

**THE INFLUENCE OF SERVICE QUALITY, PRICE, AND
PROMOTION ON SHOPEEFOOD CUSTOMER LOYALTY IN
STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS
MAKASSAR PUBLIC UNIVERSITY**

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Abstract

The emergence of online-based food delivery services has significantly transformed consumer behavior, especially in the context of the COVID-19 pandemic. With the implementation of restrictions on community activities and the need for social distancing, consumers have increasingly turned to online platforms for various services, including food delivery. In this regard, understanding the factors that influence customer loyalty in the context of online food delivery becomes crucial. The aim of this study was to examine the impact of service quality, price, and promotion on ShopeeFood customer loyalty among students from the Faculty of Economics and Business at Makassar State University, both individually and collectively. To achieve this aim, a sample of 100 students from the Faculty of Economics and Business was selected based on predetermined criteria. Data collection techniques, including questionnaires, interviews, and a literature review, were employed. The collected data were analyzed through validity and reliability tests, as well as the classical assumption test, comprising normality, multicollinearity, and heteroscedasticity tests. Multiple linear analysis, hypothesis testing, and the coefficient of determination were also conducted to examine the relationships between the variables and customer loyalty. The study revealed that service quality, price, and promotion all played significant roles in influencing customer loyalty. Service quality has a significant impact on customer loyalty. Price plays a significant role in customer loyalty. Promotions have a significant influence on customer loyalty. Overall, service quality, price, and promotion collectively affect customer loyalty.

Keywords: Customer Loyalty, Price, Promotion, Service Quality

1. INTRODUCTION

In today's world, technology has become increasingly vital in various aspects of human life. One area where its significance is particularly evident is in the realm of transportation. The internet has emerged as an indispensable tool for communication, education, and transportation services (Ahmed et al., 2023; Ranganath et al., 2022; Reddy et al., 2020). Indonesia, like many other countries, is currently undergoing a transformative phase in its transportation sector, marked by the rise of online-based transportation services. These services have gained significant traction in Indonesia due to their convenience, practicality, and efficient service. In addition to transportation, the popularity of online food delivery services has skyrocketed, further shaping consumer behavior and preferences in Indonesia (Nurcahyani & Suyanto, 2022).

However, the landscape drastically changed when the Covid-19 pandemic hit Indonesia. In response, the government implemented strict restrictions on community

activities, such as the Large-Scale Social Restrictions (PSBB) and Community Activity Restrictions (PPKM), aimed at curbing the transmission of Covid-19 and ensuring hospitals could manage the influx of patients (Romadhon, 2022). Consequently, this led to a significant shift in people's lifestyles, including the adoption of work-from-home arrangements, online learning, and a growing reliance on food delivery applications. People became increasingly reluctant to engage in activities outside their homes to minimize the risk of Covid-19 infection.

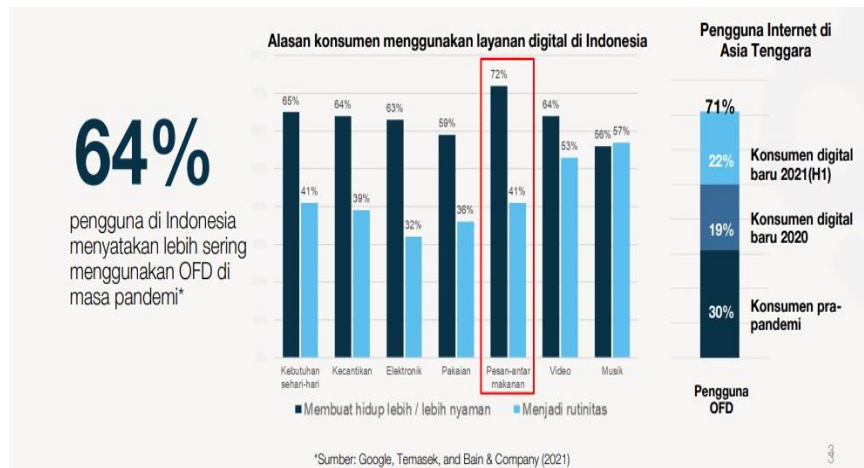


Figure 1. Consumption Behavior and Perception Survey in Indonesia
Source: Online Food Delivery (OFD)

This lifestyle transition, prompted by the pandemic, has had a profound impact on consumer behavior and preferences, particularly in the context of online food delivery (OFD) services. According to the Southeast Strategic data from the "Online Food Delivery (OFD) in Figure 1 Consumption Behavior and Perception Survey in Indonesia," a substantial number of internet users, around 71% in Southeast Asia, have turned to online food delivery services. Furthermore, within this region, 58% of online food delivery users were new users during the pandemic period of 2020-2021. In Indonesia specifically, 64% of users reported a higher frequency of online food delivery usage during the pandemic, with 72% attributing their choice to convenience and comfort. The digital economy has also greatly benefited from the popularity of online food delivery, contributing IDR 78.4 trillion, with expectations of continued growth in the future (Candra et al., 2021).

