

The Effect Of Service Quality, Ease Of Use, And Price On Customer Satisfaction With Online Transportation (A Study Of Gojek Users In The City Of Cirebon)

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Abstract

This study aims to determine the effect of service quality, ease of use, and price on customer satisfaction with online transportation services (a case study of Gojek users in Cirebon City). This research employs a quantitative method using purposive sampling to distribute questionnaires to Gojek users in Cirebon City, obtaining a sample of 100 respondents. The analysis used in this study includes outer model testing, validity testing (discriminant validity tests which consist of Heterotrait-Monotrait Ratio, Cross Loading, and Fornell-Larcker Criterion), reliability testing (Cronbach's Alpha, Composite Reliability, and Average Variance Extracted), model fit testing, inner model testing, multicollinearity testing, partial path coefficient testing or T-test, F-test or simultaneous test, and coefficient of determination (R Square). In this study, data analysis was conducted using SmartPLS version 4. The results show that service quality has a positive and significant effect on customer satisfaction, ease of use has a positive and significant effect on customer satisfaction, price has a positive and significant effect on customer satisfaction, and simultaneously, service quality, ease of use, and price have a significant effect on customer satisfaction.

Keywords: Service Quality, Ease of Use, Price, Customer Satisfaction.

1. Introduction

Currently, rapid developments in information technology and transportation have improved people's lives, including in the transportation sector. In Indonesia, one of the most significant changes has been the emergence of online transportation services that offer users the convenience of booking transportation services anytime and anywhere, easily accessible through a smartphone app. One of the most popular online transportation service providers in Indonesia is Gojek. The presence of Gojek has provided a new alternative for people who need faster and more practical transportation solutions.

In this study, the researchers chose Gojek customers as the research subjects because Gojek is the number one top brand in 2024 in the online transportation sector in Indonesia. The survey results from the Top Brand Award indicate that Gojek is the top choice for online transportation with 62%, followed by Grab at 31.60% and Maxim at 2.80%. Therefore, the researchers are interested in identifying the factors that make Gojek the top choice in the online transportation sector.

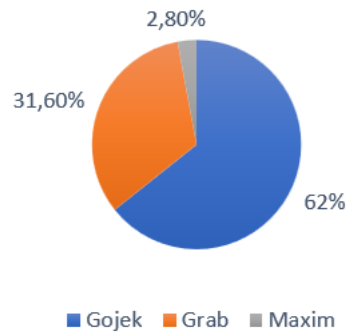


Figure 1. Top Brand Award for Online Transportation in 2024

Source: Top Brand Award 2024

Researchers conducted a preliminary survey by distributing questionnaires to 30 Gojek users in Cirebon City to determine the main factors that influence online transportation users in Cirebon City to choose Gojek as their primary option. The preliminary survey results showed that the main factors were service quality (30%), ease of use (26%), price (27%), promotions (7%), and brand image (10%). Based on these preliminary survey results, as one of the supporting data points, the researchers are interested in conducting a more in-depth study on the influence of service quality, ease of use, and price on customer satisfaction with online transportation services (a study of Gojek users in Cirebon City).

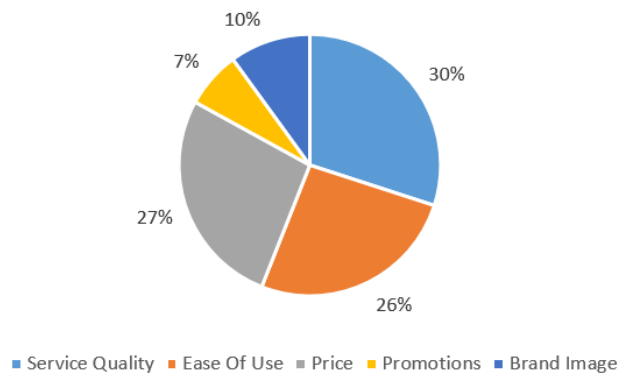


Figure 2. Preliminary Survey Results

Source: Data processed from preliminary survey results

Service quality is a crucial and important aspect in maintaining business continuity, competing with competitors, and striving to increase company profits (Halim, 2021). Service quality is one of the factors that encourages the use of online transportation services because good service quality will also provide a good experience or impression for customers, so that good service quality will influence good customer satisfaction levels.

