

## The Impact of Brand Image, Brand Awareness, Service Quality, and Price on Customer Satisfaction with Go-Ride Services: A Case Study of Gojek in Management Students Class of 2019, Faculty of Economics & Business Riau Kepulauan University Batam

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### ABSTRACT

This research was conducted to determine the effect of brand image, brand awareness, service quality, and price on customer satisfaction, both separately (partially) and together (simultaneously). In this study the authors used a sample of 63 respondents, data collection techniques were carried out by distributing questionnaires. The measurement scale used is the Likert scale and for testing it uses the Statistical Product and Service Solution (SPSS) version 22 program. From the results of this study the authors conclude that partially calculating Brand Image (X1) has a positive but not significant effect on customer satisfaction, with a t-value of 1,675 with a significance of 0,099. Brand Awareness (X2) has a positive but not significant effect on customer satisfaction, with a t-value of 1,765 with a significant level of 0,083. Service Quality (X3) has a negative and insignificant effect on customer satisfaction, with a t-count of 0,068 with a significant level of 0,639. Price (X4) has a negative and insignificant effect on customer satisfaction, with a t-count of -0,163 with a significant level of 0,211. Judging from the simultaneous test or jointly knowing the effect of Brand Image (X1), Brand Awareness (X2), Quality of Service (X3), and Price (X4) simultaneously has a positive and significant effect on the variable Customer Satisfaction (Y) with a calculated f-value of 5,052 with a significant level of 0.001.

**Keywords:** Brand Image, Brand Awareness, Service Quality, Price, Customer Satisfaction

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### INTRODUCTION

In the development of this modern era, society has a variety of activities and to fulfill these activities, society needs transportation as a tool to help carry out its activities (Adrian et al., 2022; Hafni et al., 2022; Lukman et al., 2022; Nasution et al., 2022; Fernando et al., 2022). Therefore, transportation service entrepreneurs are creating a new innovation in the field of online-based transportation services by improving service, ease of ordering, comfort, punctuality and so on. This answers increasingly complex human needs (Arif et al., 2021; Gazali et al., 2022; Jacksen et al., 2021; Putri et al., 2023; Y. Sari et al., 2022).

To support all people's desires, technology, computers and telecommunications that support internet technology are needed (Chandra et al., 2023; S. I. Sari et al., 2022; Stevany et al., 2022; Sudarno et al., 2023; Suyono et al., 2022). The development of internet technology has made it easier for consumers and business people to get the right information. With the development of current technology, there are applications that introduce motorbike taxi ordering services using technology and use service standards to display motorbike taxi ordering services. Previously, motorcycle taxis used a base area system or bases at entrances and routes. Even when using motorcycle taxi services, service users have to pay cash and often haggle. Currently there are many online motorcycle taxi providers in Indonesia known as Gojek, Grab, etc. All provide the same service by delivering people at different costs, but with the same ordering system, namely ordering via the application or website (Rini, 2019).

The role of branding (Özcan & Elçi, 2020; Şahin et al., 2017) is very necessary to differentiate one company from another (H. P. Panjaitan et al., 2023; M. Panjaitan et al., 2023; Putra et al., 2023; Rusilawati, 2023; Walettina & Anton, 2022). According to (Tjiptono, 2014) states that a brand is a name, term, sign, symbol/symbol, design, color, movement or a combination of other product attributes that are expected to provide identity and differentiation from competing products. Apart from strengthening the brand name in the minds of consumers, it is necessary for companies to instill awareness in consumers of existing brands (Devianti, 2018).

Gojek was present in Batam in 2016. Batam City is one of the fastest growing cities in Indonesia, as well as a city with advanced industry and trade. Transportation facilities have an important role to facilitate daily

activities. Gojek provides benefits for many parties. Especially for students who do not have private vehicles and have domiciles that are far from the institution. Students often use this online motorcycle taxi transportation service. Online motorcycle taxis can be said to be motorcycle taxis that use a technology base. Only by downloading the Gojek application available on smartphones, students can easily get it choose the destination you want to visit and be able to find out immediately the fees charged and the distance traveled. In addition, students can also see the driver and wait for him at the departure point. Gojek also offers many promotions which are of course beneficial for students, especially at certain moments and for users of certain paid methods. By looking at this, online motorcycle taxis are very student-friendly in terms of practicality and cost-effectiveness (Akmal et al., 2023; Fajri et al., 2021; Habibi et al., 2022; Kersiati et al., 2023; Prasetya et al., 2023).

