

# The Effect of Fares, Service Quality, and Promotion on Customer Satisfaction at Gojek in Batam

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## Abstract

This study aims to examine the effect of fares, service quality, and promotions on customer satisfaction at Gojek in Batam. The development of digital technology has driven the emergence of increasingly popular online transportation services, one of which is Gojek. However, increasing competition and differing customer perceptions of fares, service, and promotions pose new challenges for the company. This study used a quantitative approach with a survey of 100 Gojek user respondents in Batam. Data analysis was conducted using multiple linear regression using SPSS version 30. The results are expected to show that fares, service quality, and promotions have a positive and significant impact on customer satisfaction. These findings are expected to provide a basis for Gojek to improve its service quality marketing strategy in the future.

**Keywords:** Fares, Service Quality, Promotion, and Customer Satisfaction, Gojek

## Introduction

Advances in digital technology and the internet have brought about significant changes in various aspects of human life, including the transportation sector. The public's need for fast, convenient, and digital-based services continues to increase in line with the growth of internet users in Indonesia. According to data from the Central Statistics Agency (2025) and the Indonesian Internet Service Providers Association (APJII), The following table shows the development of the population and internet users over the past five years:

Table 1.1

Development of the Population and Internet Users in Indonesia

Years	Populations (Millions)	Internet Users (Millions)	Internet Penetration (%)
2020	271,35	196,70	72,5%
2021	273,88	202,60	74,0%
2022	276,36	210,02	76,0%
2023	278,70	221,56	79,1%

Years	Populations (Millions)	Internet Users (Millions)	Internet Penetration (%)
2024	281,60 (estimate)	223,00 (estimate)	79,5%
2025	284,44 (projection)	229,43 (projection)	80,66%

Source: BPS, (2025); APJII, (2025)

A 2023 Indef survey showed that Gojek is the most popular online motorcycle taxi service in Indonesia. It explained that 82% of online transportation users use Gojek, 53% use Grab, and other companies such as Maxim and InDriver with 19.6% and 4.9%, respectively. Furthermore, according to a 2023 GoodStats survey, the online motorcycle taxi service of choice for Indonesians is Gojek with 54.4%, followed by Grab with 29.9%, Maxim with 12.3%, InDriver with 2.4%, and other online motorcycle taxi services with a total of 0.9%. Figure 1 displays the Indef survey graph.



Figure 1. Survey graph of selected online motorcycle taxi services (Goodstats, 2024)

Nowadays, app-based transportation services have become an essential part of everyday life. One of the most popular apps is Gojek, which offers its users an easy and efficient way to travel online. According to (Sukmawati, 2022), advancements in online transportation services have made them highly sought after because they make them easier and more efficient.

Gojek is an online transportation company founded in Indonesia in 2010. Its first app was launched in January 2015 as an on-demand service. Gojek has grown into one of Indonesia's leading digital platforms with a variety of services such as transportation, food and goods delivery, and digital financial services. Gojek connects customers with the best service providers in the market to help them with their daily lives. In 2021, Gojek merged with Tokopedia to form the GoTo Group, which has become the largest technology ecosystem in Indonesia. This ecosystem has over 100 million monthly active users and over 2 million driver-partners nationwide. The influence of fares, service quality, and promotions on customer satisfaction must be examined because Gojek offers a practical and safe transportation option for the people of Batam (Gojek, 2025).

With a significant increase compared to the previous year, Gojek's services now reach 158 cities and regencies across Indonesia, according to the company's official report. Gojek is present in 76 cities, providing its GoRide service, which helps people access online transportation more quickly and efficiently. Furthermore, the Gojek app has reached over 190 million downloads across various platforms. This achievement demonstrates that Gojek remains the public's choice for transportation and app-based services (Gojek, 2025).

## **Literature Review**

### **1. Consumer Behavior Theory**

According to Kotler and Keller (2022), consumer behavior theory explains that purchasing decisions and customer satisfaction levels are influenced by two groups of factors: internal factors such as motivation, perception, and attitude, and external factors such as price, service quality, and promotion. In the context of this research, rates, service quality, and promotions are among the external factors that play a significant role in determining the level of satisfaction of Gojek service users.

### **2. Rates**

A rate is defined as the amount paid by consumers to obtain a service. Setting rates that are appropriate to the benefits received and competitive with competitors will create positive perceptions in the eyes of customers and increase their satisfaction (Anggraini & Budiarti, 2020).

### **3. Service Quality**

Service quality describes the extent to which a service meets or exceeds customer expectations. Based on the Servqual concept proposed by Parasuraman and colleagues, there are five main dimensions in assessing service quality: tangibles, reliability, responsiveness, assurance, and empathy. Fast, reliable, and friendly service has been proven to increase customer satisfaction (Prawiranata & Rahmawati, 2021).

