

THE EFFECT OF SERVICE QUALITY, PRICE, PRODUCT QUALITY AND EMOTIONAL ON CUSTOMER SATISFACTION USERS OF MAXIM APPLICATION SERVICES IN BANDAR LAMPUNG CITY

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Abstract

This study aims to determine how the influence of service quality, price, product quality and emotional. The type of data used in this study is primary data obtained through questionnaires. The population in this study was taken from 110 respondents who are residents of Bandar Lampung City. Sampling used a non-probability sampling technique with the sampling method used was accidental sampling. Data analysis in this study used several methods including Data Quality Test (validity and reliability). Classical Assumption Test (Normality, Multicollinearity, and Heteroscedasticity Test). Multiple Linear Regression Test, Coefficient of Determination Test and hypothesis testing (partial t-test and simultaneous F-test). The results showed that there was a simultaneous positive and significant influence between service quality, product quality, price and emotion on customer satisfaction.

Keywords : *service quality¹, price, product quality², emotional³, satisfaction customer⁴.*

1. Introduction

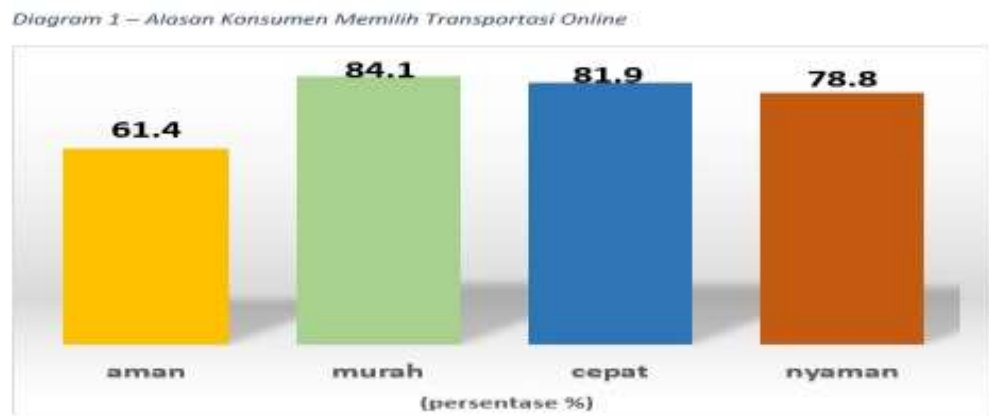
In the current era of technological developments, everything we want to go to can be reached in a very short time and with adequate vehicles. Everyone definitely needs a vehicle to get to where they want to be. Therefore, several technological developments in transportation have emerged, as we know, such as Uber, Grab, GoJek and Maxim. Transportation has become a very important tool in the modernization era as it is today.

Indonesia, especially in big cities. Therefore, the various congestion obstacles faced by the Government have also made efforts not to become sustainable congestion, the Government has also provided public transportation, both buses, road access such as flyovers and underpasses, and the government has also agreed to online-based transportation in the hope that the community will reduce traffic jams. the level of density of vehicles on the streets so as to avoid congestion and create new jobs (Mar'ati and Sudarwanto, 2018).

Online transportation that is commonly found today is divided into 2 types of motorcycle and car models. In terms of transportation choices, it seems that both vehicles are equally attractive to consumers. This can be seen from 4,668 consumer respondents, as many as 55 percent use online transportation types of cars and motorbikes, while those who only use motorbike transportation services are only 21 percent and only use cars as much as 24 percent. That is, the average consumer does not only look at one, to support activities via online transportation, the transportation chosen by consumers is adjusted to their needs.

While the reasons why consumers choose or use online transportation, in general, people think that online transportation is 84.1 percent cheaper, 84.1 percent cheaper, 78.8 percent more comfortable and 81.9 percent faster.

Figure 1.1. Reasons for Consumers to Choose Online Transportation 2017



source :www.ylki.or.id

From Figure 1.1, it can be seen that the price factor is considered by the majority of consumers. Respondents think online transportation is cheaper when compared to conventional motorbike transportation rates. In the second place, consumers choose online transportation because it is considered faster and more efficient. However, this survey does not elaborate further, what is meant is that it is found faster or reaches the goal faster.

