THE EFFECT OF SERVICE QUALITY AND PRICE ON CONSUMER LOYALTY IN USING GO-JEK SERVICES
(A study of Go-Jek application users in Medan City)

Reynaldy Situmorang[1*], Ainun Mardhiyah[2]

[1,2]Business Administration Study Program, Faculty of Social and Political Sciences, Universitas Sumatra Utara
E-mail: [1)] reynaldy.situmorang18@gmail.com, [2)] ainun.mardhiyah@usu.ac.id

Abstract
This study aims to analyze how the influence of service quality and price on consumer loyalty in using Go-Jek services (Study on consumers in Medan City using the Go-Jek application). The effect of the related variables, namely service quality and price, will be carried out partially and simultaneously on increasing consumer loyalty. This research uses quantitative research with an associative approach. Sampling using purposive sampling technique using 100 respondents as the research sample. Primary data in this study was obtained from distributing questionnaires through google form, and secondary data obtained through literature study. The analytical method used is validity test, classical assumption test, reliability test, multiple linear regression analysis and hypothesis testing. The results showed that the service quality variable (X1) and the price variable (X2) partially had a significant effect on consumer loyalty (Y). Based on the coefficient of determination test, the R^2 value is 0.441, which means the influence of service quality and price on consumer loyalty in using Go-Jek services in Medan City is 44.1% while the remaining 54.9% is influenced by other factors beyond this study.

Keywords: Consumer Loyalty, Price, Service Quality

1. INTRODUCTION

Due to the current demand for everything to be faster and more efficient, the transportation industry has undergone tremendous growth in the current digital era. Meanwhile, conventional transportation such as rickshaws, conventional motorcycle taxis, and public transportation are starting to be replaced by on-line-based public transportation.

Table 1. Reasons for Preferring Online Transportation

Reasons to Prefer Online Transportation	
Affordable	55.4%
Comfortable	19.6%
Fast	12.5%
Safe	8.2%
Other	4.3%

Source: Shopback.co.id, 2018

On Table 1, the online research result conducted by shopbacks and conducted in 5 major cities in Indonesia including Greater Jakarta, Bandung, Surabaya, Medan, and Makassar, on more than 1000 respondents, with the criteria of respondents having made online transactions. In the results of the research above, it can be seen that the reasons for

consumers to use online transportation in terms of several things, namely 55.4% prefer to use online transportation because the costs are relatively cheaper than conventional transportation, then 19.6% use online transportation for reasons of convenience, then equal to 19.6% using online transportation for reasons of convenience. Meanwhile, 12.5% use online transportation on the grounds that it is faster to use online transportation than conventional transportation, while 8.2% choose to use online transportation for security reasons and 4.3% choose to use online transportation for other reasons. However, this condition causes more and more online transportation businesses in Indonesia that are currently running their business and competing with other companies in the online transportation sector, competition in competing for the market is something that every company will surely face, where there will be a situation for the company to be eliminated from the market caused by defeat in competing with other companies.

One of the online transportation that is known by many people in the form of an application is Go-Jek. Go-Jek is one of the leading platforms in Southeast Asia and is a pioneer of the multi-service environment model, providing access to every provider covering transportation, food delivery, logistics and more. Go-Jek was founded by leveraging the capabilities of technology that aims to help everyday life by connecting shoppers to the best product and service providers in the market. Currently, the Gojek application has been downloaded by more than 13 million people in various regions. The features offered by Gojek are also various, ranging from delivery of goods, ordering food, shopping, to traveling. Gojek has also brought changes in the transportation scene. Today, no less than 210 thousand drivers or commonly called Gojek drivers have been on the streets. It is noted that Gojek has operated in Greater Jakarta, Bali, Surabaya, Bandung, Semarang, Yogyakarta, Medan, Makassar, Palembang and Balikpapan. Currently, Gojek's services are also growing following consumer demand that continues to increase. While still prioritizing delivery services during peak hours and weekdays, the average Gojek order per driver only gets three to four orders. After Gojek developed the service, yes and it operates 24 hours a day, including holidays.

