalahi et al., 2018). Service quality which is suitable with customer's expectation, it will be potential for satisfying customer (Schiffman & Wisenblit, 2019:12). Besides that, service is one part of Marketing Mix influencing quality of relationship between customer and company, helping company for satisfying customers (Chaffey & Smith, 2017:53-54). Perceived Price has potential to influence intention purchase and customer satisfaction (Schiffman & Wisenblit (2019:96). Besides that, the price is also part of Marketing Mix used in marketing strategy for influencing customer satisfaction. It helps company to make a good quality relationship with customer (Kotler & Armstrong, 2018:38 and Chaffey & Smith, 2017:53-54).

Satisfied customers have bigger opportunities to become loyal customers (Schiffman & Wisenblit, 2019:15). Customer loyalty will be achieved if company is able to satisfy customer (Armstrong et al., 2017:23). Satisfied customers help company for building good quality relationship with customer. Satisfied customers also purchase continuously, make positive

conversations about brand, ignoring other brands (Kotler et al.,2020:162). Perceived Usefulness and Perceived Ease of Use will influence customers to be loyal if customers have been satisfied already (Sutisna & Gaffar, 2020). Perceived Usefulness has impact on customer's intensity in using technology (Fatuh & Widyastuti, 2017). Besides that, Perceived Ease of Use becomes a factor of customer's intensity in using technology. It will be happened if customer have been satisfied already (Septiani et al. (2018). Then, Perceived Price has potential for influencing customer's decision to use brand (Kotler & Keller, 2016:488). Perception consumers on price will influence customer to be loyal in using online transportation service if customers already have been satisfied (Surya, 2019 and Saputri, 2019).

## Conclusion and Limitation Research

### Conclusion

Perceived Usefulness, Perceived Ease of Use and Perceived Price have been proved that all of them influence customer to be satisfied in using online transportation service. Satisfied customers will be potential to affect customers to be loyal to the brand. Besides that, Perceived Usefulness, Perceived Ease of Use and Perceived Price also have been proved that all of them influence customers to be loyal to the brand if customer have been already satisfied.

Perceived Price had the largest influence on Customer Satisfaction and Customer Loyalty although it had the lowest average score of the customer's evaluation. Then, Perceived Ease of Use had the second largest influence on Customer Satisfaction and Customer Loyalty. It also had the highest average score of the customer's evaluation. The last was Perceived Usefulness being the smallest influence on Customer Satisfaction and Customer Loyalty.

### Limitation & Future Research

This study used quantitative approach. Future research is expected that it will use qualitative approach so that the discussion about relationship between service quality, customer satisfaction and customer loyalty will be wider and deeper. Then, total number of respondents used in this research were 255 people having sgr around 18-50 years old in Jabodetabek. Future research is expected that it will use more specific and different segment of respondents.

In data collection was done by spreading questionnaires to respondents, using Non-Probability Sampling. Future research is expected that it will use other sampling method like Probability Sampling. Besides that, interview and focus group discussions should be used in the future research. Besides that, focus of this research is the relationship between Perceived Price, Perceived Usefulness and Perceived Ease of Use with Customer Satisfaction and Loyalty. Future research is expected to research other criteria of service quality. Those are Perceived Security, Perceived Risk and Responsiveness.

## References

- Al-Emran, M., & Shaalan, K. (2021). *Recent Advances in Technology Acceptance Models and Theories*. Springer.
- Apjii.or.id (2022). *Penggunaan Internet di Indonesia*.<https://apjii.or.id/content/read/39/559/Laporan-Survei-Profil-Internet-Indonesia-2022>. [Accessed on 5 October 2022].