Considering these shifts in consumer behavior and the substantial impact of online food delivery services, it is essential to address key research questions related to customer loyalty in this context. Specifically, this study aims to examine the influence of service quality, price, and promotion on customer loyalty among ShopeeFood consumers who are students of the Faculty of Economics and Business at Makassar State University.

2. LITERATURE REVIEW

2.1. Service Quality

According to Arianto (2018), “service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations.” Service quality applies to all types of services provided by the company when consumers are in contact with the company. It can be identified by comparing consumers' perceptions of the services they actually received or obtained with the services they actually expected or desired from the company. Companies consider consumers as important stakeholders who must be served well, recognizing that these consumers contribute to the company's success and sustainability.

2.2. Price

Price is a fundamental element in the marketing mix. According to Kotler & Armstrong (2014), price is the amount of money charged for a product or service, representing the value customers assign to the benefits they receive from owning or using the offering. It is the monetary value exchanged by consumers for the desired product or service. The concepts of price, value, and utility are interconnected in economic theory and play a significant role in consumer decision-making.

2.3. Promotion

Promotion serves as a vital communication tool between sellers and buyers. According to Saladin and Oesman (2002), promotion is the dissemination of information by the seller to the buyer, aimed at changing buyers' attitudes and behaviors. Its purpose is to create awareness, generate interest, and encourage purchase decisions. Promotional activities form a crucial part of a company's marketing mix and involve providing information to the public or consumers about the products or services offered. They facilitate effective communication and engagement between companies and their target customers.

2.4. Customer Loyalty

Customer loyalty is a desirable outcome for businesses. According to Bloemer & Kasper (1995), true loyalty goes beyond repeat purchase behavior. It is expressed through a commitment to a brand or company, even in the face of dissatisfaction with the product or service. Loyalty reflects a customer's decision not to switch to buying from another company and is based on a positive perception of the overall service experience. Service quality, price, and promotion can significantly influence customer loyalty, shaping their long-term relationship with the brand or company.

By exploring these concepts and their interrelationships, this literature review provides a foundation for understanding the factors that influence customer loyalty and their implications for the context of ShopeeFood consumers among students of the Faculty of Economics and Business at Makassar State University.

3. RESEARCH METHODS

This research adopts a quantitative descriptive approach to provide a systematic and accurate description of the investigated phenomena (Andriyani & Zulkarnaen, 2017). It

focuses on students from the Faculty of Economics and Business at Makassar State University, conducted from March to April 2023. The population consists of 4637 students from the Faculty of Economics and Business, with the sample selected based on specific considerations. The Slovin formula is used to determine the sample size.

Data collection techniques include: Questionnaire (Sugiyono, 2017), Interviews, and Library research: Involves searching for relevant written materials such as books, journals, and articles that relevant.

Data analysis techniques involve organizing, categorizing, describing, synthesizing, and drawing conclusions from the collected questionnaire data to facilitate understanding. Validity and reliability tests are conducted to ensure the questionnaire's validity and consistency (Ghozali, 2016). Before linear regression analysis, the classical assumption test checks for multicollinearity and heteroscedasticity. Multicollinearity examines correlations between independent variables, while heteroscedasticity is assessed through plotting the predicted values and residuals (Ghozali, 2016). T-tests measure the individual influence of independent variables, while F-tests determine the collective influence on the dependent variable. The coefficient of determination (R^2) assesses the accuracy of the regression analysis (Ghozali, 2016).