In 2017 the number of active Go-Jek users reached 11,500 thousand active Go-Jek users, then in 2018 Go-Jek active users increased by 45.2% so that Go-Jek users in 2018 reached 16,700 thousand active users of the Go-Jek application, then in 2019 active Go-Jek users increased by 30.5% so that active Go-Jek users reached 21,800 thousand active users of the Go-Jek application, but this year the increase in active users of the Go-Jek application decreased by 14.7 % (Financialtimes.com, 2020). As such, this situation will certainly have an impact on increasingly tough competition with other companies engaged in the online transportation sector which puts pressure on Go-Jek to look more carefully at every plan or strategy that must be followed up by Go-Jek with the aim of suppressing growing competitors.

One of the efforts to suppresscompetitors who take part in the field of online transportation is to increase the loyalty of consumers who use the services provided to consumers by Go-Jek. To increase consumer loyalty to Go-Jek, a satisfaction with the services provided by Go-Jek will be needed. Consumer loyalty is one of the indicators needed by the organization in suppressing competition with companies that are in the same business area. Patron loyalty is directly related to the buyer's pleasure with the provider or the results provided through the carrier's business enterprise (Ibojo, 2015). According to Martínez & Del Bosque (2013), the introduction of customer loyalty is seen based entirely on the offers obtained through the consumers provided by using the quality of service and the price offered.

Service quality is a fundamental aspect of businesses that produce goods or services that meet the needs and interests of the local community. Depending on the extent of the disparity between consumer expectations and reality, service quality may be one of the factors that contributes to the expansion of consumer loyalty to the products or services offered. This can also be interpreted to mean that if the service received falls short of consumer expectations, the quality of service is deemed to be subpar (H. Lupiyoadi, 2014).

Price is something that every consumer considers, so price is also a component to foster customer loyalty. Price has the necessary position to increase buyer loyalty, a low price for a product or service can increase consumer loyalty, but an affordable price also cannot be a guarantee that the product or offer is really good enough, excessive prices can also create loyalty customers, if possible there is a superior product that is better and has a better price. buyer loyalty is quite low due to the fact that prices for services or products can be very high but no longer match the first class services or products provided through the organization,

Based on the above, we can see that service quality and price can affect consumer loyalty, research on consumer loyalty has been widely studied by previous researchers, such as research from (Zakiah, 2017), which examines consumer loyalty by using the variables of service quality and price, further research from (Lumonga, 2018), which examines consumer loyalty by using service quality and customer satisfaction, further research from Arif (2017), which examines consumer satisfaction and customer loyalty by using the influence of price, promotion and service quality. Hence, this study aimed to determine the extent to which service quality and price factors influence Go-Jek consumer loyalty (A study of Go-Jek application users in Medan City).

2. LITERATURE REVIEW
2.1. Marketing

According to the American Marketing Society in the book (Philip Kotler et al., 2016) "Marketing is a social technique by which individuals and institutions achieve what they need and want through arrival, provision, and release, and freely exchange services and products at a price with others." (Philip Kotler & Armstrong, 2014) stated that: "Marketing mix is a fixed marketing variable that can be managed and used by the company to achieve its goals in the target market. Further, Philip Kotler & Armstrong (2014) highlight that in marketing mix activities there are four components which are often known as the 4Ps which consist of: Product, Price Place, and Promotion.

2.2. Consumer Behavior

According to Jhon C. Mowen and Michael Minor in Firmansyah (2018), they define consumer behavior as the study of the buying unit and the exchange process that involves the acquisition, consumption of various products, services and experiences as well as ideas. Meanwhile, according to Lamb, Hair, and Daniel, they state that consumer behavior is the process of a consumer in making a decision to buy or use and consume goods and services purchased, also including factors that influence purchasing decisions and product use.