### **4. Promotion**

Promotion is a communication tool used by companies to introduce products, attract attention, and build long-term relationships with customers. Attractive, relevant, and targeted promotional strategies play a crucial role in increasing consumer interest in continuing to use services and strengthening their loyalty (Astono & Susilo, 2023).

### **5. Customer Satisfaction**

Customer satisfaction is the result of comparing consumer expectations before using a service with the actual experience they experience afterward. When service performance meets or exceeds expectations, customers will feel satisfied, which ultimately drives loyalty and a tendency to recommend the service to others (Kotler, 2019).

## Research Method

This study used a quantitative approach with descriptive and associative research. The study population was all Gojek users in Batam, with a sample of 100 respondents drawn using a purposive sampling technique. The criteria for respondents were those aged 18 years and above and having used Gojek at least once in the last three months.

Data collection was conducted using an online questionnaire with a five-point Likert scale (1-5) to measure respondents' perceptions of each research variable. The data obtained were then analyzed using multiple linear regression using SPSS Version 30 to test the influence of each independent variable on customer satisfaction levels.

### 1. Operational Variables and Their Measurement

#### 1.1 Operational Variables

The operational definition of a variable explains how a variable will be measured in a study. The purpose is to demonstrate how a concept is measured or operationalized so that it can be empirically studied or measured. The questionnaire instrument for this study was developed by adapting variable indicators from studies by (Vallery, Happy Novita, 2020), (Anggraini & Budiarti, 2020), (Septiani & Nurhadi, 2020), and (Astono & Susilo, 2023) with editorial adjustments to suit the context of Gojek users in Batam. The operational variables in this study aim to measure the relationship between the independent variables of Tariff (X1), Service Quality (X2), and Promotion (X3) with the dependent variable, namely Customer Satisfaction (Y). The explanation is as follows:

**Table 1.Operational Variables**

No	Variable	Definition	Indicator
1	<b>Customer Satisfaction (Y)</b>	Based on research by <b>Vallery et al., (2020)</b> , customer satisfaction is the level of a person's feelings of pleasure or disappointment that arise after comparing the performance of a product/service with their expectations.	<ol style="list-style-type: none"><li>1. Product quality</li><li>2. Service quality</li><li>3. Price</li><li>4. Ease of access</li><li>5. Overall mpression of the service</li></ol> <p>Source: Kotler (2019)</p>
2	<b>Fares (X1)</b>	According to <b>Anggraini &amp; Budiarti (2020)</b> , affordable prices that reflect the product's value can satisfy customers and encourage them to continue using the product/service.	<ol style="list-style-type: none"><li>1. Price List</li><li>2. Discounts</li><li>3. Price Rebates</li></ol>

No	Variable	Definition	Indicator
			Source: Kotler and Armstrong (2019:62)
3	<b>Service Quality (X2)</b>	Based on research by <b>Septiani (2020)</b> , service quality is the ability of a service provider to deliver services according to customer expectations, including reliability, responsiveness, assurance, empathy, and tangibles.	<ol style="list-style-type: none"> <li>1. Reliability</li> <li>2. Responsiveness</li> <li>3. Assurance</li> <li>4. Empathy</li> <li>5. Tangibles</li> </ol> Source: (Cahyono et al., 2020)
4	<b>Promotion (X3)</b>	According to <b>Astono &amp; Susilo (2023)</b> , promotion is an effort by service providers to provide information, persuade and influence consumers to be interested in using services.	<ol style="list-style-type: none"> <li>1. Promotional reach</li> <li>2. Promotional quality</li> <li>3. Promotional quantity</li> <li>4. Promotional timing</li> <li>5. Promotional targeting accuracy</li> </ol> Source: Kotler and Keller (2016:272)

## 1.2 Variable Measurement

The variables were measured using a questionnaire that used a Likert scale. The Likert scale was chosen because it offers a balanced range of response options, encompassing a broader spectrum of attitudes, opinions, and behaviors. This scale allows for greater accuracy and precision in the data, making it easier to detect subtle differences and providing more reliable and valid results in research studies. Furthermore, this scale reduces central tendency bias and allows respondents to express their feelings more accurately. The Likert scale was used to measure the questionnaire's scores based on predetermined criteria, which provided the bulk of the research data. The following table shows the answers to the scoring questions:

**Table 1. Skala Likert**

Respondent's Answer	Score
Strongly Agree (SA)	5

Agree (A)	4
Neither Agree (NA)	3
Disagree (D)	2
Strongly Disagree (SD)	1

Sources: (Sugiyono, 2023)

## Results and Discussion

This study was conducted among Gojek users in Batam to determine the effect of fares, service quality, and promotions on customer satisfaction. Data collection was conducted by distributing questionnaires to 120 respondents who were active Gojek users, both for services (GoRide, GoCar) and other services such as GoFood and GoSend. Respondents participating in this study were 18 years of age or older and had used Gojek services at least once in the past three months. Based on data processing using SPSS Version 30, it was found that the majority of respondents expressed a high level of satisfaction with Gojek services, particularly regarding the app's ease of use, speed of service, and security of digital transactions. However, some respondents still complained about unstable fares.