Gojek has an important role in creating an integrated transportation management system. The Gojek application has several services, in the application one of which is the GoRide service. GoRide is a customer pick-up and drop-off transportation service using motorbikes. GoRide provides easy customer mobility services. Gojek application users simply order GoRide via the mobile application online and will later be picked up by a motorcycle taxi driver who responds to the user's or prospective passenger's order. Passengers can also determine the pick-up and drop-off location, and the fare that must be paid for this service will be displayed. The rates offered are affordable and depend on the distance traveled. Based on the information listed on the Gojek website, GoRide has more than 1 million riders ready to take its customers. There are several GoRide competitors among others who provide similar services, such as Grab Bike, Maxim, InDrive and others. As a service company, of course Gojek in its GoRide service must also pay attention to brand image, brand awareness, service quality (Hammoud et al., 2018; Khatoun et al., 2020; Wang et al., 2020) and price to influence customer satisfaction (Elfita et al., 2022; Hidayat et al., 2022; Marliza et al., 2022; Napitupulu et al., 2021; Yarmanelis et al., 2022).

Factors that affect customer satisfaction is the first is brand image. Brand Image according to Keller (2013), brand image is the consumer's response to a brand based on the good and bad of the brand that consumers remember. Besides brand image, the second factor that influences customer satisfaction is brand awareness. According to (Cahyani, 2016) Brand Awareness is the ability of a consumer to be able to recognize or be able to recall a brand so that consumers can associate it with a certain product category because of this, a consumer can have brand awareness of a brand automatically so that he is able to describe elements a brand without assistance. Brand awareness is the measure of how memorable and recognizable a brand is to its target audience (Ansorimal et al., 2022; Imarni et al., 2022; Juprizon et al., 2022; Lasrya et al., 2021; Suyono et al., 2020).

Good service quality is the third factor which is an advantage that is created and expected so that customers can fulfill their desires. To balance consumer expectations, companies try to provide services that match consumer demands and desires, as well as the accuracy of delivery (Tjiptono, 2017).

The price is the fourth factor that can influence customer satisfaction in using products and services. According to Kotler & Armstrong (2016) price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service (Al-Somaidae et al., 2023; Lumbantoruan et al., 2021; Saputro et al., 2022; Sari et al., 2021; Vina et al., 2021).

## RESEARCH METHODS

This type of research is quantitative research, this research is included in field research, namely research activities carried out in certain environments. The approach used in this research is survey method. According to (Sujarweni, 2015) survey research is research conducted to collect information by compiling a list of questions asked to respondents. In survey research, information is collected from respondents using questionnaires (Abd et al., 2023; Adiya et al., 2023; Irawan et al., 2023; Wijaya, Asyik, et al., 2020; Wijaya, Suyono, et al., 2020). According to (Sugiyono, 2014) a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents for them to answer (Adriansyah et al., 2023; Purnama et al., 2024; Tantular et al., 2023). In this research the questionnaire used closed questions (Amin et al., 2023; Rifai et al., 2023; Suhardjo, 2023). Variable measurement was carried out using a Likert scale (Hanapiah, 2023; Imron et al., 2024; Nafisah et al., 2023). According to (Sugiyono, 2018) population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Kumalasari & Endiana, 2023; Maisur, 2023; Tjahjana et al., 2023). In this research, the population is students from the Management Study Program, Faculty of Economics & Business, Class of 2019, University of the Riau Islands, totaling 162 active students. In this research, the samples used were some customers who had used the GoRide online motorcycle taxi transportation service at Gojek on the Riau Islands University Campus, Batam. So based on solvin calculations with a tolerable sample error value of 5%, the sample

taken in this study was 63 people. The analysis used in this research is a data quality test which consists of a validity test and a reliability test. Then the classical assumption test consists of normality test, multicollinearity test, heteroscedasticity test. Next, it will be tested using multiple linear regression analysis and hypothesis testing using the determination test, simultaneous test and partial test. All tests in this study used SPSS V.22 software.