Ease of use refers to the ease with which a person can use technology without excessive physical effort (Venkatesh et al., 2022). Ease of use is also an important factor, such as ease of access to applications, as users only need to download the application and place an order in a few simple steps, allowing them to obtain transportation services quickly and easily.

Price is often the initial consideration before deciding on a product or service (Dewi, 2023). Price is also another important factor that influences users' decisions when choosing online transportation services, as competitive prices are a significant added value that consumers pay close attention to.

Customer satisfaction is defined as service that meets customer expectations (Firmansyah, 2024). Customer satisfaction is one of the main indicators in determining the success of online transportation services. High customer satisfaction will encourage continued use of the service, while low customer satisfaction can lead to a decrease in the number of users.

Previous studies conducted by (Mahendri & Munir, 2021) and (Desri et al., 2024) showed that service quality does not affect customer satisfaction. In another study by (Muammar & Beta, 2023), it was stated that convenience does not significantly affect customer satisfaction. Additionally, other studies by (Harun & Wiyadi, 2024) and (Putri et al., 2023) showed that price does not significantly affect customer satisfaction.

Unlike previous studies conducted by (Fransiska & Ajeng, 2023), which stated that service quality and ease of use have a positive and significant effect on consumer satisfaction, both partially and simultaneously. In other studies by (Febry Setiawan et al., 2022) and (Solikha & Suprpta, 2020), it was stated that service quality and price have a positive and significant impact on customer satisfaction, both partially and simultaneously.

Based on this issue, many studies on service quality, ease of use, price, and customer satisfaction have been conducted in various cities. However, studies related to ease of use that focus on Gojek user case studies in Cirebon City are still limited, and considering the many differences from previous research results, the researchers wanted to know whether this phenomenon would have an impact on the satisfaction of Gojek online transportation users in Cirebon City. The focus of this research is on Generation Z and Millennials. Therefore, the researcher conducted this study titled "The Influence of Service Quality, Usability, and Price on Customer Satisfaction in Online Transportation (A Study of Gojek Users in Cirebon City)."

2. Literature Review

Customer Satisfaction

Customer satisfaction is the feeling of pleasure or disappointment that a person experiences as a result of comparing their perception of the performance of a product or service with their expectations (Kotler et al., 2021). Customer satisfaction is an initial assessment of the service received based on the customer's perception after directly receiving and experiencing the service. This satisfaction is achieved when the experience obtained aligns with or meets the expectations held beforehand (Halim et al., 2021).

Service Quality

Service quality is an action provided by a person or party to another person that cannot be seen or touched (Kotler et al., 2021). Service quality is one of a company's competitive advantages because by providing quality services, a company can encourage repeat purchases from consumers and enable consumers to recommend the company to others, thereby fostering sustained consumer loyalty (Halim et al., 2021).

Ease Of Use

Ease of use, which includes ease of ordering and speed and timeliness of service, is part of service differentiation that plays an important role in the success of a company's marketing strategy (Kotler et al., 2021). Ease of use is the ease with which a person can use technology without excessive physical effort (Venkatesh et al., 2022).

Price

Prices are set to determine how much the company will receive in return for the products or services offered (Kotler et al., 2021). Prices are the amount of money that consumers must pay to obtain goods or services, and they also influence consumers' perceptions of the quality of service provided by the company (Halim et al., 2021).

Research Framework

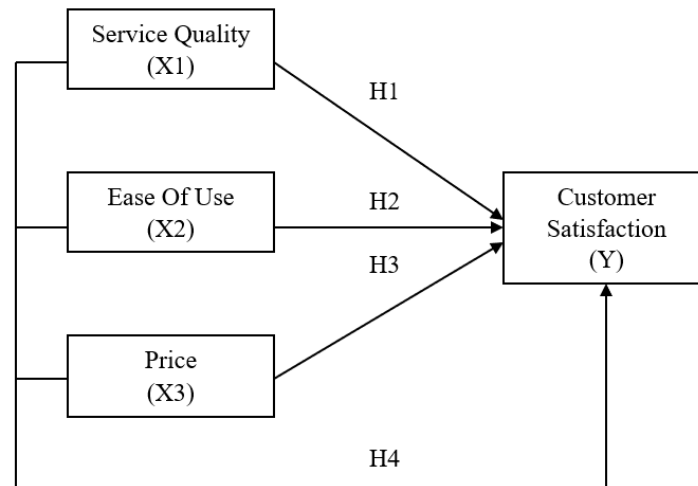


Figure 3. Research Framework

Hypothesis

H1: Service quality has a positive effect on customer satisfaction among Gojek users in Cirebon City.