### 1. Respondent Description

Based on the results of the questionnaire collected from a sample of 120 Gojek users, the respondent characteristics are described as follows:

#### A. Respondent's age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	106	88.3	88.3	88.3
	26-35	13	10.8	10.8	99.2
	36-45	1	.8	.8	100.0
	Total	120	100.0	100.0	

Source: Data processed by researchers (2025)

Based on the age distribution table, the majority of respondents were in the 18–25 age range (106 respondents (88.3%). This was followed by 13 respondents aged 26–35 (10.8%), while only one respondent (0.8%) was in the 36–45 age group. This indicates that Gojek service users in Batam are dominated by the younger generation, particularly students and young workers, who tend to be more familiar with using online transportation applications.

### B. Respondent Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	38	31.7	31.7	31.7
	Woman	82	68.3	68.3	100.0
	Total	120	100.0	100.0	

Source: Data processed by researchers (2025)

In terms of gender, the study's respondents were predominantly female (82 respondents, 68.3%), while 38 respondents were male (31.7%). This suggests that women use Gojek services more frequently than men, likely due to the need for mobility, online shopping, and frequent use of delivery services.

### C. Based on Work

Work					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	62	51.7	51.7	51.7
	Businessman	2	1.7	1.7	53.3
	Government employees	4	3.3	3.3	56.7
	Private employees	52	43.3	43.3	100.0
	Total	120	100.0	100.0	

Source: Data processed by researchers (2025).

Meanwhile, only 4 respondents (3.3%) were civil servants (PNS), and 2 respondents (1.7%) were entrepreneurs. This data confirms that Gojek's largest user segments are students and workers, who require fast and convenient transportation services.

### D. Based on the average use of Gojek

Average Use of Gojek					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 Times	47	39.2	39.2	39.2
	3-5 Times	51	42.5	42.5	81.7
	6-10 Times	10	8.3	8.3	90.0
	>10 Times	12	10.0	10.0	100.0
	Total	120	100.0	100.0	

Source: Data processed by researchers (2025).

The frequency of Gojek usage shows that the majority of respondents use the service 3–5 times per week (51 respondents (42.5%)), followed by 1–2 times per week (47 respondents (39.2%)). Furthermore, 12 respondents (10%) use Gojek more than 10 times per week, while 10 respondents (8.3%) use it 6–10 times per week. This indicates that Gojek is a service that is quite frequently used in the daily activities of the Batam community.

## 2. Description of Research Variables

Descriptive variable analysis was conducted based on the average (mean) score to determine the tendency of respondents' responses to the variables studied, namely Tariff (X1), Service Quality (X2), Promotion (X3), and Customer Satisfaction (Y).

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Rates	120	5.00	25.00	19.1500	3.51623
Service Quality	120	10.00	25.00	20.3250	3.35106
Promotion	120	10.00	25.00	20.5500	3.16984
Customer Satisfaction	120	9.00	25.00	20.6000	3.36417
Valid N (listwise)	120				

Source: Data processed by researchers (2025).

## 4. Validity Test

### A. Variable Validity Test X1

Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5
X1.1	Pearson Correlation	1	.526**	.343**	.435**	.604**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	120	120	120	120	120
X1.2	Pearson Correlation	.526**	1	.227*	.518**	.591**
	Sig. (2-tailed)	.000		.013	.000	.000
	N	120	120	120	120	120
X1.3	Pearson Correlation	.343**	.227*	1	.341**	.281**
	Sig. (2-tailed)	.000	.013		.000	.002
	N	120	120	120	120	120
X1.4	Pearson Correlation	.435**	.518**	.341**	1	.664**

	Sig. (2-tailed)	.000	.000	.000		.000
	N	120	120	120	120	120
X1.5	Pearson Correlation	.604**	.591**	.281**	.664**	1
	Sig. (2-tailed)	.000	.000	.002	.000	
	N	120	120	120	120	120

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

Source: Data processed by researchers (2025).