## RESULTS AND DISCUSSION

Based on the research data, it can be seen that the number of respondents was 63, with 23 male respondents and 40 female respondents or 36.5% male and 63.5% female of the total number of respondents. Thus, it can be concluded that there are more female respondents than male respondents. Based on the research data it can also be seen that the respondents used GoRide on Gojek were 1 time as many as 7 people or 11.1% and more than 1 time as many as 56 times or 88.9%.

### Data Validity Test

This test is used to find out whether the prepared questionnaire. The goal is for the accuracy of the questionnaire that can measure the events measured by the question items declared valid if:

- a) If  $r \text{ count} > r \text{ table}$ , then it is declared valid.
- b) If  $r \text{ count} < r \text{ table}$ , it is declared invalid.

Using SPSS V.22 processing where the calculated  $r$  is greater than  $r$  table, with a sample of 63 and  $r$  table 0.2091. And the results of validity testing were carried out. Following are the results of the validity test for each variable:

**Table 1. Validity Test Results**

Variabel	Item	r Hitung	r Tabel	Information
Brand Image (X1)	X1.1	0.749	0,2480	Valid
	X1.2	0.787	0,2480	Valid
	X1.3	0.754	0,2480	Valid
	X1.4	0.698	0,2480	Valid
	X1.5	0.746	0,2480	Valid
	X1.6	0.698	0,2480	Valid
	X1.7	0.849	0,2480	Valid
Brand Awareness (X2)	X2.1	0.628	0,2480	Valid
	X2.2	0.558	0,2480	Valid
	X2.3	0.753	0,2480	Valid
	X2.4	0.548	0,2480	Valid
	X2.5	0.705	0,2480	Valid
Service Quality (X3)	X3.1	0.584	0,2480	Valid
	X3.2	0.620	0,2480	Valid
	X3.3	0.660	0,2480	Valid
	X3.4	0.583	0,2480	Valid
	X3.5	0.754	0,2480	Valid
	X3.6	0.645	0,2480	Valid
	X3.7	0.537	0,2480	Valid
	X3.8	0.537	0,2480	Valid
	X3.9	0.768	0,2480	Valid
Price (X4)	X4.1	0.579	0,2480	Valid
	X4.2	0.704	0,2480	Valid
	X4.3	0.642	0,2480	Valid
	X4.4	0.802	0,2480	Valid
	X4.5	0.803	0,2480	Valid
	X4.6	0.732	0,2480	Valid
	X4.7	0.751	0,2480	Valid
Customer Satisfaction (Y)	Y1	0.659	0,2480	Valid
	Y2	0.598	0,2480	Valid

Variabel	Item	r Hitung	r Tabel	Information
	Y3	0.620	0,2480	Valid
	Y4	0.728	0,2480	Valid
	Y5	0.653	0,2480	Valid

Source: Results of primary data processing (2023)

The results of the validity test as shown in table above show that all question items have a calculated r value > r table, with a significance level of  $\alpha = 0.05$  and an r table value of 0.2091. It can be concluded that all statements on variables X1, Y is declared valid.

### Reliability Test

The reliability test was carried out to obtain the level of accuracy of the data collection tool used.

**Table 2. Reliability Test Results**

No	Variabel	Cronbach's Alpha	Batas Normal	Keterangan
1	Brand Image (X1)	0.872	>0,60	Reliable
2	Brand Awareness (X2)	0,639	>0,60	Reliable
3	Service Quality (X3)	0,801	>0,60	Reliable
4	Price (X4)	0,839	>0,60	Reliable
5	Customer Satisfaction (Y)	0,658	>0,60	Reliable

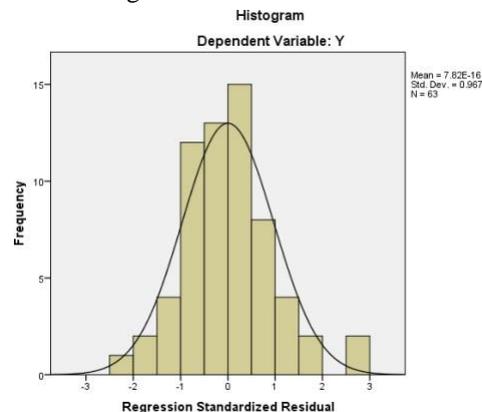
Source: Results of primary data processing (2023)

In table above it can be seen that the R alpha of each variable X1, X2, X3, X4, and Y is greater than 0.60. Thus, you can It was concluded that the tested data was declared reliable.

