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SERVICE QUALITY, PRICE AND PRODUCT PROMOTION TOWARDS CUSTOMER TRUST, IMPACT ON CUSTOMER LOYALTY GRAB BIKE DEPOK REGION

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Abstract : *Technological developments have offered solutions for the community in facing the level of congestion in Jabodetabek. Online transportation is one of the accesses that answer the phenomenon of people's need to be on time and get transportation options with various benefits, one of which is Grab Bike as a transportation service that is managed by an online system. This study was conducted to determine whether service quality, price and product promotion directly or indirectly affect customer trust and have an impact on customer loyalty Grab Bike Depok area. The population in this study was Grab Bike Depok customers with a sample size of 100 respondents using the Purposive Random Sampling technique. Using this type of quantitative research by analyzing respondents' primary data questionnaires. Data analysis techniques using the Path Analysis. The results of the study of service quality significantly influence customer trust where if the quality of service is getting better then Grab Bike customer trust will increase as well. Similarly, the variable price significantly influences customer trust. With better customer perceptions of the price of Grab Bike services, it will be able to increase the trust of Grab Bike customers. The promotion variable influences customer trust, with increasing promotion it will be able to increase the trust of Grab Bike customers. Service quality variables significantly influence customer loyalty. With better service quality, Grab Bike customers can increase customer loyalty. Price variable significantly influences customer loyalty. This means that applying the right price will increase Grab Bike customer loyalty. Promotional variables significantly influence customer loyalty. This means that with increased promotion, Grab Bike customers can increase loyalty. Based on the test results, it can be concluded clearly that Service Quality, Price and Promotion have a significant partial and simultaneous effect on the increasing trust of grab Bike customers in the Depok area and have an impact on customer loyalty to continue using Grab Bike online transportation services.*

1. Introduction

Transportation plays a role as a support for potential undeveloped regional growth, in to equalize development that can have a systemic impact. The important role of this Transportation service can be seen to the growth of the need for transportation services. The transportation services are used for the mobility of people and goods from and to all corners of the country. The role of transportation is huge, it is necessary to organize an integrated national transportation system to realize the availability of transportation services that are safe, comfortable, fast, regular, and at a cost that can be reached by all levels of society.

The means of transportation in Indonesia include land, sea and air transportation. The three means of transportation indeed play a very important role and complement each other in carrying out their function as a means of transporting people and goods. Transportation in people's lives has a very important role, because in transportation almost all economic activities and community activities.

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A land transportation tool which is popular in Jabodetabek by the community is a motorcycle taxi. In the Big Indonesian Dictionary (KBBI) motorcycle is a bicycle or motorbike that attached by hitching a ride to the passenger or renter to get (additional) income. Motorcycle have been widely used as an alternative in dealing with traffic jams. With the development of technology today, motorcycle also offers various easy ways to use this transportation, which can be done online or non-online.

With the high congestion level in Jabodetabek, motorcycle has become one of the main means of transportation used by residents as a solution. Since some time ago, the community has recognized the existence of an online-based motorcycle transportation where orders with an application. Grab Bike, which is one of the online motorcycle taxi services available on the Grab application, is widely recognized by the Jabodetabek community. The Grab application has a company called Grab where this company serves various services such as motorcycle taxis, taxis, cars anywhere for anyone who needs a mobile smartphone application-based online (Wijaya, 2017).

With this innovation, through the implementation of transportation for people who are not on the route is regulated in a Regulation of the Minister of Transportation, hereinafter referred to as PERMENHUB Number 32 of 2016 in Article 2 which explains:

a. Type of service for transportation of people with public motorized vehicles not on route.
b. Transportation Business.
c. Operation of Public Transportation with Information Technology-Based Applications. Control of Public Transportation of People with Public Motorized Vehicles Not On Routes
d. Community participation.