Variable X1 consists of five items (X1.1–X1.5). The correlation results show that all items have a positive Pearson Correlation value with a range of 0.343–0.664, and a significance value of 0.000–0.002 < 0.05. This means that all items in variable X1 have a significant relationship to the total variable score and meet the requirements of  $r_{count} > r_{table}$  (0.179). Thus, the five statement items in variable X1 are declared valid and suitable for use in further analysis.

## B. Variable Validity Test X2

### Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5
X2.1	Pearson Correlation	1	.326**	.303**	.253**	.450**
	Sig. (2-tailed)		.000	.001	.005	.000
	N	120	120	120	120	120
X2.2	Pearson Correlation	.326**	1	.315**	.507**	.366**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	120	120	120	120	120
X2.3	Pearson Correlation	.303**	.315**	1	.333**	.426**
	Sig. (2-tailed)	.001	.000		.000	.000
	N	120	120	120	120	120
X2.4	Pearson Correlation	.253**	.507**	.333**	1	.433**
	Sig. (2-tailed)	.005	.000	.000		.000
	N	120	120	120	120	120
X2.5	Pearson Correlation	.450**	.366**	.426**	.433**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed by researchers (2025).

Variable X2 also consists of five statement items (X2.1–X2.5). The Pearson Correlation value for this variable is in the range of 0.253–0.507, which means that all items have a positive correlation and low to moderate relationship strength. The significance value of each item is in the range of 0.000–0.005, less than 0.05. Because all items have a calculated  $r$  greater than  $r$  table and a Sig. value  $<0.05$ , then all statement items in variable X2 are declared valid. This shows that each item is able to represent the construct of variable X2 accurately.

### C. Variable Validity Test X3

		Correlations				
		X3.1	X3.2	X3.3	X3.4	X3.5
X3.1	Pearson Correlation	1	.409**	.333**	.426**	.398**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	120	120	120	120	120
X3.2	Pearson Correlation	.409**	1	.179	.406**	.350**
	Sig. (2-tailed)	.000		.051	.000	.000
	N	120	120	120	120	120
X3.3	Pearson Correlation	.333**	.179	1	.257**	.273**
	Sig. (2-tailed)	.000	.051		.005	.003
	N	120	120	120	120	120
X3.4	Pearson Correlation	.426**	.406**	.257**	1	.578**
	Sig. (2-tailed)	.000	.000	.005		.000
	N	120	120	120	120	120
X3.5	Pearson Correlation	.398**	.350**	.273**	.578**	1
	Sig. (2-tailed)	.000	.000	.003	.000	
	N	120	120	120	120	120

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed by researchers (2025).

### D. Variable Validity Test Y

### Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5
Y1.1	Pearson Correlation	1	.512**	.397**	.527**	.626**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	120	120	120	120	120
Y1.2	Pearson Correlation	.512**	1	.313**	.352**	.483**
	Sig. (2-tailed)	.000		.001	.000	.000
	N	120	120	120	120	120
Y1.3	Pearson Correlation	.397**	.313**	1	.573**	.440**
	Sig. (2-tailed)	.000	.001		.000	.000
	N	120	120	120	120	120
Y1.4	Pearson Correlation	.527**	.352**	.573**	1	.527**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	120	120	120	120	120
Y1.5	Pearson Correlation	.626**	.483**	.440**	.527**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed by researchers (2025).

The dependent variable Y has five statement items (Y1.1–Y1.5). The correlation results show that the Pearson Correlation value is in the range of 0.313–0.626, with all significance values  $0.000 < 0.05$ . This proves that each item has a significant relationship with the total score of variable Y. Thus, all items in variable Y can be declared valid.

## 5. Reliability Test

### Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded <sup>a</sup>	0	.0
	Total	120	100.0

a. Listwise deletion based on all variables in the procedure.

## Reliability Statistics

Cronbach's Alpha	N of Items
.909	20

Source: Data processed by researchers (2025).

Reliability testing is conducted to determine the extent to which a research instrument produces consistent results when measurements are taken repeatedly under the same conditions. Reliability indicates the instrument's reliability. According to Ghazali (2018), an instrument is considered reliable if it has a Cronbach's Alpha value of more than 0.70. Based on the SPSS output in the Case Processing Summary table, it can be seen that the data used in the reliability test was 120 respondents, or 100% of the data was declared valid with no missing data. This indicates that all items in the questionnaire were completed completely by the respondents and were suitable for further analysis.

Furthermore, the reliability test results in the Reliability Statistics table show:

- Cronbach's Alpha value = 0.909
- Number of items (N of Items) = 20

The Cronbach's Alpha value of 0.909 is above 0.90, which, according to the reliability classification, falls into the excellent reliability category. This means that the research instrument, consisting of 20 items on the variables Tariff (X1), Service Quality (X2), Promotion (X3), and Customer Satisfaction (Y), has a very high level of internal consistency.