### Classical Assumption Test

#### Normality Test

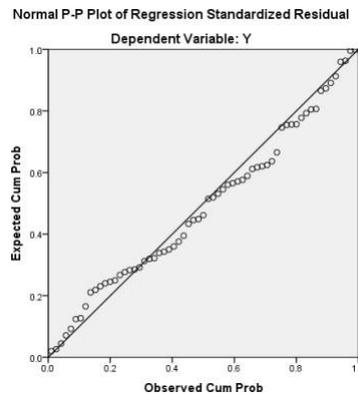
Normality test is done visually with a histogram and Normal Standardized Residual Regression Probability Plots, as well as through the Kolmogrov-Smirnov test. The test results are as follows:



**Figure 1. Regression Standardized Residual Results**

Source: Results of primary data processing (2023)

Paying attention and forming bell-shaped images, it can be concluded that the data has a normal distribution.



**Figure 2. Results of Observed Cum Prob**

*Source: Results of primary data processing (2023)*

Figure 2 shows the condition that the data points spread around the diagonal line and follow the direction of the diagonal line, so it can be said that the data meets the assumption of normality.

**Table 3. Result of One-Sample Kolmogorov Test**  
**One-Sample Kolmogorov-Smirnov Test**

		UnstandardizedResidual
N		63
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.73725947
Most Extreme Differences	Absolute	.089
	Positive	.089
	Negative	-.076
Test Statistic		.089
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.
  - b. Calculated from data.
  - c. Lilliefors Significance Correction.
  - d. This is a lower bound of the true significance.
- Source: Results of primary data processing (2023)*

Based on the results of the Kolmogorov-Smirnov test, the Asymp value is known. Sig. (2.tailed) 200 > 0.05 (alpha), it can be concluded that the residual value has a normal distribution.

**Multicollinearity Test**

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables. The multicollinearity test in this research was by looking at the Variance Inflation Factor (VIF) and Tolerance in the regression model. If the VIF value is less than 10 and Tolerance is more than 0.1 then the regression model is free from multicollinearity. This means that there is no relationship between the independent variables and the following results:

**Table 4. The Multicollinearity Test Results**

Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1	(Constant)	7.952	2.773		2.868	0.006	
	X1	0.141	0.084	0.224	1.675	0.099	0.715 1.399

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
X2	0.212	0.12	0.238	1.765	0.083	0.706	1.417
X3	0.035	0.075	0.068	0.471	0.639	0.617	1.62
X4	0.093	0.074	0.163	1.264	0.211	0.77	1.298

a. Dependent Variable: Y

Source: Results of primary data processing (2023)

### Heteroscedasticity Test

The heteroscedasticity test is used to determine whether or not there are deviations from the classic assumption of heteroscedasticity, namely the unequal variance of the residuals for all observations in the regression model. This research uses the Glejser and Scatterplot methods to test the symptoms of heteroscedasticity with the following results.