H2: Ease of use has a positive effect on customer satisfaction among Gojek users in Cirebon City.

H3: Price has a positive effect on customer satisfaction among Gojek users in Cirebon City.

H4: Service quality, ease of use, and price simultaneously influence customer satisfaction among Gojek users in Cirebon City.

3. Research Methods

The method used in this study is quantitative. There are three independent variables in this study, namely service quality (X1), ease of use (X2), and price (X3), as well as a dependent variable, namely customer satisfaction (Y). The study population consists of Generation Z and Millennials in the city of Cirebon aged between 10 and 44 years, totaling 187,146 individuals (Source: Data from the Central Statistics Agency of Cirebon City). In this study, purposive sampling was used for sample selection. In this study, the researcher limited the population of 187,146 people by determining the sample size using the Slovin formula (Priyono, 2016) as follows:

$$n = \frac{187.146}{1 + 187.146 (0,1)^2}$$

$$n = \frac{187.146}{1 + 187.146 (0,01)}$$

$$n = \frac{187.146}{1.872,46}$$

$$n = 99,9465$$

= rounded up to 100 (Based on the calculation results, the number of samples in this study was set at 100 respondents).

4. Results and discussion

Test Outer Model

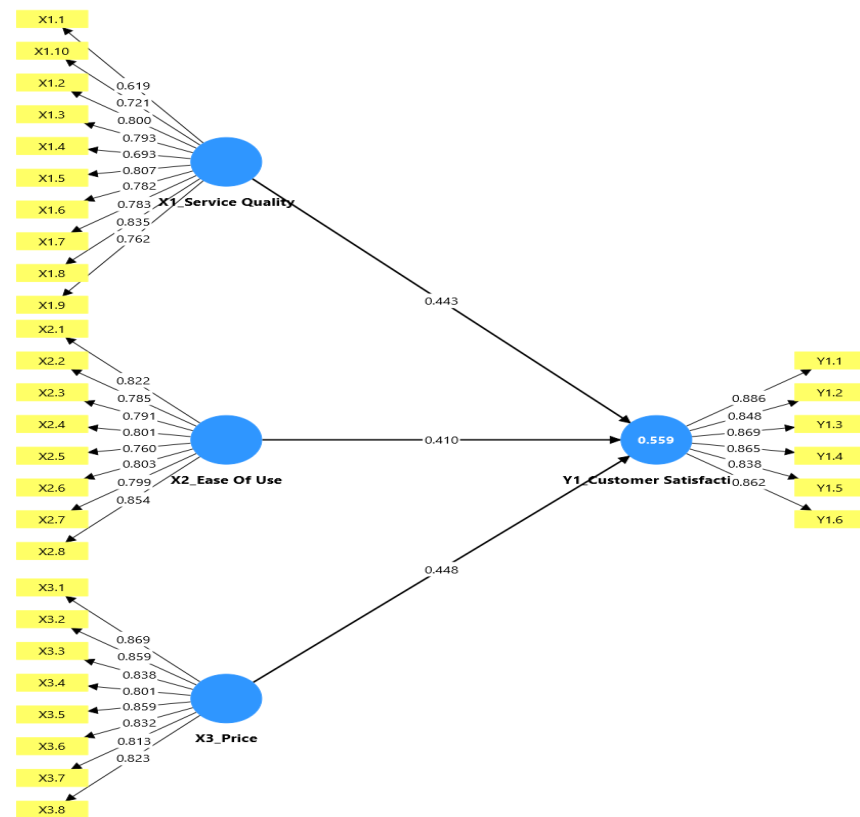


Figure 4. Outer Model Results

Source: Processed Data 2025

Table 1. Outer Loading Results

	X1_Service Quality	X2_Ease of Use	X3_Price	Y1_Customer Satisfaction
X1.1	0.619			
X1.10	0.721			
X1.2	0.800			
X1.3	0.793			
X1.4	0.693			
X1.5	0.807			
X1.6	0.782			
X1.7	0.783			
X1.8	0.835			
X1.9	0.762			
X2.1		0.822		
X2.2		0.785		
X2.3		0.791		
X2.4		0.801		
X2.5		0.760		
X2.6		0.803		
X2.7		0.799		