Therefore, it can be concluded that this research instrument is reliable and can be used for subsequent analysis stages, such as multiple linear regression and hypothesis testing. A reliable instrument ensures that the data obtained is stable and reliable, allowing the research results to be scientifically accountable.

## 6. Classical Assumption Test

### A. Normality Test

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.94555717
Most Extreme Differences	Absolute	.043
	Positive	.037
	Negative	-.043
Test Statistic		.043
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: Data processed by researchers (2025).

The normality test is used to determine whether the data in a regression model is normally distributed. A good regression model should have a data distribution that is close to normal so that hypothesis testing can be valid. Data normality is tested to ensure that the residual values in the linear regression model meet the classical assumptions. This is important because violating the normality assumption can bias the statistical test results and make them unreliable as a basis for decision-making in research.

In this study, the normality test was conducted using the Kolmogorov–Smirnov (K-S) method using SPSS version 25. This method was used based on the characteristics of the research data set of 120 respondents, so the K-S method is still relevant. The decision-making criteria for the normality test are as follows:

- If the significance value (Asymp. Sig. 2-tailed) > 0.05, the data are normally distributed.
- If the significance value is  $\leq 0.05$ , the data are not normally distributed.

Based on the results of the One-Sample Kolmogorov-Smirnov Test output obtained, it is known that the number of data (N) is 120 respondents. The average residual value (Mean) is 0.0000000 with a standard deviation value of 1.94555717. The K-S statistic value is 0.043 with an Asymp. Sig. (2-tailed) value of 0.200. This significance value of 0.200 is greater than the specified significance level of  $\alpha = 0.05$ . Thus, it can be concluded that the residual data in this regression model is normally distributed.

### B. Multicollinearity Test

Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1 (Constant)	1.051	1.317		.798	.427		
Rates	.417	.061	.435	6.816	.000	.707	1.415
Service Quality	.169	.076	.169	2.229	.028	.503	1.987
Promotion	.396	.077	.373	5.118	.000	.544	1.839

a. Dependent Variable: Kepuasan Pelanggan

Source: Data processed by researchers (2025).

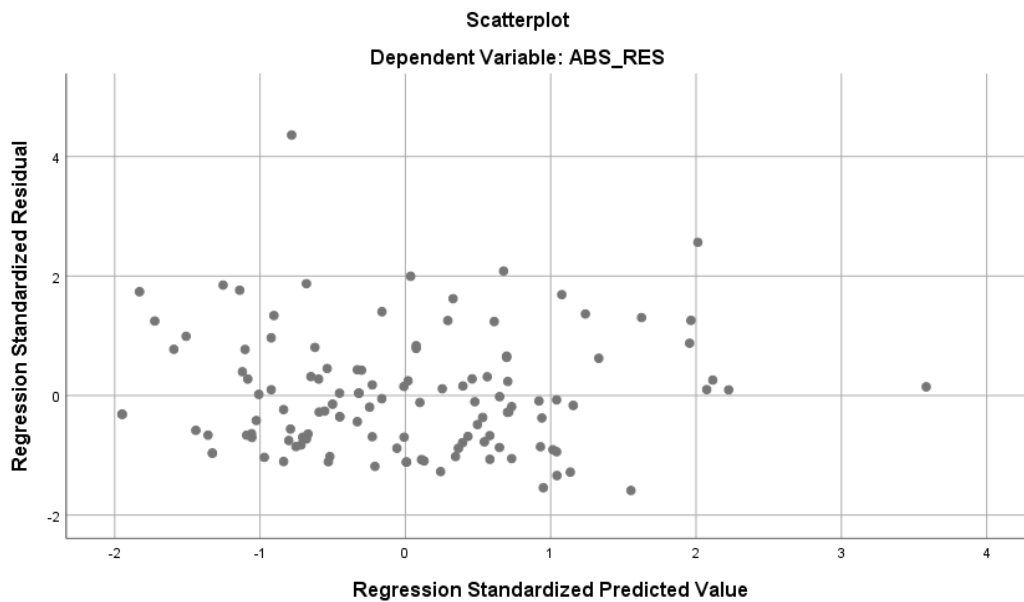
The table shows that all independent variables have a Tolerance value greater than 0.10 and a VIF value less than 10. Therefore, statistically, it can be concluded that there is no multicollinearity

in the multiple linear regression model used in this study. This means that each independent variable in this model is independent and does not significantly influence the others.

This analysis is further supported by the Collinearity Diagnostics results, which show a Condition Index value of less than 30, ranging from 1,000 to 22,076. A Condition Index value below the critical limit of 30 indicates no serious multicollinearity issues in the regression model (Gujarati, 2012). Furthermore, the proportion of variance in each dimension does not indicate the dominance of any particular variable, which could disrupt the stability of the regression model.