4. RESULTS AND DISCUSSION

4.1. Research Results

4.1.1. Validity Test

Table 1. Validity Test Result on each variable

	No items	RStatistic	RTable	Information
Service Quality Variable (X1)	1	0.683	0.196	Valid
	2	0.662	0.196	Valid
	3	0.741	0.196	Valid
	4	0.785	0.196	Valid
	5	0.775	0.196	Valid
	6	0.810	0.196	Valid
	7	0.823	0.196	Valid
	8	0.725	0.196	Valid
	9	0.811	0.196	Valid
	10	0.673	0.196	Valid
Price Variable (X2)	1	0.876	0.196	Valid
	2	0.885	0.196	Valid
	3	0.889	0.196	Valid
	4	0.913	0.196	Valid
	5	0.869	0.196	Valid
	6	0.860	0.196	Valid
	7	0.899	0.196	Valid
	8	0.871	0.196	Valid
	1	0.731	0.196	Valid

Promotion Variable (X3)	2	0.829	0.196	Valid
	3	0.754	0.196	Valid
	4	0.769	0.196	Valid
	5	0.813	0.196	Valid
	6	0.810	0.196	Valid
	7	0.865	0.196	Valid
	8	0.829	0.196	Valid
	9	0.743	0.196	Valid
	10	0.785	0.196	Valid
	Customer Loyalty Variable (Y)	1	0.825	0.196
2		0.819	0.196	Valid
3		0.864	0.196	Valid
4		0.858	0.196	Valid
5		0.815	0.196	Valid
6		0.836	0.196	Valid

The validity test ensures that the variables employed in the research accurately measure the concepts they are intended to represent. By examining the results in Table 1, it becomes evident that all the statements used in this study have successfully passed the validity test. This outcome implies that the chosen statements are indeed suitable for measuring their respective variables, namely X1, X2, X3, and Y.

4.1.2. Reliability Test

Table 2. Reliability Test Result

Variable	Chronbach's alpha	Information
Service Quality (X1)	0.902	Reliable
Price (X2)	0.959	Reliable
Promotion (X3)	0.931	Reliable
Customer Loyalty (Y)	0.911	Reliable

Analyzing the results in Table 2, it is observed that each variable demonstrates a Cronbach's alpha (α) value higher than the threshold of 0.600, which is commonly used to determine reliability. This indicates that all the variables, namely Service Quality (X1), Price (X2), Promotion (X3), and Customer Loyalty (Y), can be considered reliable measurements within the context of this study.

The Service Quality variable (X1) exhibits a Cronbach's alpha value of 0.902, surpassing the threshold of 0.600. Similarly, the Price variable (X2) demonstrates a Cronbach's alpha value of 0.959, indicating a high level of internal consistency. Additionally, the Promotion variable (X3) shows a Cronbach's alpha value of 0.931,

further reinforcing its reliability. Lastly, the Customer Loyalty variable (Y) exhibits a Cronbach's alpha value of 0.911, surpassing the reliability threshold.

Overall, the results of the reliability test in Table 2 affirm that the variables X1, X2, X3, and Y used in this study exhibit high levels of internal consistency and can be considered reliable measurements within the study's context. This reliability enhances the credibility and trustworthiness of the data, allowing researchers to confidently analyze the variables and draw meaningful conclusions from their findings.

4.1.3. Multicollinearity Test

Table 3. Multicollinearity Test Result

Variable	<i>Chronbach's alpha</i> tolerance	Information VIF
Product Quality (X1)	0.394	2,537
Price (X2)	0.337	2,971
After Sales Service (X3)	0.310	3,223

Based on the information presented in Table 3, the "Coefficients" output indicates that the tolerance for variables surpasses 0.10, while the VIF (Variance Inflation Factor) value remains below 10.00. Consequently, based on the multicollinearity test, we can conclude that the regression model is free from multicollinearity or that there are no signs of multicollinearity in the model.

4.1.4. Heteroscedasticity Test

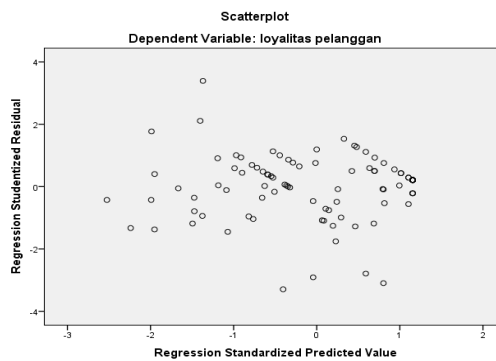


Figure 2. Heteroscedasticity Test Result

By examining the provided image, it becomes apparent that the scattered dots do not exhibit a discernible pattern, characterized by irregular and random dispersion. The spread of the dots does not display a distinct wavy, widening and narrowing pattern. Additionally, the dots are distributed both above and below the zero value on the Y axis, suggesting a lack of systematic deviation from homoscedasticity.