X2.8		0.854		
X3.1			0.869	
X3.2			0.859	
X3.3			0.838	
X3.4			0.801	
X3.5			0.859	
X3.6			0.832	
X3.7			0.813	
X3.8			0.823	
Y1.1				0.886
Y1.2				0.848
Y1.3				0.869
Y1.4				0.865
Y1.5				0.838
Y1.6				0.862

Source: Data Processed 2025

Based on Figure 4 and Table 1, the results of the outer model and outer loading tests show that the variables (X1) service quality (X1.1 and X1.4) show results of less than 0.7, so the researcher recalculated by removing and deleting (X1.1 and X1.4) from the variables (X1) service quality to obtain valid data.

Validity Test

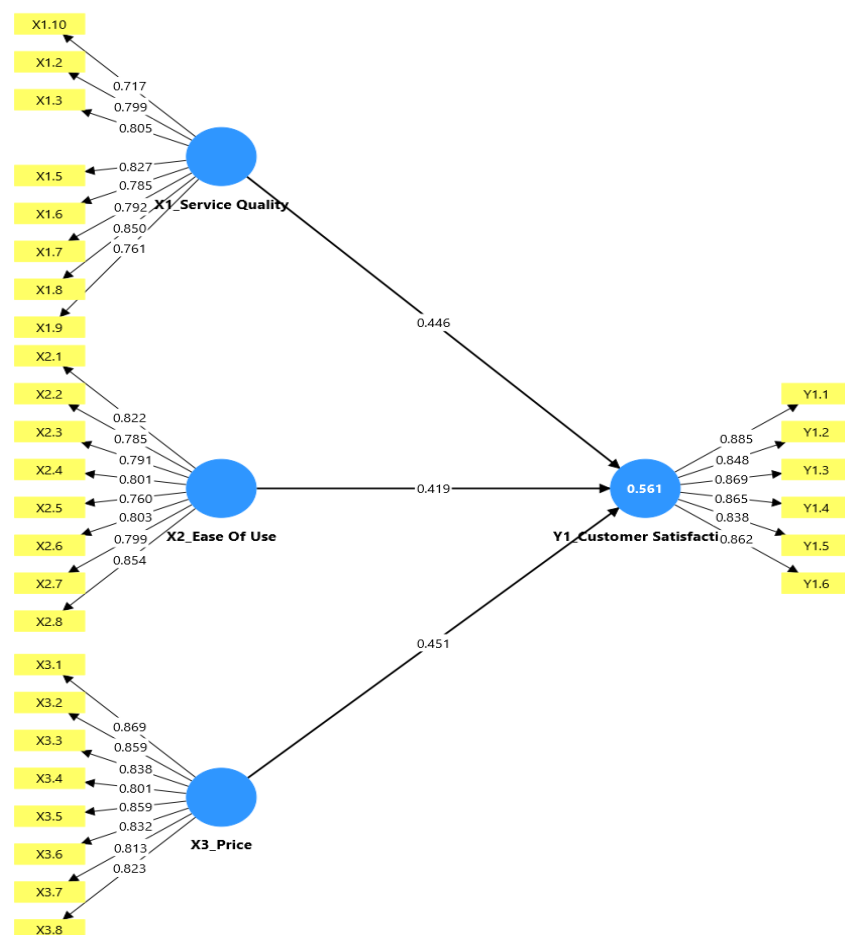


Figure 5. Outer Model Evaluation Results

Source: Processed Data 2025

Table 2. Outer Loading Evaluation Results

	X1_Service Quality	X2_Ease of Use	X3_Price	Y1_Customer Satisfaction
X1.10	0.717			
X1.2	0.799			
X1.3	0.805			
X1.5	0.827			
X1.6	0.785			
X1.7	0.792			
X1.8	0.850			
X1.9	0.761			
X2.1		0.822		
X2.2		0.785		
X2.3		0.791		
X2.4		0.801		
X2.5		0.760		
X2.6		0.803		
X2.7		0.799		
X2.8		0.854		
X3.1			0.869	
X3.2			0.859	
X3.3			0.838	
X3.4			0.801	
X3.5			0.859	
X3.6			0.832	
X3.7			0.813	
X3.8			0.823	
Y1.1				0.885
Y1.2				0.848
Y1.3				0.869
Y1.4				0.865
Y1.5				0.838
Y1.6				0.862

Source: Data Processed 2025

Based on Figure 5 and Table 2, the results of the second stage of outer loading testing show that all valid indicators for the service quality variable exceed 0.7, all valid indicators for the ease of use variable exceed 0.7, all valid indicators for the price variable exceed 0.7, and all valid indicators for the customer satisfaction variable exceed 0.7. Based on these test results, it can be concluded that the overall validity test requirements have been met.