2.3. Service Quality

According to Tjiptono (in (Putro, 2014) quality is a dynamic condition associated with products, services, people, processes, and the environment that meet or exceed expectations. Meanwhile, another definition was highlighted by Lupiyoadi (in (Paputungan et al., 2022) the service quality can be identified by comparing the views of consumers on the services they actually receive with the actual services they expect. According to Suryani (in (Maramis et al., 2018)) service quality dimensions consist of Reliability, Responsiveness, Competence, Access, Courtesy, Communication Ability, Credibility, Security, Tangible Factors and other Facilities

2.4. Price

According to Armstrong (2012) in a narrow sense defines price as the amount of money charged for a product or service. More broadly, price is the sum of the values that consumers exchange for the benefits of owning or using the product or service (Cahya & Maula, 2021). The four price measures are price affordability, price value in relation to product quality, price value in relation to benefits, and price in accordance with capability or price competitiveness.

2.5. Consumer Loyalty

Kotler & Keller (2012) noted that consumer loyalty is a situation where consumers consistently spend the entire available budget to buy products and services from the same seller. Meanwhile, according to Tjiptono (2014) consumer loyalty is a consumer's commitment to a brand, store or supplier based on a very positive nature in long-term purchases.

According to Griffin and Lowenstein in Hengky et al. (2021), Loyal consumers show three different buying behaviors, which companies pay great attention to, thus indicators of consumer loyalty includes Make repeat purchases on a regular basis, Purchasing across product or service lines, and Referring the product to others.
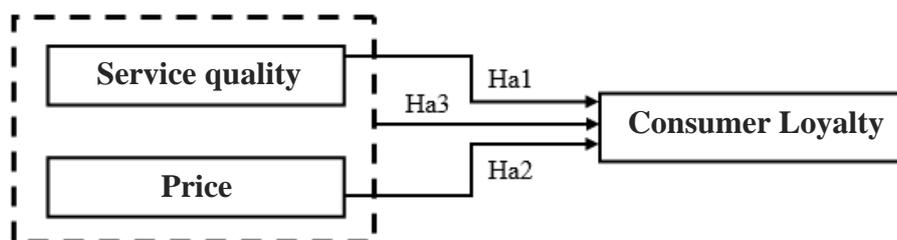
2.6. Framework of Thinking

Figure 1. Framework of thinking

2.6.1. Hypothesis

Based on the above framework, the hypothesis in the study is formulated as follows:

Ha1: There is an effect of service quality on consumer loyalty in using Go-Jek services.

H01: There is no effect of service quality on consumer loyalty in using Go-Jek services.

Ha2: There is an effect of price on consumer loyalty in using Go-Jek services.

H02: There is no effect of price on consumer loyalty in using Go-Jek services.

Ha3: There is an effect of service quality and price on consumer loyalty in using Go-Jek services.

H03:   There is no effect of service quality and price on consumer loyalty in using Go-Jek services.

3. RESEARCH METHODS

The form of research used in this study was a quantitative research with an associative approach. This research was conducted in the city of Medan to consumers using the Go-Jek application, by providing a questionnaire by distributing questionnaires through the google form. This research was conducted from April 2022 to June 2022. This research was conducted in the metropolitan city of Medan, the city of Medan is the capital city of North Sumatra Province is the most important city in the eastern part of the island of Sumatra. Administratively, the city of Medan covers 21 sub-districts, specifically Medan Tuntungan District, Medan Johor District, Medan Amplas District, Medan Denai District, Medan Area District, Medan City District, Medan Maimun District, Medan Polonia District, Medan Baru District, Medan Selayang District, District Medan Sunggal, Medan Helvetia District, Medan Petisah District, West Medan District, East Medan District, Medan Perjuangan District, Medan Tembung District, Medan Deli District, Medan Labuhan District, Medan Marelan District, dan Medan Belawan District.