4.1.5. Normality Test

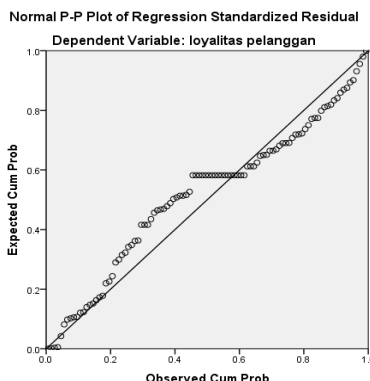


Figure 3. Normality Test Result

Upon analyzing the provided image, it can be observed that the data points are distributed around the regression line, which is depicted as a diagonal line. The distribution of data points appears to align closely with the regression line, exhibiting a pattern where the points follow the same direction along the diagonal.

Based on this visual inspection, it can be concluded that the research data in the regression model exhibits characteristics of normality. The distribution of points around the regression line and the alignment along the diagonal suggest a symmetric and bell-shaped pattern, which is indicative of a normal distribution.

4.1.6. Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			tolerance	VIF
1 (Constant)	-1,409	1863		-.756	.451		
service quality	.259	.066	.342	3,908	.000	.394	2,537
Price	.218	.070	.296	3.128	.002	.337	2,971
Promotion	.185	.064	.285	2,896	.005	.310	3,223

a. Dependent Variable: customer loyalty

The table reveals the following coefficients:

1. Constant: The constant term is -1.409. When there are no values for service quality (X1), price (X2), and promotion (X3), the customer loyalty variable has a fixed value of -1.409.
2. b1: The regression coefficient of X1 (Service Quality) is 0.259. This indicates that "for every 1% increase in the value of service quality, assuming the values of X2 and X3 are fixed, the customer loyalty value can be expected to increase by 0.259 units."
3. b2: The regression coefficient of X2 (Price) is 0.218. This suggests that "for every 1% increase in the value of price, assuming the values of X1 and X3 are fixed, the customer loyalty value can be anticipated to increase by 0.218 units."
4. b3: The regression coefficient of X3 (Promotion) is 0.185. This implies that "for every 1% increase in the value of promotion, assuming the values of X1 and X2 are fixed, the customer loyalty value can be projected to increase by 0.185 units."

4.1.7. T Test (Partial)

Table 5. Ttest Result (Partial Test)

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
Model	B	Std. Error	Beta					
1	(Constant)	-1,409	1863		-.756	.451		
	Service quality	.259	.066	.342	3,908	.000	.394	2,537
	Price	.218	.070	.296	3.128	.002	.337	2,971
	Promotion	.185	.064	.285	2,896	.005	.310	3,223

a. Dependent Variable: customer loyalty

The table presents the following coefficients:

1. Constant: The constant term is -1.409. When there are no values for service quality (X1), price (X2), and promotion (X3), the customer loyalty variable has a fixed value of -1.409. This constant term represents the baseline value of customer loyalty when all the independent variables are absent.
2. b1: The regression coefficient of X1 (Service Quality) is 0.259. This coefficient indicates that, "assuming the values of X2 and X3 are fixed, for every 1% increase in the value of service quality, the customer loyalty value can be expected to increase by 0.259 units." It implies that improvements in service quality have a positive impact on customer loyalty.
3. b2: The regression coefficient of X2 (Price) is 0.218. This coefficient suggests that, "assuming the values of X1 and X3 are fixed, for every 1% increase in the value of price, the customer loyalty value can be anticipated to increase by 0.218 units." It implies that increasing prices, to some extent, can positively influence customer loyalty.
4. b3: The regression coefficient of X3 (Promotion) is 0.185. This coefficient indicates that, "assuming the values of X1 and X2 are fixed, for every 1% increase

in the value of promotion, the customer loyalty value can be projected to increase by 0.185 units." It implies that effective promotional activities can have a positive impact on customer loyalty.

4.1.7. F Test (Simultaneous)

Table 6. F Test Result (Simultaneous Test) ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1340.231	3	446,744	78,691	.000 ^b
Residual	545.009	96	5,677		
Total	1885.240	99			

a. Dependent Variable: customer loyalty

b. Predictors: (Constant), promotions, service quality, price

The table reveals a significant probability value of 0.000, which is less than the conventional significance level of 0.05. This indicates that “the independent variables, namely service quality, price, and promotion, collectively have a significant effect on customer loyalty.”

Therefore, based on the results of the F test in Table 6, it can be concluded that “the combination of service quality, price, and promotion has a significant influence on customer loyalty.” These independent variables, when considered together, play a meaningful role in shaping customer loyalty.