Tabel 1.1. Pengguna Jasa Transportasi Online 2018-2020

No	Transportasi online	2018	2019	2020
1.	Gojek	40,7 %	45,7 %	47,2 %
2.	Grab	31,4 %	34,3 %	37,1 %
3.	Maxim	5,4 %	7,7 %	10,4 %
4.	Lainya	22,5 %	12,3 %	5,3 %

Source: Data processed, 2021

Based on the data of online transportation service users described in Table 1.1, it is known that both the Gojek, Grab and Maxim applications, all three experienced positive growth from 2018 to 2020. In 2018, Gojek led with a percentage of 40.7%, followed by Grab at 31.4% and Maxim at 5.4%, while the other 22.5% use other applications outside of Gojek, Grab and Maxim. In 2019, there was a significant increase in Gojek compared to the previous year, which was 45.7%, Grab 34.3% and Maxim 7.7%. Gojek is still ahead in 2020 with a percentage of 47.2%, followed by Grab at 37.1%. The Maxim application has increased quite rapidly compared to the previous year which was only 7.7% and then increased to 10.4% in 2020.

Until now, Maxim has been running in several big cities in Indonesia, such as in Yogyakarta, Pekanbaru, Jakarta and Solo. Expansion in other big cities such as Balikpapan, Bandar Lampung City, Bali, Kalimantan, Banjarmasin, Jambi, Singkawang, Samarinda, Bengkulu, Padang, Banda Aceh, and Palembang. In Bandar Lampung, Maxim has only been operating since June 2019.

Research purposes

The purpose of this study is to determine the effect of:

1. Quality of service on customer satisfaction of Maxim application services in Bandar Lampung City.
2. Prices for customer satisfaction of Maxim application services in Bandar Lampung City.
3. Product quality on customer satisfaction of Maxim application services in Bandar Lampung City.
4. Emotional towards customer satisfaction Maxim application in Bandar Lampung City.
5. Service quality, price, product quality and emotional together on customer satisfaction of the Maxim application in Bandar Lampung City.

2. Literature review and hypothesis development

Customer satisfaction

According to Tjiptono (2014: 355), customer satisfaction is an evaluation of the perception of the performance of the selected alternative product or service that meets or exceeds expectations. If the perception of performance can not meet expectations, then what happens is dissatisfaction. According to Tjiptono (2012), that there are main dimensions of service quality, namely: Reliability, Responsiveness, Assurance, Empathy, and Tangibles. According to Kotler (Sunyoto, 2013: 35), consumers can experience one of three general levels of satisfaction, namely if the performance activity is below expectations, the customer will feel disappointed but, if the performance is in line with the expectations of the consumer, he will feel satisfied and if the performance can exceed expectations then the customer will be satisfied. consumers feel very satisfied happy or happy.

Service Quality

According to Mardikawati and Farida (2013), stating that service quality is the nature of product appearance or performance which is a major part of the company's strategy in order to achieve sustainable excellence, either as a market leader or a strategy to continue to grow. According to Suryani (2013: 92), service dimensions, including: Reliability, According to Azwar (2011), reliability comes from the word reliability which means the extent to which the results of a measurement have trustworthiness, reliability, constancy, consistency, reliable stability. The measurement results can be trusted if in several measurements of the same subject group, relatively the same results are obtained

Price

According to Kotler & Armstrong (2016: 324), price is the amount of money provided to exchange products or services, or a number of values exchanged by consumers in order to obtain benefits for a product or service. Swastha (2010), explains that "price is the amount of money plus some items if possible needed to get some combination of goods and services. In addition, the price assessment can be seen from the suitability of a reciprocity from consumers to the value they receive after making a purchase transaction, and from there consumers can obtain products or services.

Product quality

A product is an item, service or idea that is marketed to meet the needs and desires of a customer (Griffin and Ebert, 99). Meanwhile, Kotler (in Suyati, 2002), defines a product as anything that can be offered to the market for attention, ownership, use and consumption that might satisfy needs and wants. Customers will like products that offer the best quality, performance and complement to innovation (Hadi, 2002).

Emotional

According to Irawan (2008: 39), emotional factors are pride, self-confidence and, success, being part of a group of meritorious people and so on are examples of emotional value which means customer satisfaction. The word emotion comes from the Latin word *emovere*, which means to

move. The meaning of this word implies that the tendency to act is absolute in emotion. According to Daniel Goleman (2002: 411), emotion refers to a specific heart and soul, a biological and psychological state and a complete tendency to act. Usually, emotion is a reaction to a stimulus from outside or inside the individual. Emotions are related to physiological and thought changes.

Previous Research

Andrew Tjenghar Widjaja (2016), conducted a study entitled The effect of word of mouth and electronic word of mouth on purchase intention: a case study on consumer behavior towards online motorcycle taxi services, Gojek. PI variable.