The population in this study were all Go-Jek consumers who have used the Go-Jek application in Medan City at least 3 times, the number of which cannot be known with certainty. In this study, non-probability sampling was used for sampling. The sample criteria in this study were:

1) Users have used the services of the Go-Jek application at least 3 times. This consideration was based on obtaining respondents who have reused the Go-Jek application or have had experience in using services through the previous Go-Jek application.
2) Users aged 17 years and over. This criterion was determined because the age of a person who has entered his early teens or a minimum level of high school education was a very active consumer in conducting online-based transactions.

Furthermore, in drawing the number of samples, this study uses the formula *Cochran*. The normal curve value in the predetermined deviation is 5%, the confidence level is 95% so that the $Z = 1.96$ value is obtained, the error estimate is determined as much as 10%. Meanwhile, the probability of the questionnaire being correct or accepted is 0.50 and the error or error is $1-0.50 = 0.50$. So that the sample in this study was drawn as many as 96 people, but the researchers decided to round up to 100 respondents to make it easier to calculate consumers or Go-Jek application users in Medan City. The variable measurement scale in this study uses a Likert scale. The data analysis technique in this study was processed using SPSS (Statistical Packages for the Social Science) 25.0.

4. RESULTS AND DISCUSSION
4.1. Research Results
4.1.1. Respondents Characteristics

Table 2. Respondents Characteristics

Indicator		Amount	Percentage
Gender	Man	35	35%
	Woman	65	65%
Work	Student	79	79%
	Self-employed	0	0%
	Employee	10	10%
	Civil Servant	1	1%
	Other	10	10%
Residence	Medan City	9	9%
	Johor	6	6%
	Maimun	1	1%
	Marelan	1	1%
	Petisah	2	2%
	Deli	1	1%
	Sunggal	6	6%
	Amplas	6	6%
	Polonia	1	1%
	East Medan	3	3%
	West Medan	1	1%
	Tembung	8	8%
	Belawan	1	1%
	Labuhan	1	1%
	Selayang	13	13%
	Helvetia	4	4%
	Medan Baru	25	25%
	Perjuangan	2	2%
	Medan Area	1	1%
	Tuntungan	5	5%
	Denai	3	3%

Based on the table 2, it can be concluded that the majority of Go-Jek service users are women. Based on gender, it can be seen that there are more female respondents, namely 65 respondents compared to male respondents, namely 35 respondents. The majority of respondents in this study were women where the need for online transportation services was more dominantly used by women for daily activities or other activities.

Judging from the identity of the respondents based on their occupation, the majority of the respondents were students as many as 79 respondents with a percentage of 79%.

This is because students tend to need online transportation more to make it easier for them to carry out their activities, this makes students use online transportation a lot. Based on where the majority of respondents lived, 25 people with a percentage of 25% came from the Medan Baru sub-district and the smallest were Maimun, Marelan, Deli, Polonia, Medan Barat, Belawan, Labuhan, Medan area as many as 1 person or 1%. Researchers consider that Medan Baru District is dominated by many consumers who use Go-Jek services.

1) Validity test

The results of the validity test can be seen in the following table.

Table 3. Validity Test Result

Variable	Indicator	$r_{statistic}$	r_{table}	Information
Service Quality (X1)	1	0,537	0,196	Valid
	2	0,503		Valid
	3	0,492		Valid
	4	0,606		Valid
	5	0,579		Valid
	6	0,537		Valid
	7	0,603		Valid
	8	0,631		Valid
	9	0,644		Valid
	10	0,727		Valid
	11	0,647		Valid
	12	0,652		Valid
	13	0,549		Valid
	14	0,628		Valid
	15	0,671		Valid
	16	0,596		Valid
	17	0,544		Valid
	18	0,466		Valid
Price (X2)	1	0,782	0,196	Valid
	2	0,861		Valid
	3	0,744		Valid
	4	0,823		Valid
	5	0,819		Valid
	6	0,815		Valid
	7	0,815		Valid
	8	0,561		Valid
	9	0,815		Valid
Consumer Loyalty (Y)	1	0,593	0,196	Valid