In 2012, the Grab company was present in Indonesia as an innovative Social Entrepreneurship to encourage changes in the informal transportation sector so that it can operate professionally. Grab management applies a profit-sharing system with motorcycle taxi drivers under its auspices. The distribution is through a mechanism of 80% of income for riders, hereinafter referred to as Grab Bike bikers and 20% for Grab companies. The Grab company partners with experienced bikers in Jabodetabek.

Even though the Grab Company itself has provided many conveniences, it turns out that there are still many losses received by passengers, especially Grab Bike passengers. There have been many passengers who are not happy with the services provided by bikers who partner with the Grab company. Based on this phenomenon, a study was conducted on customer trust which had an impact on loyalty in choosing Grab Bike as an online transportation facility based on several variables that influenced it such as service quality, price and promotion level of Grab Bike itself.

2. Literature Review

Service Quality

Service quality is the performance of a company in fulfilling the wants and needs of its customers (Firmansyah, 2018). Each company will certainly compete to improve service performance to achieve high quality standards so that customers do not easily move to competitors and support the achievements of the company, namely by making a profit (Yulisetiarini, 2016).

According to Kotler and Keller (2016), service quality is defined as the totality of the features and characteristics of a product or service that depends on its ability to satisfy stated or implied needs. Dimiati (2017) states five dimensions used by consumers to assess the quality of a service, namely:

1. Tangibility: includes physical facilities such as equipment, equipment and employee appearance.
2. Reliability: includes the ability to provide the promised services accurately and can be accounted for.
3. Responsiveness: includes the desire to help customers and provide services quickly.
4. Assurance: Knowledge and politeness of employees and their ability to give confidence and trust
5. Empathy: Shows care and gives individual attention.

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The definition above explains that a quality product or service can meet the needs needed by customers, it can be said that the seller has succeeded in providing quality when the product or service can meet customer expectations.

Product Prices

Price is one element of the marketing mix that is always present in a product or service that will be offered in the market. Price is also very influential for the company's profits on the sale of its products or services and prices can also affect consumers as one of the considerations for whether or not to buy a product or service offered. Price according to Kotler & Amstrong (2016:324) is Price the amount of money charged for a product or service, or the sum of the value that customers exchange for the benefits or having or using the product or service.

The price according to Etzel in Sunyoto (2017) is the value stated in currency or other monetary medium as a medium of exchange. According to Tjiptono and Chandra (2016) price can be defined as the amount of money (monetary unit) and / or other (non-monetary) aspects that contain certain utilities / uses needed to obtain a product or service. Meanwhile, Suharno and Sutarso (2018) explain that the price for companies is a marketing policy that will directly affect revenue. Failure to apply prices can affect both the consumer and the market.

Promotion Product

According to Kotler and Armstrong in their book (2018,360) : "Promotion. Developing and spreading persuasive communications about an offer." In managing a marketing communication system requires a strategy design and sales programs that are effective and efficient. Sales promotion is a key element in a company campaign and the best promotions are those carried out by satisfied customers. Thus, promotion needs to be handled carefully because the problem is not only related to how to communicate with customers but also how much costs are incurred which of course must be adjusted to the conditions and capabilities of the company.

Customer Trust

Trust is a customer's belief regarding the correctness of their attitude (Sudaryono, 2016). For example, the attitude of customers towards products that have been used for a long time will be higher than the attitudes of customers towards new products that are still unfamiliar. Descriptive thinking that someone has about something is said to be a belief. According to Hurriyati (2017), marketers are interested in the belief that people formulate specific products and services, because this belief compiles the image of products and brands that affect someone's buying behavior.

For producers, consumer trust is the goal of marketing. Saleem, Zahra and Yaseen (2017) argue that trust is very important in developing consumer loyalty because trust is a lasting reaction that is developed over time after post-purchase evaluation and increases customer confidence that service providers will not engage in opportunistic behavior.

Customer Loyalty

The more technology and facilities develop, the more competitive climate in the business world is felt. Of course, a marketing strategy is needed to achieve customer trust and loyalty. This is because customer loyalty is an important factor that will determine the attitude of whether the customer will make repeat purchases or not (Bernarto, 2017).