David Adista (2019) with his research entitled The effect of service quality and customer value on Grab Bike customer satisfaction at Krisnadwipayana University, obtained the results that service quality and customer value variables have a positive and significant effect on customer satisfaction variables.

Research conducted by Khairina Natsir (2018) on the factors that influence consumer satisfaction in the Mediterania Garden Residence apartment in West Jakarta, obtained the results that the relationship that occurs between Grab drivers and their company is not a monkey relationship which is regulated in article 1 number 15 UUK, but rather only partnership relationship

Framework

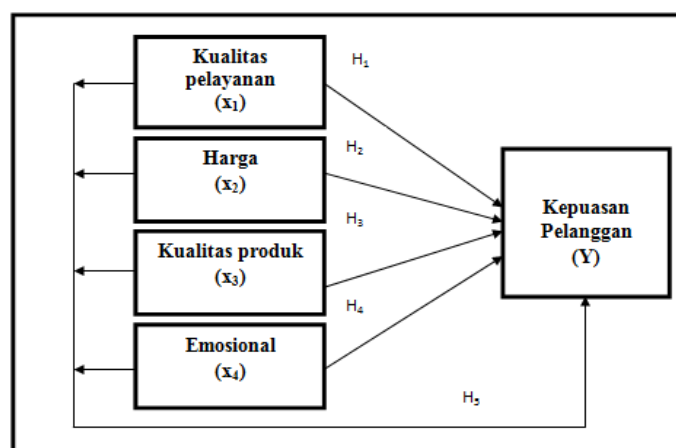


Figure 1. Framework of Thought

Hypothesis

H1: Service Quality Partially Affects Customer Satisfaction with Maxim Application in Bandar Lampung City.

H2: Price has a Partial Effect on Customer Satisfaction with Maxim Application in Bandar Lampung City.

H3: Product Quality Partially Affects Customer Satisfaction with Maxim Application in Bandar Lampung City.

H4: Emotional Influence Partially on Customer Satisfaction Maxim Application in Bandar Lampung City.

H5: Service Quality, Price, Product Quality, Overall Emotional Influence Simultaneously on Customer Satisfaction Maxim application in Bandar Lampung City.

3. Research methodology

This research is included in quantitative research with a correlational approach which aims to determine the effect of service quality, price, product quality and emotional on customer satisfaction of Maxim application users. Data collection methods in this study were literature study, interviews, observations and questionnaires. The population of this study were users of Maxim application services in the Bandar area. Lampung. The sampling method used is non-probability sampling with accidental sampling technique. The sample used to support this research is 101 respondents who are calculated using the Slovin formula. The analytical method used in this study is Multiple Linear Regression Analysis with classical assumption testing and validity and reliability testing. In classical assumption testing, data normality test, multicollinearity test and heteroscedasticity test are used. Multiple regression analysis method in the value of t test, f test and coefficient of determination.

4. Results and discussions

Table Analysis Results.

Multiple Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Constant	0,307	0,707		0,434	0,665
Kualitas Layanan	0,236	0,065	0,230	3,653	0,000
Kualitas Produk	0,028	0,056	0,028	0,491	0,025
Harga	0,228	0,062	0,219	3,702	0,000
Emosional	0,636	0,072	0,541	8,842	0,000

Source: Diolah Peneliti (2021)

Based on the results of multiple linear regression in the table above, the following regression equation is obtained:

$$Y = 0,307 + 0,236X_1 + 0,028X_2 + 0,228X_3 + 0,636X_4 + e$$

The interpretation of the regression model equation above is as follows:

- The constant (α) = 0.307 indicates the magnitude of the influence of all independent variables on the dependent variable. If the independent variable = 0 then, the satisfaction value is 0.307.
- The value of the service quality coefficient (β_1) = 0.236 indicates that if the service quality increases by one unit, it will increase customer satisfaction by 0.236 assuming constant variables.
- The value of the product quality coefficient (β_2) = 0.028 indicates that if the product quality increases by one unit, it will increase customer satisfaction by 0.028 assuming other variables are constant.
- The value of the price coefficient (β_3) = 0.228 indicates if the price increases by one unit, it will increase customer satisfaction by 0.228 assuming other variables are constant.
- The value of the emotional coefficient (β_4) = 0.636 indicates if the emotional increases by one unit, it will increase customer satisfaction by 0.636 assuming other variables are constant.