	2	0,716		Valid
	3	0,509		Valid
	4	0,586		Valid
	5	0,79		Valid
	6	0,743		Valid

Table 3. shows that all of the items in the Service Quality variable statement (X1) have an $r_{statistic}$ value greater than r_{table}, which is 0,196. Based on this, it can be concluded that the 18 statement items on the variable of Service Quality (X1) are declared valid and are worthy of being used as measurements of research variables. All of the items in the price variable statement (X2) have a value of $r_{statistic}$ greater than r_{table}, which is 0,196. Based on this data, it can be concluded that the 9 statement items on the variable from Price (X2) are declared valid and are worthy of being used as measurements of research variables. From the statement item, the Consumer Loyalty variable (Y) has a value of rcount that is greater than rtable, which is 0,196.

2) Reliability Test

Table 4. Reliability Test Result

Variable	Reliability Statistics	
	Cronbach's Alpha	**N of Items**
Service quality	0,888	18
Price	0,915	9
Consumer Loyalty	0,731	6

Source: Primary Data Processing Results (2022)

Based on the table above, it can be seen that the reliability coefficient of the Service Quality variable (X1) is 0,888, which means that this research instrument is declared reliable and worthy of being used as a variable in the measurement of this study. The reliability coefficient of the Price variable (X2) is 0,915, which means that this research instrument is declared reliable and worthy of being used as a variable in the measurement of this study. The reliability coefficient of the Consumer Loyalty variable (Y) is 0,731, which means that this research instrument is declared reliable and worthy of being used as a variable in the measurement of this study.

4.1.2. Classic Assumption Test

1) Normality Test

The following are the results of the normality test used with a statistical approach using Statistics Software. (see table 5)

Table 5. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters,[b]	Mean	.0000000
	Std. Deviation	2.35708308
Most Extreme Differences	Absolute	.064
	Positive	.060
	Negative	-.064
Test Statistics		.064
asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Primary Data Processing Results (2022)

Based on table 5, we can see that the Asymp Sig data is 0,200. Where the provisions of the Kolmogorov-Smirnov test the value of asymp.sig must be greater than 0,05 which means from the data above it can be concluded that the data used is normally distributed.

2) Multicollinearity Test

Table 6. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.023	2.569		.788	.433		
	Service quality	171	.039	.368	4.370	.000	.795	1.258
	Price	.243	.049	.420	4.982	.000	.795	1.258
a. Dependent Variable: Consumer Loyalty								

Source: Primary Data Processing Results (2022)

Based on table 6 the Service Quality variable, the Tolerance value is 0,795 and the Price with a Tolerance value is 0,795 where this value is greater than > 0,10 based on the value of tolerance does not matter of multicolinearity symptoms and VIF values each variable obtained quality service of 1.258 and the price is also as big as 1,258 where this value is less than 10 so it can be said that there is no multicollinearity symptom. So looking at the Tolerance and VIF values, the conclusion is a regression model of the influence of Service Quality and Price on Consumer Loyalty, there are no symptoms of multicollinearity.

3) Heteroscedasticity Test
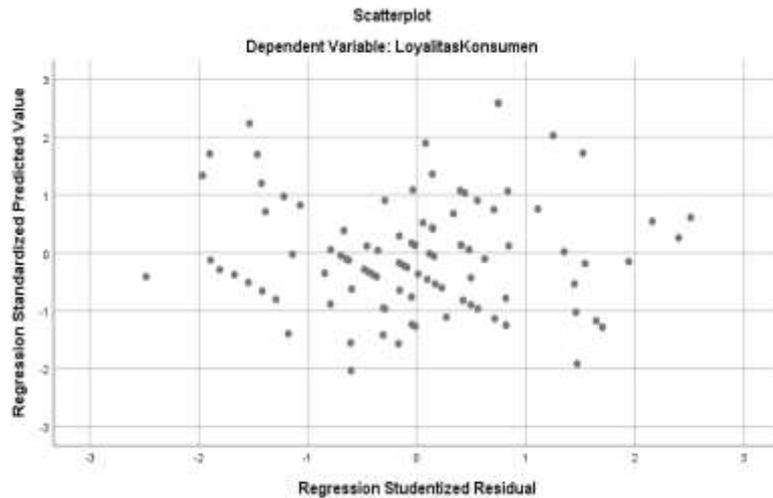
Source: Primary Data Processing Results (2022)
Figure 2. Heteroscedasticity Test Result