This absence of multicollinearity is crucial because it ensures that the estimated regression coefficients for the variables Tariff, Service Quality, and Promotion in influencing Customer Satisfaction are unbiased. Thus, the regression model used in this study is valid for analyzing the relationship between variables and can be used for subsequent hypothesis testing.

### C. Heteroscedasticity Test



Source: Data processed by researchers (2025).

The heteroscedasticity test aims to determine whether a regression model exhibits unequal variance in residuals or errors from one observation to another. A good regression model requires homoscedasticity, meaning that the residual variance is constant. Conversely, if the residual variance is not constant or varies from one observation to another, the model violates the classical assumption known as heteroscedasticity.

The decision-making process for heteroscedasticity testing using a scatterplot is as follows:

1. If the points are randomly distributed above and below 0 on the Y-axis without forming a specific pattern (e.g., they do not form a wavy pattern, widen then narrow, or form any other specific pattern), then heteroscedasticity does not occur.
2. However, if the points form a specific pattern, whether narrowing, widening, or tending to cluster in a specific area, then heteroscedasticity occurs.

Based on the scatterplot output obtained from data processing, it can be seen that the residual points are randomly distributed above and below the number 0 on the Y-axis. These points do not form a specific systematic pattern, such as a wave or cone pattern. The residual distribution tends to be random and even across the entire graph area. This indicates that the variance of the residuals is constant, so the regression model used is free from symptoms of heteroscedasticity.

## 7. Multiple Linear Regression Test

Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	1.051	1.317		.798	.427		
Rates	.417	.061	.435	6.816	.000	.707	1.415
Service Quality	.169	.076	.169	2.229	.028	.503	1.987
Promotion	.396	.077	.373	5.118	.000	.544	1.839

a. Dependent Variable: Customer Satisfaction

Source: Data processed by researchers (2025).

Based on the output of the Coefficients table, the multiple linear regression equation is obtained as follows:

$$Y = 1.051 + 0.417X_1 + 0.169X_2 + 0.396X_3$$

The interpretation of the regression equation is as follows:

- A constant of 1.051 indicates that if the variables fare, service quality, and promotion are held constant or set to zero, Gojek customer satisfaction in Batam remains at 1.051 units. This indicates that other factors outside the model contribute to customer satisfaction.
- The fare regression coefficient (X<sub>1</sub>) of 0.417 means that every one-unit increase in fare will increase customer satisfaction by 0.417 units, assuming other variables remain constant. This

indicates that affordable fares that meet customer expectations positively contribute to Gojek user satisfaction.

- The service quality regression coefficient (X2) of 0.169 indicates that every one-unit increase in service quality will increase customer satisfaction by 0.169 units. This means that the better the service provided by Gojek, such as punctuality, driver friendliness, and service security, the higher the level of customer satisfaction.
- The promotion regression coefficient (X3) of 0.396 indicates that every one-unit increase in promotional activity will increase customer satisfaction by 0.396 units. This proves that promotions such as discounts, vouchers, and cashback have a strong influence on increasing customer loyalty and satisfaction.

## 8. Hypothesis Testing

A hypothesis is essentially a short-term solution to a research question, presented in the form of a question. In this particular investigation, the hypothesis is examined through the lens of direct linear regression analysis.

### 1. T Test

Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	1.051	1.317		.798	.427		
Rates	.417	.061	.435	6.816	.000	.707	1.415
Service Quality	.169	.076	.169	2.229	.028	.503	1.987
Promotion	.396	.077	.373	5.118	.000	.544	1.839

a. Dependent Variable: Customer Satisfaction

Source: Data processed by researchers (2025).

The t-test in multiple linear regression aims to examine the partial influence of each independent variable on the dependent variable. In other words, the t-test is used to determine whether independent variables such as Fare (X1), Service Quality (X2), and Promotion (X3) significantly contribute to explaining variations in Customer Satisfaction (Y) among Gojek users in Batam.

Based on the output of the Coefficients table, the t-values and significance of each variable are as follows:

- Fare (X1):  $t = 6.816$ ;  $Sig = 0.000$

- Service Quality (X2):  $t = 2.229$ ;  $Sig = 0.028$
- Promotion (X3):  $t = 5.118$ ;  $Sig = 0.000$

The significance values (Sig.) for all three variables are less than 0.05, thus concluding that all independent variables have a significant partial influence on customer satisfaction. In other words, a one-unit change in each independent variable will contribute to a change in customer satisfaction, assuming the other variables remain constant.