Customer Loyalty according to Kotler and Keller (2016,163) is a deeply held commitment to rebuy or repatronize a preffered a product or service in the future despite situational influences and marketing efforts having the potential to cause switching behavior. The component of customer attitude can be interpreted as the intention of buying back additional products or services from the same company, the willingness to recommend the company's products or services to others, showing this commitment to the company by refusing to switch to others. Customer loyalty is defined as a commitment to buy or re-consume a product or service consistently until the future. Customer loyalty will be the key to success and a sustainable competitive advantage.

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Table 1. Research Hypotheses

No	The proposed hypothesis
H_1	Service quality (X_1) has a significant effect on customer trust (Z)
H_2	Price (X2) has a significant effect on customer trust (Z)
H_3	Promotion (X1) affects customer trust (Z)
H_4	Service quality (X1) has a significant effect on customer loyalty (Y)
H_5	Price (X2) has a significant effect on customer loyalty (Y)
H_6	Promotion (X1) has a significant effect on customer loyalty (Y)

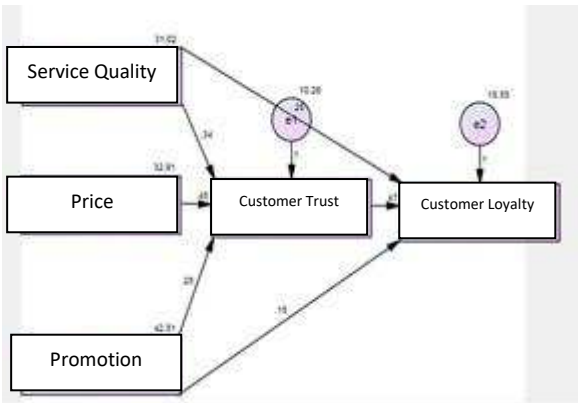
3. Methods

The research method used in this research is descriptive associative research with a survey approach. The population in this study were customers of the online transportation application, Grab Bike in Depok City. Sampling in this case uses a random sampling technique that takes samples for all Grab Bike customers in Depok City in 2020. So the sample of this study was taken from the population in customers of the online transportation application, Grab Bike in Depok, with a total sample size of 100 people respondents. In this study, the type of questionnaire used was a closed questionnaire where respondents were asked to answer questions by selecting answers that had been provided with a Likert scale. The model used in this study is the path analysis model due to the intervening variables.

4. Results and Discussion

Research result

Respondents of this study were users of the Grab Bike service around the Depok area, the total number of respondents was 100 people. Profile of respondents based on gender, consisting of 50% male and 50% female. Characteristics of respondents based on the station area profile, each of which has the same percentage, namely: Depok Lama Station 25%, Depok Baru 25%, Pondok Cina 25%, University of Indonesia 25%.
Feasibility test of the overall variable path model:
The model feasibility testing phase consists of two stages, namely, measurement and structural model testing. To test the GOF how fit the model is with the research data obtained. Figure 1 is a path diagram image that has been calculated.



Source: Researcher (2021)

Based on this model, a summary of the reliability test calculations and the GOF test results is made which can be seen in table 1 as follows:

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Tabel 2. Goodness of Fit Test Results

No	Goodness of Fit (GOF) index	Cut – Off Value (Nilai Batas)	Nilai pada model (Hasil)	Keterangan
1	Chi Square (x^2)	(<214,477)	186.060	Goodfit
2	CMIN/DF	< 2,00	46.515	Closefit
3	Probability Level	>0,05	0.000	Goodfit
4	GFI	GFI >0,9 (Good Fit) 0,8 GFI 0,9 (Marginal Fit)	.606	Marginalfit
5	AGFI	>0.90	-.476	Goodfit
6	TLI	>0,95	-.112	Goodfit
7	CFI	CFI > 0,95 (Good Fit) 0,8 CFI 0,9 (Marginal Fit)	.555	Goodfit
8	Root Mean Square Error of Approximation (RMSEA)	<0.08	.678	Goodfit

Source: Results of Data Processing Using AMOS 23

From the results of the analysis in Table 2, it is known that the model has met the GOF criteria which has been determined by the GOF test value with Chi Square (x^2). Shows equal to the probability which indicates that there is no difference between the predicted model and the observer data. Other models of feasibility measures are in good category. Thus, the predicted model fit with the observed values can be accepted as a model in this study.