Based on Figure 2, it can be seen that the points spread above zero and below zero on the Y axis and do not form a certain pattern, and the distribution is random, so we can conclude that the characteristics are fulfilled so that in the regression model the influence of Service Quality and Price on Consumer Loyalty does not occur heteroscedasticity problem.

4) Multiple Linear Regression Analysis

Multiple linear regression analysis aims to determine the effect of two or more independent variables or (X) on the dependent variable (Y). Multiple linear regression model can be called a good model if it meets the assumption of normality and is free from symptoms of classical assumptions such as multicollinearity and heteroscedasticity.

Table 7. Multiple Linear Regression Test Results

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
1 (Constant)	2.023	2.569		.788	.433
Service quality	171	.039	.368	4.370	.000
Price	.243	.049	.420	4.982	.000
a. Dependent Variable: Consumer Loyalty					

Source: Primary Data Processing Results (2022)

Based on the results of the regression test above, the multiple linear regression analysis model used in this study can be formulated as:

Y= 2,023 + 0,171X1 + 0,243X2

In the regression equation can be concluded:

a) The constant coefficient is 2,023, which means that if the independent variables of Service Quality (X1) and Price (X2) are zero, then the value of Consumer Loyalty will remain at 2,023.

b) The service quality coefficient (X1) is 0,171, which means that every increase in the X1 variable is one unit, then Consumer Loyalty (Y) has an increase of 0,171. The value of the Service Quality variable (X1) on the Consumer Loyalty variable (Y) is positive, which means that the higher the value of the X1 variable, the higher the Y variable.

c) The regression coefficient for the Price variable (X2) is 0,243, which means every increase in the X2 variable every one unit, the Consumer Loyalty variable (Y) has an increase of 0,243. The value of Variable X2 to Variable Y is positive, meaning that the higher the value of variable X2, the higher the variable Y.

5) Simultaneous Test (F Test)

Table 8. Simultaneous Test Results (F Test)

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	454.212	2	227.106	40.051	.000b
	Residual	550.028	97	5.670		
	Total	1004.240	99			
a. Dependent Variable: Consumer Loyalty						
b. Predictors: (Constant), Service Quality, Price						

Source: Primary Data Processing Results (2022)

Based on the results in table 8 it can be seen that the significance value of the influence of Service Quality (X1) and Price (X2) together or simultaneously on the Consumer Loyalty variable (Y) is 0,000 < 0,05 and the $F_{statistic}$ value obtained is 40,051> 3,09. These results prove that the two independent variables, namely Service Quality (X1) and Price (X2) have a simultaneous or simultaneous effect on the dependent variable, namely Consumer Loyalty (Y). Based on this, Ha3 is accepted.

1) Coefficient of Determination Test (R^2)

The results of the coefficient of determination in the study can be seen in the following table.

Table 9. Coefficient of Determination Test Results (R^2)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.673[a]	.452	.441	2.381
a. Predictors: (Constant), Service Quality, Price				
b. Dependent Variable: Consumer Loyalty				

Source: Primary Data Processing Results (2022)

Based on table 9, the correlation coefficient (R^2) is 0,673 and the Rsquare value is 0,452 or 45,2%. This means that the independent variables, namely Service Quality (X1) and Price (X2) together can explain the dependent variable, namely Consumer Loyalty (Y) of 45,2% while the remaining 54,8% is explained by other variables beyond this study.