Discriminant Validity Test

Table 3. Results of the Heterotrait Monotrait Ratio Test

	X1_Service Quality	X2_Ease of Use	X3_Price	Y1_Customer Satisfaction
X1_Service Quality				
X2_Ease of Use	0.091			
X3_Price	0.102	0.141		

Y1_Customer Satisfaction	0.491	0.387	0.458	
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Source: Data Processed 2025

Based on Table 3, the validity test results through the heterotrait monotrait ratio show variable values below 0.90. Therefore, it can be concluded that the discriminant validity test through the heterotrait monotrait ratio has been fulfilled.

Table 4. Cross Loading Test Results

	X1_Service Quality	X2_Ease of Use	X3_Price	Y1_Customer Satisfaction
X1.10	0.717	0.002	0.148	0.476
X1.2	0.799	0.128	0.087	0.450
X1.3	0.805	-0.022	0.002	0.278
X1.5	0.827	-0.064	0.028	0.353
X1.6	0.785	-0.036	-0.002	0.371
X1.7	0.792	-0.035	-0.045	0.287
X1.8	0.850	0.003	0.084	0.362
X1.9	0.761	-0.056	0.036	0.310
X2.1	-0.021	0.822	-0.107	0.300
X2.2	0.009	0.785	-0.101	0.268
X2.3	0.034	0.791	-0.098	0.387
X2.4	-0.054	0.801	-0.103	0.232
X2.5	0.016	0.760	-0.036	0.285
X2.6	-0.058	0.803	-0.141	0.250
X2.7	0.028	0.799	-0.174	0.230
X2.8	-0.004	0.854	0.019	0.341
X3.1	0.023	-0.066	0.869	0.341
X3.2	0.120	-0.075	0.859	0.397
X3.3	0.027	-0.077	0.838	0.345
X3.4	0.090	-0.031	0.801	0.352
X3.5	0.074	-0.121	0.859	0.434
X3.6	-0.008	-0.144	0.832	0.309
X3.7	-0.043	-0.141	0.813	0.314
X3.8	0.115	-0.081	0.823	0.384
Y1.1	0.449	0.268	0.407	0.885
Y1.2	0.404	0.367	0.283	0.848
Y1.3	0.445	0.285	0.428	0.869
Y1.4	0.404	0.255	0.451	0.865
Y1.5	0.322	0.320	0.386	0.838
Y1.6	0.414	0.416	0.282	0.862

Source: Data Processed 2025

Based on Table 4, the validity test results through cross loading show that the values of each indicator are greater than the values of other indicators. Therefore, it can be concluded that the validity test through cross loading has been fulfilled.

Table 5. Fornell Larcker Criterion Test Results

	X1_ Service Quality	X2_ Ease of Use	X3_ Price	Y1_ Customer Satisfaction
X1_ Service Quality	0.793			
X2_ Ease of Use	-0.004	0.802		
X3_ Price	0.065	-0.109	0.837	
Y1_ Customer Satisfaction	0.473	0.368	0.434	0.861

Source: Data Processed 2025

Based on Table 5, the validity test results using the Fornell-Larcker criterion show that the values of each indicator are greater than the values of the other indicators. Therefore, it can be concluded that the validity test using the Fornell-Larcker criterion has been fulfilled.

Reliability Test

Table 6. Reliability Test Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1_ Service Quality	0.916	0.924	0.931	0.629
X2_ Ease of Use	0.921	0.933	0.935	0.644
X3_ Price	0.939	0.944	0.949	0.701
Y1_ Customer Satisfaction	0.930	0.932	0.945	0.742

Source: Processed Data 2025

Based on Table 6, the reliability test results show that the variables of service quality, ease of use, price, and customer satisfaction have Cronbach's Alpha values of more than 0.7, reinforced by a Composite Reliability value of more than 0.7 for the variables of service quality, ease of use, price, and customer satisfaction. Additionally, this is further supported by the Average Variance Extracted values for the variables of service quality, ease of use, price, and customer satisfaction, which are all above 0.5. Therefore, it can be concluded that the research data is reliable.