Table 3. Weigh Path Diagram Regression Test Results Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
CUSTOMER TRUST	<---	SERVICE QUALITY	.343	.058	5.936	***
CUSTOMER TRUST	<---	PRICE	.477	.056	8.491	***
CUSTOMER TRUST	<---	PROMOTION	.281	.049	5.711	***
CUSTOMER LOYALTY	<---	CUSTOMER TRUST	.470	.103	4.577	***
CUSTOMER LOYALTY	<---	PROMOTION	.146	.072	2.023	.043
CUSTOMER LOYALTY	<---	SERVICE QUALITY	.258	.085	3.017	.003

Source: Results of Data Processing Using AMOS 23

Promotion and service quality have a positive and significant effect on customer loyalty, that each dimension of the formation of latent variables shows results that meet the criteria for a p value less than 0.05. If the results meet the criteria at the p value, the latent variable can be said to be significant. Thus the model used in research can be accepted.

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Normality Test

The multivariate normality test gave results with a value of 2.138 ± 2.58. Then the data can be said to be multivariate normal distribution. However, because the number of samples is 100-200, it is a large sample because the AMOS estimation technique is 150 - 400 (Ghozali: 2018). Then the results can be said to be normally distributed.

The results of the data normality output are shown in the following table:

Table 4. Normality Test Results Assessment of normality (Group number 1)

Variable	Min	max	skew	c.r.	kurtosis	c.r.
PROMOTION	8.000	37.000	1.204	4.915	1.047	2.137
PRICE	10.000	33.000	.957	3.908	.057	.117
SERVICE QUALITY	8.000	33.000	.753	3.074	-.217	-.443
COSTUMER TRUST	9.000	40.000	1.160	4.735	1.076	2.196
COSTUMER LOYALTY	8.000	36.000	.353	1.441	-.592	-1.208
Multivariate					3.577	2.138

Source: Results of Data Processing Using AMOS 23

The statistical test used is the t test (partial test) which is based on Critical Value. The t value is indicated by the Critical Ratio (CR). Hypothesis testing criteria are as follows:

- Value CR (Critical Ratio)> 1,967 with a significance level of P (Probability) <0.05, then Ha is accepted and Ho is rejected.
- Value CR (Critical Ratio) <1.967 with a significant level (p) <0.05, then Ha accepted Ho rejected.

Table 5. Hypothesis Calculation Results

Variable	C.R	P	Category	Information
Costumer Trust < Service Quality	5.936	***	Significant	Ha received Ho rejected
Costumer Trust < Price	8.491	***	Significant	Ha received Ho rejected
Costumer Trust < Promotion	5.711	***	Significant	Ha received Ho rejected
Costumer Loyalty < Costumer Trust	4.577	***	Significant	Ha received Ho rejected
Costumer Loyalty < Promotion	2.023	0.043	Significant Influence	Ha received Ho rejected
Costumer Loyalty < Service Quality	3.017	0.003	Significant Influence	Ha received Ho rejected

All hypotheses are accepted because all P values are significant. This means that all variables are positively related and influence each other. The results in this study are the same as those that have been carried out in previous studies which resulted in positive research between the variables used in this study.

Discussion

Based on the statistical test results, it can be seen clearly that both partially and simultaneously all independent variables have an effect on the dependent variable. Some important things that can be taken from the results of this study are:

a) Analysis of this research model shows that Customer Trust will affect the quality of service for online motorcycle taxi service users.
b) Analysis of this research model shows that a good price will affect the trust of online motorcycle taxi service users.