4.2. Discussion
4.2.1. The Effect of Service Quality on Consumer Loyalty

Based on the results of the partial significance test (t test) in this test, it was obtained $t_{statistic}$ 4,370 > t_{table} 4,982 with a significance level of 0,000 < 0,05. This shows that the service quality variable has a significant and positive effect on consumer loyalty in using Go-Jek services for Go-Jek application users in Medan City. So that the hypothesis proposed by the researcher, namely Ha1 is accepted.

It is proven that Ha1 is accepted in this study due to the results in the calculation of the number of respondents' responses to the statementX1.1 (Go-Jek services provide accurate and timely services), X1.11 (Go-Jek provides clear application usage information), X1.17 (Go-Jek services use appropriate facilities and infrastructure). Of the 100 respondents in the X1.1 statement, 65% of respondents chose to agree, X1.11 there were 75 (75%) respondents who chose the answer to agree, and X1.17 there were 65 (65%) respondents who chose the answer to agree. Hence, it can be said that many respondents are users of the Go-Jek service application in Medan City, in their assessment they use Go-Jek services in accordance with the services received and provided by Go-Jek.

The respondents' assessments they received from the Go-Jek service application were in accordance with those given by the respondents through the answers they answered, the loyalty given by consumers to Go-Jek was in accordance with the quality of services provided by Go-Jek and accepted by consumers. By using the Go-Jek service application, respondents also considered that: their daily activities become more effective and efficient because of the Go-Jek service application that can be used anytime and anywhere and respondents feel happy when using it. However, based on respondents' assessments, consumer loyalty will still change along with the services they receive from Go-Jek.

This research result supports the previous research by Arif (2017) conducted a study entitled "The Influence of Price, Promotion, and Service Quality on Customer Satisfaction and Loyalty of Go-Jek Online Ojek (Case Study of Students of the Faculty of Economics and Business, University of North Sumatra)" which states that service quality has a positive but not significant effect on consumer loyalty. In line with the theory, if the service received is lower than consumer expectations, then the service quality is considered poor (R. Lupiyoadi, 2013).

In a nutshell, the researchers concluded that the Go-Jek service applicationcan provide services in accordance with the expectations of Go-Jek service users, due to service reliability, ease of access, security and comfort received by Go-Jek service users, when carrying out daily activities with the use of Go-Jek services it becomes more practical, effective, and efficient, the service received by consumers is also very good and users are also happy when using Go-Jek services.

4.2.2. The Effect of Price on Consumer Loyalty

Based on the results of the partial significance test (t test) in this research test, it was obtained $t_{statistic}$ 4,982 > t_{table} 1,984 with a significance level of 0.000 <0.05. This shows that the price variable has a significant and positive effect on consumer loyalty to Go-Jek service application users in Medan City. So that the hypothesis proposed by the researcher, namely Ha2 is accepted.

It is proven that Ha2 is accepted in this study due to the results of the calculation of the number ofis the respondent's response to the statement X2.5 (I agree that the price offered by Go-Jek varies according to the services offered), X2.6 (I receive services according to the price offered), X2.7 (I agree that the services provided offered by Go-Jek according to the benefits I received). Of the 100 respondents in the X2.5 statement there were 60 (60%) respondents, X2.6 there were 59 (59%) respondents, and 57 (57%) respondents chose to agree. So it can be said that many respondents who use the Go-Jek service application in Medan City, get a price that is in accordance with the services provided by Go-Jek.

The results of this study, some respondents considered that Go-Jek had provided services according to the price offered by Go-Jek. This is because Go-Jek is able to provide benefits for users of Go-Jek services, and at prices according to the services provided to consumers who use Go-Jek services, and also provide positive experiences for consumers in using online-based services. However, according to some respondents, the price given by Go-Jek is still not in accordance with the ability of consumers so that some consumers do not agree with the statement in this study.