- Fare (X1): A regression coefficient of 0.417 indicates that each one-unit increase in fare increases customer satisfaction by 0.417 units. A t-value of 6.816 and a significance level of 0.000 indicate that the effect of fare is statistically highly significant. This indicates that Gojek service pricing is an important factor in determining customer satisfaction. Fares perceived as reasonable and competitive will influence customer perceptions of the value of the service received, thereby increasing satisfaction levels.
- Service Quality (X2): A regression coefficient of 0.169 indicates that each one-unit increase in service quality increases customer satisfaction by 0.169 units. A t-value of 2.229 with a significance level of  $0.028 < 0.05$  indicates a significant effect, although its contribution is relatively smaller compared to fares and promotions. Service quality encompasses punctuality, driver friendliness, safety, and speed of service, so although its effect is moderate, it remains an important factor supporting customer satisfaction.
- Promotion (X3): The regression coefficient of 0.396 indicates that every one-unit increase in promotion increases customer satisfaction by 0.396 units. The t-value of 5.118 and a significance level of 0.000 indicate that promotion has a significant effect. Promotions such as vouchers, cashback, discounts, and travel bonuses can increase customer loyalty, attract new users, and encourage repeat use of services, thus directly impacting customer satisfaction.

## 2. F Test

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	896.362	3	298.787	76.946	.000 <sup>b</sup>
Residual	450.438	116	3.883		
Total	1346.800	119			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Promotion, Rates, Service Quality

Source: Data processed by researchers (2025).

The F-test in multiple linear regression aims to determine whether all independent variables simultaneously have a significant effect on the dependent variable. In this study, the independent variables tested were Fares (X1), Service Quality (X2), and Promotions (X3), while the dependent variable was Gojek Customer Satisfaction in Batam (Y).

Based on the ANOVA table, the following values were obtained:

- F-test = 76.946
- Significance = 0.000 < 0.05

A significant F-test indicates that all three independent variables simultaneously contribute significantly to Customer Satisfaction. This means that changes in the combination of fares, service quality, and promotions can collectively explain variations in customer satisfaction, thus confirming the appropriate and valid regression model for analysis.

The multiple regression model involving fares, service quality, and promotions can significantly explain variations in customer satisfaction. A significance value < 0.05 indicates that at least one independent variable has a significant effect on customer satisfaction. In other words, a management strategy that considers these three aspects simultaneously plays a significant role in shaping Gojek users' perceptions of satisfaction in Batam.

Furthermore, the Sum of Squares values in the ANOVA table support the strength of this model:

- Regression Sum of Squares = 896,362
- Residual Sum of Squares = 450,438
- Total Sum of Squares = 1,346,800

This means that most of the variation in customer satisfaction can be explained by the combination of the three independent variables, amounting to 896,362 of the total variation of 1,346,800. The remaining 450,438 represents variation influenced by factors outside the research model.

### 1. Test of the Coefficient of Determination

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.816 <sup>a</sup>	.666	.657	1.97055	1.885

a. Predictors: (Constant), Promotion, Rates, Service Quality

b. Dependent Variable: Customer Satisfaction

Source: Data processed by researchers (2025).

Based on the Model Summary table, the R Square value = 0.666 and Adjusted R Square = 0.657. This shows that 66.6% of the variation in Customer Satisfaction can be explained by a combination of rates, service quality, and promotions, while the remaining 33.4% is explained by other factors not included in the research model, such as customer trust, previous experience, or

Gojek application features. The R value = 0.816 indicates that there is a high correlation between the independent variables simultaneously with the dependent variable. The Durbin-Watson value = 1.885 indicates that there is no autocorrelation problem in the model, because it is in the range of 1.5–2.5.

## **Discussion**

Based on the research results and data analysis using SPSS Version 30, the author can interpret the results of this study as follows:

### **1. The Effect of Tariffs on Customer Satisfaction**

The results show that tariffs have a positive and significant effect on Gojek customer satisfaction in Batam, with a significance value of  $0.000 < 0.05$ . This indicates that the more appropriate and affordable the tariffs, the higher the level of customer satisfaction. This finding confirms that customers tend to be satisfied when the tariffs paid are commensurate with the service benefits received, thus creating a pleasant user experience.

### **2. The Effect of Service Quality on Customer Satisfaction**

The results show that service quality has a positive and significant effect on customer satisfaction, with a significance value of  $0.028 < 0.05$ . This finding indicates that improving the quality of service provided by Gojek will directly impact customer satisfaction.

These results align with research by Astono and Susilo (2023), which found that service quality and promotions significantly influence customer satisfaction. Furthermore, research by Lorensia and Ningrum (2023) corroborates these findings by stating that service quality and trust have a positive relationship with Gojek user satisfaction and loyalty in Yogyakarta. Therefore, it can be concluded that service quality is a key factor determining the level of satisfaction and positive experiences of Gojek customers in Batam.