4.1.8. Coefficient of Determination (R²)

Table 7. Determination Coefficient Test Result(R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843 ^a	.711	.702	2,383

a. Predictors: (Constant), promotions, service quality, price

b. Dependent Variable: customer loyalty

In the table, the Adjusted R² value is reported as 0.702. This value indicates that “approximately 70.2% of the variation in customer loyalty can be explained by the combined influence of service quality, price, and promotion variables.” This suggests that these variables have a substantial impact on customer loyalty within the context of the study.

However, it is important to note that approximately 29.8% of the variation in customer loyalty remains unexplained by the examined variables. This implies that there are other factors not included in the analysis that contribute to customer loyalty but were not considered in this particular study. These unexamined factors could include aspects such as brand reputation, customer satisfaction, or external market conditions, among others.

4.2. Discussion

4.2.1. Service Quality Variable (X1)

The T statistic for service quality is 3.908, and the corresponding p-value is 0.000, which is less than the significance level of 0.05. This indicates a positive and significant influence of service quality on customer loyalty. This result support previous study which also found a positive and significant influence of service quality on customer loyalty by Danurdara (2021) which showed that "there was an influence between service quality and customer satisfaction." In other words, improvements in service quality are associated with increased customer loyalty.

4.2.2. Price Variable (X2)

The T statistic for price is 3.128, and the p-value is 0.002, which is also less than 0.05. This suggests a positive and significant influence of price on customer loyalty. This findings also support previous research which found similar findings (Suharyanto & Damayanti, 2022; Suryatenggara & Dahlan, 2022). The findings imply that price adjustments can impact customer loyalty positively.

4.2.3. Promotion Variable (X3)

The T statistic for promotion is 2.896, and the p-value is 0.005, which is less than 0.05. This indicates a positive and significant influence of promotion on customer loyalty. This result also has similar findings with previous studies such as A study on Gojek customers found that promotion has a positive and significant effect on customer loyalty (Nisrina & Usman, 2021). Another study on Shopee users found that "promotion has a positive and significant influence on loyalty through satisfaction" (Nasution et al., 2022). Effective promotional activities can contribute to higher levels of customer loyalty.

Overall, the results suggest that all three independent variables—service quality, price, and promotion—have a positive and significant influence on customer loyalty. The findings support the hypothesis that the quality of service, price, and promotion collectively affect customer loyalty.

By considering these results, businesses can make informed decisions to improve customer loyalty. They can focus on enhancing service quality, adjusting prices strategically, and implementing effective promotional strategies to strengthen customer loyalty. These findings emphasize the importance of a comprehensive approach that addresses multiple factors to cultivate and maintain loyal customers.

It is crucial to note that the significance of these variables does not imply that they are the only factors influencing customer loyalty. Other variables, such as brand reputation, customer satisfaction, or external market conditions, may also play a role. Nonetheless, within the scope of this study, service quality, price, and promotion demonstrate significant associations with customer loyalty.

In conclusion, the statistical analysis confirms that service quality, price, and promotion individually and collectively influence customer loyalty. The results provide valuable insights for businesses to develop strategies and allocate resources effectively in order to foster strong and loyal customer relationships.

5. CONCLUSION

Based on the data analysis performed, several conclusions can be drawn. Firstly, service quality has a partial effect on customer loyalty among students of the Faculty of Economics and Business, Makassar State University. Secondly, promotions also have a partial effect on customer loyalty. Lastly, service quality, price, and promotion collectively have a significant impact on customer loyalty.

Considering these findings, the following recommendations are proposed. ShopeeFood should enhance the supervision of their drivers to ensure cleanliness during order deliveries, particularly by using delivery bags. This improvement in service quality will positively influence customer loyalty among students at the Faculty of Economics and Business, Makassar State University. Furthermore, it is suggested that ShopeeFood offers more competitive prices compared to their competitors. By providing affordable prices, customers are more likely to choose ShopeeFood over other options, thereby strengthening their loyalty. In addition to service quality and price, promotional strategies play a vital role in attracting and retaining customers. ShopeeFood is advised to develop new and innovative promotional initiatives to generate greater interest among students at the Faculty of Economics and Business, Makassar State University. These efforts will contribute to building customer loyalty.

However, it is important to acknowledge the limitations of this research. Factors other than service quality, price, and promotions may also influence customer loyalty. Individual perceptions and opinions can vary, and consumer behavior may change over time. Therefore, future studies should consider incorporating additional variables and addressing these limitations to develop a more comprehensive research model. In conclusion, the findings highlight the significance of service quality, price, and promotion in shaping customer loyalty. Implementing the suggested recommendations can assist ShopeeFood in strengthening their position and maintaining a loyal customer base.

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