The results of this study support previous research by Arif (2017) conducted a study entitled "The Influence of Price, Promotion, and Service Quality on Customer Satisfaction and Loyalty of Go-Jek Online Ojek (Case Study of Students of the Faculty of Economics and Business, University of North Sumatra)" which stated that the price variable had a positive effect, but did not significantly affect loyalty. consumer. In line with the theory according to Tjiptono (in (Novandri & Suryana, 2019) the existence of prices can help buyers to decide how to allocate their purchasing power to various types of goods or services. The buyer compares the prices of the various available alternatives, then decides to allocate the funds that the buyer wants.

Therefore, the researcher concludes that Go-Jek provides different prices for each service available on the internetGo-Jek service applications, as well as the prices offered by Go-Jek in accordance with the benefits received by consumers, so that consumers receive services according to the prices they receive.

4.2.3. The Influence of Service Quality and Price on Consumer Loyalty

Based on test results simultaneous significance (F test) obtained $F_{statistic}$ 40,051 > F_{table} 3,09 with a significant level of 0,000 < 0,05. This shows that service quality and price simultaneously have a significant and positive effect on consumer loyalty. So that the hypothesis proposed by the researcher, namely Ha3 is accepted.

Thoughon service quality and price simultaneously have a positive and significant effect on consumer loyalty, but the results of the Adjusted R Square test (coefficient of determination) in this study obtained only 0,441. This shows the ability of service quality and price variables in explaining consumer loyalty variables of 44,1%. Meanwhile, 55,9%

was explained by other variables/other factors not examined in this study but somehow had an effect on consumer loyalty.

Based on the results of the coefficient of determination test which has an influence of 44,1%, it shows that in increasing consumer loyalty in the use of Go-Jek service applications in Medan City it cannot focus on service quality and price factors alone, but it is necessary to pay attention to other factors or variables that can increase consumer loyalty such as brand image, promotion, customer satisfaction and others.

5. CONCLUSION

Based on the results of the study, the following conclusions were obtained:

1) The service quality variable has a positive and significant influence on consumer loyalty in using Go-Jek services in Medan City. In other words, Go-Jek can increase consumer loyalty through service quality because Go-Jek can provide services that meet user expectations, using Go-Jek services also makes users carry out daily activities more effectively and efficiently in terms of mobility, and the services received by consumers also make consumers feel safe and comfortable when using Go-Jek services

2) Price variable has a positive and significant influence on consumer loyalty in using Go-Jek services in Medan City. In other words, Go-Jek can increase consumer loyalty through prices because Go-Jek is able to provide prices that are in accordance with consumer abilities, Go-Jek also provides competitive prices with other online transportation platforms, and provides prices to consumers that are in accordance with the benefits accepted by consumers, so that consumers have high loyalty to the use of the Go-Jek service application.

3) Service quality and price variables have a positive and significant effect simultaneously on consumer loyalty in using Go-Jek services in Medan City. Although service quality and price simultaneously have a positive and significant influence on consumer loyalty, the ability of the service quality and price variables in explaining consumer loyalty is only 44,1% while 55,9% is explained by other variables/factors which not examined in this study but somehow affect consumer loyalty.

Based on the results of the research that has been done, the researcher wants to convey several points of advice related to the research topic, namely as follows:

1) PT. GoTo Gojek Tokopedia Tbk. is expected to improve services, especially on the reliability and credibility of services provided to consumers, and always provide feedback, accept criticism and suggestions from consumers.

2) PT GoTo Gojek Tokopedia Tbk. is expected to set affordable prices for consumers, and always provide discounts for every consumer.

3) PT. GoTo Gojek Tokopedia Tbk. expected to pay more attention to every aspect that exists in the quality of service and also aspects that exist in the price required by consumers to create a loyal consumer attitude towards Go-Jek services.

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