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c) The analysis of this research model shows that the better the promotion felt by consumers towards the online motorcycle taxi company, the higher the Customer Trust, conversely if the promotion is low, the Customer Trust will also be lower.
d) The analysis of this research model shows that the better the customer trust of the online motorcycle taxi company, the higher the customer loyalty obtained, conversely the worse the customer trust, the lower the customer loyalty to the online motorcycle taxi company.
e) The analysis of this research model shows that the greater the promotion of online motorcycle taxi companies, the higher the customer loyalty, conversely, the smaller the promotion, the lower the customer loyalty to online motorcycle taxi companies.
f) The analysis of this research model shows that the greater the quality of service to online motorcycle taxi companies, the higher the customer loyalty, conversely, the smaller the quality of service, the lower the customer loyalty to online motorcycle taxi companies.
g) The results of the calculation of the total effect of service quality and price on customer trust show that price has the greatest total effect (amounting to 0.549) than the total effect of service quality and promotion (amounting to 0.384 and 369).
h) It is concluded that service quality has the greatest total effect with a value of 0.418 than price and promotion with a value of 0.230 and 0.326.

5. Conclusion

Based on the description that has been put forward the conclusions from the research on service quality, price, and product promotion jointly affect customer trust and customer loyalty. Customers are very satisfied with the equipment, equipment, facilities and infrastructure provided by the Grab Bike driver. This shows that the higher the quality of service provided by the Grab Bike driver, the higher the customer's confidence in using Grab Bike. Conversely, the lower the quality of service provided by the Grab Bike driver, the lower the trust felt by the customer. Service quality has a positive and significant effect on customer trust in Grab Bike users.

Prices with high demand conditions do not become a barrier for customers to use online Grab Bike transportation services. This is because, according to customers, the price set during high demand conditions is still affordable, compared to having to use motorbike taxis on the side of the road at an unreasonable price. Price has a positive and significant effect on customer trust in Grab Bike users. Grab Bike online transportation advertising makes Grab Bike customers more aware of its existence and can be monitored on Maps. This is because Grab Bike creates advertisements by describing what online services they have provided for Grab Bike customers. The better or the more promotions given to consumers, the higher the customer's trust, on the other hand, if the promotion is low, the customer trust will also be lower. Promotion has a positive and significant effect on customer trust in Grab Bike users.

Grab Bike customers believe that Grab Bike online transportation has a good reputation, supported by the large number of respondents who continue to use online Grab Bike transportation even though the price is slightly higher. This shows that customer trust has a positive and significant effect on customer loyalty for Grab Bike users. Service quality, price, and promotion can make customers aware of the formation of customer trust and customer loyalty. This shows that these three aspects are important considerations for customers to use online Grab Bike transportation services.

Based on the above conclusions and some of the limitations of this study, the suggestions that can be the need for Grab Bike drivers to replay and provide notification of their whereabouts / positions as an answer when customers order Grab Bike online transportation, so that information and communication to customers can be provided optimally which also gives customers confidence. Grab Bike drivers must charge a rate that matches the price listed by Grab, so that Grab Bike still gets a good assessment in terms of service quality and gets the trust of customers.

Grab Bike must provide more promotions, by giving more points to the customer's application, so that Grab Bike can gain the trust of customers that Grab Bike has a good reputation. Based on the above statement, it is recommended for grab bike drivers to do honesty and provide convenience for customers, so that customers can trust the Grab Bike online transportation service so that customers can use the Grab Bike service more than 2 times a day, from that, Grab will get loyalty from customers. Based on the results of this study, it is suggested for further research to add new variables that affect customer trust and customer loyalty for Grab Bike such as: Brand image, Customer Satisfaction, Customer Commitment, Word of Mouth Communication and brand trust, so as to provide value. a higher coefficient of determination and can produce a broader picture of the research problem being researched.

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