**Table 5. Heteroscedasticity Test Results**

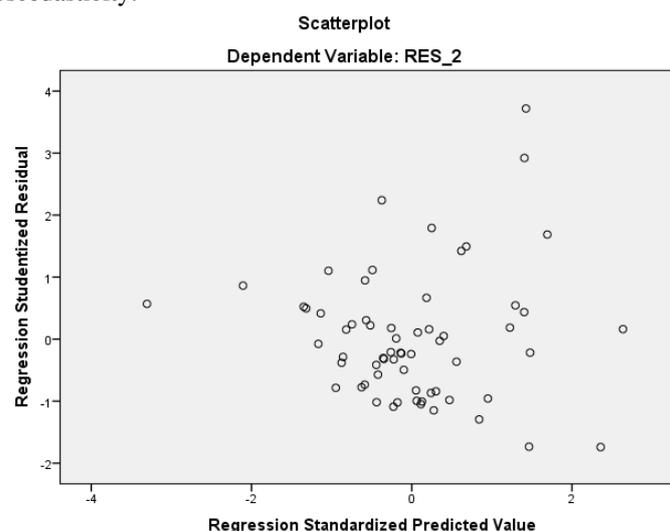
#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.039	1.637		.635	.528
	X1	.042	.050	.121	.847	.400
	X2	-.219	.071	-.444	-3.095	.003
	X3	.058	.044	.201	1.311	.195
	X4	.048	.044	.151	1.100	.276

a. Dependent Variable: RES\_2

Source: Results of primary data processing (2023)

Based on the output from table above for the heteroscedasticity test with the Glejser test, it is enough to look at the output coefficients table with the RES\_2 variable acting as the dependent variable. Based on the output above, it is known that the significant value (Sig) for the brand image variable (X1) is 400, the brand awareness variable (X2) is 003, the service quality variable (X3) is 195, and the price variable (X4) is 276. Because the values X1, and X4 variable is greater than 0.05, then according to the basis of decision making in the Glejser test it can be concluded that heteroscedasticity does not occur. However, the brand awareness variable (X2) is 003, so it is not free from heteroscedasticity.



**Figure 4. Result of Regression Standardized Predicted Value (Scatterplot) Test**

Source: Results of primary data processing (2023)

The results of the heteroscedasticity test (Scatterplot) show that the points are spread randomly and are

spread both above and below zero. So it can be concluded that there were no symptoms of heteroscedasticity in this study.

### Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the influence of independent variables on the dependent variable to prove whether or not there is a functional relationship between these variables. The regression equation can be seen in the following table output:

**Tabel 6. Results of Multiple Linear Regression Analysis**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.952	2.773		2.868	.006
BRAND IMAGE	.141	.084	.224	1.675	.099

Source: Results of primary data processing (2023)

### Hypothesis Test

#### T test

The partial test (T-Test) is used to determine whether in the regression model the independent variables (brand image, brand awareness, service quality and price) partially have a significant effect on the dependent variable (customer satisfaction). To find out the t table value, you can use the formula  $df = n - k - 1$  where df is the t test value, n is the number of respondents, k is the number of independent variables and 1 is the specified value of the formula. To find out the t table value in this research  $df = 63 - 4 - 1 = 58$ , the t table of the number 58 is 1.67. The testing criteria for  $H_0$  are accepted if the significance probability is  $> 0.05$  and  $H_0$  is rejected if the significance probability is  $< 0.05$ .

**Table 7. T Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.952	2.773		2.868	.006
BRAND IMAGE	.141	.084		1.675	.099
BRAND AWARENESS	.212	.120	.224	1.765	.083
SERVICE QUALITY	.035	.075		.471	.639
PRICE	.093	.074		1.264	.211

a. Dependent Variable: CUSTOMER SATISFACTION

Source: Results of primary data processing (2023)

The explanation of the T test above is:

- X1 against Y with t-count  $>$  t-table or  $1.675 > 1.67$ , indicating that the brand image variable has a positive effect on customer satisfaction. The sig value of  $0.099 > 0.05$  indicates that the brand image variable has a positive effect but does not significantly influence the causes of customer satisfaction.
- X2 against Y with t-count  $>$  t-table or  $1.765 > 1.67$ , indicating that the brand awareness variable has a positive effect on customer satisfaction. The sig value of  $0.083 > 0.05$  indicates that the brand awareness variable has a positive effect but does not significantly influence the causes of customer satisfaction.
- X3 against Y with T-count  $<$  t-table or  $0.068 < 1.67$ , shows that the service quality of service has a negative effect on customer satisfaction. Sig value  $0.639 > 0.05$  shows that service quality variables have a negative effect and do not significantly affect the cause of customer satisfaction.
- X4 against Y with t-count or  $0.163 < 1.67$  shows that the price variable has a negative effect on customer satisfaction. The sig value of  $0.211 > 0.05$  indicates that the price variable has a negative effect and does not significantly influence the causes of customer satisfaction.