- Badan Pusat Statistik (2022). Proporsi Jumlah Pengguna Telepon Seluler di Indonesia. <https://www.bps.go.id/indicator/27/1222/1/proporsi-individu-yang-menguasai-memiliki-telepon-genggam-menurut-kelompok-umur.html>. [Accessed on 2 August 2022].
- Chaffey, D., & Smith, P. R. (Eds.). (2017). *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing* (5th ed.). Taylor & Francis.
- Duki Saputri, R. S. (2019). *Pengaruh Kualitas Pelayanan dan harga Terhadap Loyalitas Pelanggan Grab Semarang*. 10(1), 46–53..
- Fatuh, M., & Widyastuti. (2017). Pengaruh Promosi Penjualan, Perceived Ease of Use dan Perceived Usefulness Terhadap Keputusan Menggunakan Transportasi Online (Studi Pada Pengguna Uber di Surabaya Pusat). *Jurnal Ilmu Manajemen*, 5, 1–9.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning.
- Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2017). *Strategic Management: Competitiveness & Globalization Concepts and Cases* (12th ed.). Cengage Learning.
- Hooley, G., Piercy, N. F., Nicoulaud, B., & Rudd, J. M. (2017). Marketing Strategy & Competitive Positioning. In *Dictionary of Marketing Communications* (6th ed.). Pearson.
- Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2018). *Consumer Behavior* (7th ed.). Cengage Learning.
- Kompas.com (2022). Durasi Penggunaan Internet di Dunia. <https://tekno.kompas.com/read/2022/04/27/18320087/jumlah-pengguna-internet-dunia-tembus-5-miliar-online-hampir-7-jam-sehari>. [Accessed on 2 August 2022].
- Kotler, P., & Armstrong, G. (2018). Principles of Marketing. In *Pearson Education Limited* (17th ed.). Pearson.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology For Humanity*. John Wiley & Sons.
- Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Soldering & Surface Mount Technology* (15th ed.). Pearson.
- Kotler, P., Amstrong, G., Harris, L. C., & He, H. (2020). *Principles of Marketing* (8th ed.). Pearson.
- Laudon, K. C., & Traver, C. G. (2022). *E-Commerce 2021-2022 Business. Technology. Society* (17th ed.). Pearson.
- Mothersbaugh, D. L., Hawkins, D. I., & Kleiser, S. B. (2020). *Consumer Behavior: Building Marketing Strategy* (14th ed.). McGraw-Hill Education.
- Nguyen-Phuoc, D. Q., Thi, P., Tran, K., Ngoc, D., Oviedo-trespalacios, O., & Johnson, L. W. (2021). The Formation of Passenger Loyalty: Differences Between Ride-Hailing and Traditional Taxi Services. *Travel Behaviour and Society*, 24, 218–230.
- Nguyen-Phuoc, D. Q., Vo, N. S., Ngoc, D., & Hoang, V. (2021). What Makes Passengers Continue Using and Talking Positively About Ride-Hailing Services? The Role of The Booking App and Post-Booking Service Quality. *Transportation Research Part A*, 150, 367–384.

- Nugroho, S. B., Zusman, E., & Nakano, R. (2020). Explaining The Spread of Online Taxi Services In Semarang, Bogor and Bandung, Indonesia: A Discrete Choice Analysis. *Travel Behaviour and Society*, 20, 358–369.
- Schiffman, L., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson.
- Septiani, R., Handayani, P. W., & Azzahro, F. (2018). Factors that Affecting Behavioral Intention in Online Transportation Service: Case study of GO-JEK. *Procedia Computer Science*, 124, 504–512.
- Silalahi, S. L. B., Handayani, P. W., & Munajat, Q. (2018). Service Quality Analysis for Online Transportation Services: Case Study of GO-JEK. *Procedia Computer Science*, 124, 487–495.
- Solomon, M. R. (2020). *Consumer Behavior: Buying, Having and Being* (13E ed.). Pearson.
- Suhartanto, D., Dean, D., Gan, C., Chen, B. T., & Michael, A. (2020). An Examination of Satisfaction Towards Online Motorcycle Taxis at Different Usage Levels. *Case Studies on Transport Policy*, March 2019, 1–8.
- Surya, A. P. (2019). *Customer Loyalty from Perspective of Marketing Mix Strategy and Customer Satisfaction (A Study For Grab-Online Transportation in Era of Industrial Revolution 4.0)*. 9(3), 394–406.
- Sutisna, M., & Gaffar, M. R. (2020). Eksplorasi Faktor yang Mempengaruhi Loyalitas Konsumen Ojek Online. *Jurnal Sekretaris Dan Administrasi Bisnis*, 1(1), 42–55.
- Worldpopulationreview.com (2022). Population in Jakarta. <https://worldpopulationreview.com/world-cities/jakarta-population/>. [Accessed on 31 July 2022].
- Worldpopulationreview.com (2022). Population in Indonesia. <https://worldpopulationreview.com/countries/indonesia-population/>. [Accessed on 2 August 2022].
- Wordometers.info (2022). World Population. <https://www.wordometers.info/world-population/>. [Accessed on 2 August 2022].
- Wordometers.info (2022). Indonesian Population. <https://www.wordometers.info/world-population/indonesia-population/>. [Accessed on 2 August 2022].
- Vassallo, J. M., Gomez, J., Vel´azquez, G., & Aguilera-García, A. (2022). *Ridesourcing vs Traditional Taxi Services: Understanding Users’ Choices and Preferences in Spain*. 155, 161–178.