Model Fit Test

Table 7. Model Fit Test Results

	Saturated model	Estimated model
SRMR	0.068	0.068
d_ULS	2.155	2.155
d_G	1.197	1.197
Chi-square	590.628	590.628
NFI	0.771	0.771

Source: Processed Data 2025

Based on Table 7, the model fit test results show an SRMR value of $0.068 < 0.10$ and an NFI value of 0.771, which is classified as strong. Therefore, it can be concluded that the model with the data in this study is appropriate and suitable for use in this study.

Multicollinearity Test

Table 8. Multicollinearity Test Results

	VIF
X1.10	1.604
X1.2	2.125
X1.3	2.593
X1.5	2.675
X1.6	2.092
X1.7	2.480
X1.8	2.970
X1.9	2.144
X2.1	2.385
X2.2	2.128
X2.3	2.125
X2.4	2.584
X2.5	2.108
X2.6	2.408
X2.7	2.456
X2.8	2.985
X3.1	3.322
X3.2	2.934
X3.3	2.756
X3.4	2.347
X3.5	3.247
X3.6	3.243
X3.7	2.518
X3.8	2.473
Y1.1	4.180
Y1.2	3.832
Y1.3	3.776
Y1.4	3.983
Y1.5	3.602
Y1.6	3.628

Source: Processed Data 2025

Based on Table 8, the results of the multicollinearity test show that the VIF value between independent variables is < 10 . Therefore, it can be concluded that there is no multicollinearity between independent variables in this study.

Path Coefficient Test (Partial Test)

Table 9. Path Coefficient Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1_ Service Quality - > Y1_ Customer Satisfaction	0.446	0.445	0.068	6.549	0.000

X2_ Ease of Use -> Y1_Customer Satisfaction	0.419	0.421	0.066	6.369	0.000
X3_Price -> Y1_Customer Satisfaction	0.451	0.452	0.060	7.505	0.000

Source: Data Processed 2025

Based on Table 9, the results of the path coefficient test show that service quality has a positive and significant effect on customer satisfaction, ease of use has a positive and significant effect on customer satisfaction, and price has a positive and significant effect on customer satisfaction.

F Test (Simultaneous Test)

Table 10. F Test Results

	Sum square	df	Mean square	F	P value
Total	937.240	99	0.000	0.000	0.000
Error	434.300	96	4.524	0.000	0.000
Regression	502.940	3	167.647	37.058	0.000

Source: Data processed in 2025

Based on Table 10, the F test results show that service quality, ease of use, and price simultaneously affect customer satisfaction.

Determination Coefficient Test (R Square)

Table 11. Determination Coefficient Test Results

	R-square	R-square adjusted
Y1_Customer Satisfaction	0.561	0.548

Source: Data Processed 2025

Based on Table 11, the results of the coefficient of determination test show that the adjusted R-square value of 0.548 falls into the moderate category. Therefore, it can be concluded that the percentage of influence of service quality, ease of use, and price on customer satisfaction is 54.8%. Meanwhile, 45.2% is influenced by other variables not studied in this research.

5. Conclusion

Based on the results of the study, it can be concluded that H1 is accepted, indicating that service quality has a positive and significant effect on customer satisfaction. H2 is accepted, indicating that ease of use has a positive and significant effect on customer satisfaction. H3 is accepted, indicating that price has a positive and significant effect on customer satisfaction. H4 is accepted, indicating that service quality, ease of use, and price have a simultaneous effect on customer satisfaction. This indicates that Gojek has successfully provided good service quality, ease of use, and appropriate pricing, which collectively influence customer satisfaction, leading customers to feel satisfied when using Gojek's transportation services.

Future researchers are advised to use variables other than service quality, ease of use, price, and customer satisfaction. This research can also be developed by adding and replacing the variables contained in this study. In addition, it is recommended that Gojek continue to improve customer satisfaction, particularly through good service quality, ease of use, and reasonable prices, so that customers are satisfied with Gojek's online transportation services.

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