Tabel 2. Hasil Uji Parsial (Uji t)

Variabel	t- Hitung	t- Tabel	Signifikiansi
KualitasLayanan (X1)	3,653	1,982815	0,000
KualitasProduk (X2)	2,491	1,982815	0,025
Harga (X3)	3,702	1,982815	0,000
Emosional(X4)	8,842	1,982815	0,000

Based on Table 4.11, it is known that the significance value of service quality is 0.000 or > 0.05 and the t value is 3.653 or > 1.982815 (t table) so it can be concluded that service quality has a partial effect on customer satisfaction, which means H1 is accepted.

The significance value of product quality is 0.025 or <0.05 and the t-count value is 2.491 or >1.982815 (t table) so it can be concluded that product quality has a partial effect on customer satisfaction, which means H2 is accepted. Nilai signifikansi harga sebesar 0,000 atau < 0,05 dan nilai t hitung sebesar 3,702 atau > 1.982815 (t table) so it can be concluded that the price has a partial effect on customer satisfaction, which means H3 is accepted.

The emotional significance value is 0.000 or <0.05 and the t-count value is 8.842 or >1.982815 (t table) so it can be concluded that emotional partially affects customer satisfaction, which means H4 is accepted.

Tabel 3. Uji Simultan (Uji F)

Model	Df	F	Signifikansi
Regresion	4	154.346	0,000
Residual	105		
Total	109		

Based on Table 4.12, it is known that the significance value is 0.000 or <0.05 and the calculated F value is 154.36 or > 2.5821 (F table) which means that service quality, product quality, price and emotional influence simultaneously on customer satisfaction or H4 accepted.

Tabel 4. Koefisien Determinasi (R²)

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	0,924	0,855	0,849		1,245

Based on Table 4.13, it is known that the value of RS quare is 0.855, this means that the influence of the independent variables, namely service quality, product quality, price and emotionality is able to explain the dependent variable, namely customer satisfaction of 85.5% while the rest is explained by other variables not examined.

1. The Effect of Service Quality on Customer Satisfaction

The meaning of the findings of this study shows that there is a correlation between service quality and customer satisfaction. These results prove that one of the actions to satisfy customers is to provide the best service to customers

The findings of this study are in line with research conducted by Febrian (2017) that service quality affects customer satisfaction, where good service quality in a company will create satisfaction for customers. This research is also in line with Juwito's research (2019) which shows that service quality has a positive and significant effect on customer satisfaction.

2. The Effect of Product Quality on Customer Satisfaction

The results of the analysis which states that product quality has an effect on customer satisfaction are relevant to research conducted by Zuhriyah (2010) and Putro (2012) which states that product quality has a significant positive effect on customer satisfaction. So in this study states that if the product is good it will increase customer satisfaction.

3. The Influence of Price on Customer Satisfaction

The results of the hypothesis test show that the price affects the user's customer satisfaction maxim application This indicates that price is one of the factors that consumers consider in using a product or service. A relatively cheaper price is a plus that attracts buyers.

This research is in accordance with previous research conducted by Ofela (2016), which shows that price has a significant effect on customer satisfaction, and is in line with Lestari's research (2015), which shows that there is a significant relationship between price and customer satisfaction, which means the lower the price can support customer satisfaction.

4. Emotional Influence on Customer Satisfaction

The expectancy discount formation model, namely this theory is a theory that is widely used in studies on consumer satisfaction proposed by Gardinal (2010), and is often also known as the disconfirmation theory (discon firmation paradigm) in this theory it is emphasized that satisfaction or dissatisfaction is determined by a product or service compared to the expected performance standards, the theory states that one of the factors that affect customer satisfaction is the emotional factor.

The results of the research conducted showed that the emotional factor variable had a good and significant effect on customer satisfaction. This means that if the emotional factor is increased, customer satisfaction will also increase. This study supports the results of research from Indra Aditya (2014), which states that emotional factors have a positive and significant effect on customer satisfaction.

5. Conclusion

The conclusions in this study are:

1. The variables of service quality, product quality, price and emotional partially have a positive and significant effect on customer satisfaction of Maxim application users in Bandar Lampung. This indicates that service quality, product quality, price and emotional are factors that are taken into consideration by customers in using products or services, thus determining customer satisfaction.
2. There is a simultaneous positive and significant influence between service quality, product quality, price and emotional impact on customer satisfaction.

Limitation and study forward

From the results of the analysis and discussion above, the following suggestions are given:

1. It is hoped that Maxim will not only pay attention to the factors that have been studied in this study, but also pay attention to other factors that affect customer satisfaction such as promotion, convenience, experience or perception.
2. For the next researcher, it is hoped that the research subject will not only focus on the Maxim online transportation application, but can use other online transportation services that are bigger

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