### **3. The Effect of Promotion on Customer Satisfaction**

The results of the study indicate that promotion has a positive and significant influence on customer satisfaction, with a significance value of  $0.000 < 0.05$ . This finding indicates that the more optimal the promotional strategy implemented, the higher the level of customer satisfaction with Gojek services. Promotions such as discounts, vouchers, and cashback programs have proven effective in attracting consumer interest and increasing the perceived value of the service. These promotional efforts can create a positive experience and encourage customers to continue using the Gojek app.

These research findings align with the findings of Anggraini and Budiarti (2020), who stated that appropriately implemented promotions can increase customer satisfaction, which ultimately leads to increased loyalty. Another study by Septiani and Nurhadi (2020) also supports these results, showing that sales promotions and price perceptions significantly influence Gojek customer satisfaction in Yogyakarta. Therefore, implementing innovative and sustainable

promotional strategies is a crucial factor for Gojek in maintaining and improving customer satisfaction in Batam.

#### **4. The Simultaneous Effect of Fares, Service Quality, and Promotions on Customer Satisfaction**

The F-test results show that simultaneously, the variables of fares, service quality, and promotions significantly influence customer satisfaction, with a significance value of  $0.000 < 0.05$ . This indicates that the combination of affordable fares, quality service, and effective promotional strategies can simultaneously increase customer satisfaction with Gojek services in Batam. In other words, customer satisfaction is not influenced by a single factor, but rather the result of the interaction of all three variables.

This finding aligns with the research by Vallery et al. (2020), which showed that price, service quality, and promotions simultaneously significantly influence customer satisfaction among Grab users in Medan. These results confirm that customer satisfaction is formed through the synergy of various complementary aspects, so companies need to maintain a balance between the three to maintain and enhance positive customer experiences.

### **Conclusions and Recommendations**

#### **Conclusion**

Based on the data analysis and discussion, the following conclusions were drawn:

1. Fares have a positive and significant influence on Gojek customer satisfaction in Batam. This indicates that the more appropriate and affordable the fares, the higher the level of customer satisfaction. Consistent and transparent fares can create a positive perception of value and increase user trust in Gojek services.
2. Service quality has a positive and significant influence on customer satisfaction. Fast, friendly, safe service, and driver professionalism have been proven to provide a positive experience for customers. Service quality is the most dominant factor in shaping Gojek user satisfaction in Batam.
3. Promotions also have a positive and significant influence on customer satisfaction. Promotional programs in the form of discounts, vouchers, and cashback have proven effective in attracting consumers and encouraging them to continue using Gojek services. Attractive promotional strategies also strengthen customer loyalty.

Simultaneously, the variables of fares, service quality, and promotions have a significant influence on customer satisfaction. This demonstrates that a combination of competitive pricing strategies, improved service quality, and effective promotional implementation are key factors in creating and maintaining Gojek customer satisfaction in Batam.

#### **Recommendations**

Based on consumer behavior theory, which explains that customer satisfaction is influenced by internal factors (motivation, perception, and attitude) and external factors (fare, service quality, and promotion), the recommendations in this study can be formulated as follows:

## **1. For Gojek**

According to consumer behavior theory, perceptions of the value and benefits of a service are the primary determinants of customer satisfaction (Kotler & Keller, 2016). Therefore, Gojek needs to maintain a balance between affordable prices and the quality of service provided. Rates should remain competitive, but be balanced with improvements in reliability and speed of service response so that customers feel they are receiving a value for their money.

Furthermore, Gojek is advised to conduct regular customer satisfaction evaluations to ensure that the rates and quality of service offered remain in line with market expectations and needs.

## **2. Promotional Aspects**

Based on consumer behavior theory and supported by research by Anggraini & Budiarti (2020), promotions play a crucial role in shaping perceptions and influencing customer repurchase intentions. Therefore, Gojek needs to optimize its personalization-based promotional strategy, for example by offering discounts or special promotions based on customer usage history.

Promotions should not only emphasize financial aspects such as discounts or cashback, but also build emotional connections between customers and the brand through loyalty programs and rewards for loyal users.

## **3. For Further Research**

In line with consumer behavior theory, customer behavior is dynamic and can change due to environmental influences and technological developments. Therefore, future research is recommended to:

1. Add other variables such as brand loyalty, consumer trust, or perceptions of app security.
2. Use a longitudinal approach to track changes in customer satisfaction levels over time.
3. Incorporate qualitative methods such as in-depth interviews to gain a broader and more in-depth understanding of customer motivations and perceptions of Gojek services.

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