## F Test

The F test is carried out to test whether there is a simultaneous influence between each independent variable and the dependent variable.

**Tabel 8. F Test Results**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.197	4	16.299		
	Residual	187.120	58	3.226	5.052	.001 <sup>b</sup>
	Total	252.317	62			

a. Dependent Variable: KEPUASAN PELANGGAN

b. Predictors: (Constant), HARGA, BRAND IMAGE, BRAND AWARENESS, KUALITAS PELAYANAN

Source: Results of primary data processing (2023)

The F test results show that the calculated F value is  $5.052 > 2.53$ . The significant value is  $0.001 < 0.05$  so that the decision taken is to show that the Brand Image, Brand Awareness, Service Quality and Price variables simultaneously have a positive and significant effect on the Customer Satisfaction variable.

## Coefficient of Determination Test (R<sup>2</sup>)

The Coefficient of Determination Test (R<sup>2</sup>) functions to explain the proportion of variation in the dependent variable (Y) that is explained by the independent variables (more than one variable) together.

**Table 9. Results of The Coefficient of Determination Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.508 <sup>a</sup>	0.258	0.207	1.796

a. Predictors: (Constant), HARGA, BRAND IMAGE, BRAND AWARENESS, KUALITAS PELAYANAN

Source: Results of primary data processing (2023)

Based on table 9, it shows that the Adjusted R square result is 0.207 or 20.7%. The results of this test show that 20.7% of the variations in the Brand Image, Brand Awareness, Service Quality and Price variables can explain the Customer Satisfaction variable and the difference is influenced by other variables not examined in this research.

## CONCLUSION

### Conclusion

Based on the results of data analysis and discussions that have been carried out, the following conclusions can be drawn:

1. Brand Image does not have a significant effect on Customer Satisfaction in using GoRide services on Gojek
2. Brand Awareness does not have a significant effect on customer satisfaction in using GoRide services on Gojek
3. Service Quality does not significantly influence Customer Satisfaction in using GoRide services on Gojek
4. Price does not have a significant effect on customer satisfaction in using GoRide services on Gojek
5. Brand Image, Brand Awareness, Service Quality and Price simultaneously or together influence Customer Satisfaction in using the GoRide service on Gojek

### Recommendations

Based on the results of the research, discussion and conclusions obtained, the conclusions that can be given are as follows:

1. For the Company
  - a. Based on the research results, it is known that the brand image variable gets a good response from consumers. It is hoped that the company can maintain and improve service to the brand image, because by improving the brand image the consumer's impression will be better towards the Gojek brand and in turn

- will also influence student satisfaction as customers. Apart from that, the company can also consider the items in this research variable which show the highest influence, because from these items the company can improve the quality of existing services and develop new innovations that are needed by their consumers so that consumers continue to use the services. Gojek and can attract more consumers.
- b. Based on the research results, it is known that the brand awareness variable gets a good response from consumers, therefore producers are expected to continue to make Gojek the top of mind, namely the brand that is first remembered when consumers want to order online transportation. The most effective way is through intensive advertising through mass media, one of which is through television as the most effective media. Apart from that, Gojek needs to increase other promotions, one of which is by holding events that attract public attention, so that people are more familiar with Gojek's developments.
  - c. Based on the results of research on service quality variables, Gojek needs to improve service quality by providing a sense of security and comfort to customers. Gojek needs to add an easier and more practical complaint service to the Gojek application, so that complaints can be processed immediately without having to go through a complicated process. Customers will certainly prioritize feeling safe and comfortable in obtaining the services they receive. Guarantee that safety is in the hands of the right driver.
  - d. Based on the results of research on price variables, Gojek needs to pay attention to the tariffs in the Gojek application so that it can provide tariffs that match those stated in the application without having to make changes or additions to tariffs for Gojek customers.
2. For future researchers who wish to conduct the same research, it is hoped that they can develop this research by adding other supporting factors that can influence Gojek customer satisfaction.

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