

Original Article

The Influence of Service Quality and Price Perception on Customer Satisfaction in Using Go-Food Services in Palembang

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Abstract: This research was conducted to determine the influence of service quality and price perception on customer satisfaction when using Go-Food services in Palembang. The population in this study is Generation Z and millennials aged 17 - 40 years, domiciled in Palembang City and have used Go-Food services at least 5 times in the last 3 months. Based on sample calculations, the sample used in this research was 240 respondents. The results of multiple linear regression analysis show that service quality and price perception have a positive and significant effect on customer satisfaction. Go-Food Quality is expected to be able to carry out a comprehensive evaluation of its delivery process, such as improvements in more accurate delivery time estimates, improvements in logistics and delivery management services, and better communication with consumers regarding order status. In terms of prices, it is hoped that Go-Food can launch the prices it has set, such as being more active in offering promotions, discounts or vouchers to users.

Keywords: Service Quality, Price Perception, Customer Satisfaction.

I. INTRODUCTION

Customer satisfaction is a very important thing to pay attention to. The emergence of a feeling of satisfaction from within the customer tends to make the customer come back to shop again and even talk about the goodness of the company to other people. One of the main factors that companies must pay attention to in increasing satisfaction is service quality. Good service will increase the level of customer satisfaction. Satisfied customers also look at the quality of service provided and whether the service quality meets expectations [1]. Apart from service quality, price perception is also an important factor in attracting customer attention. Prices that are competitive and appropriate to the target market segment can increase customer satisfaction by maintaining the expected value and quality [2].

In recent years, Online Food Delivery (OFD) has become an essential element of customers' modern lifestyles. The booming OFD sector has drawn a slew of new firms, all vying for a piece of the lucrative market [3]. This is because the majority of consumers utilize OFD services to increase productivity, discover new culinary trends, and socialize. More than half of the consumers surveyed use OFD at least once every week. The majority of users of this service consist of Generation Z, as much as 43 percent and 39 percent of the millennial generation (kompas.com, 2022). This is supported by the Momentum Works report that Indonesia will be the largest market for online food delivery services in Southeast Asia in 2023. Throughout 2023, the gross merchant value (GMV) of these services in Indonesia will reach US\$ 4.6 billion or around IDR 72.12 trillion (assuming an exchange rate of IDR 15,680/US\$). (databoks.id, 2024).

One application that is widely used by people to order food online today is GoFood. Go-Food is now very popular with many people because their lifestyle tends to be practical, flexible and efficient [4]. The Go-Food feature was first launched by Gojek in 2015 in Indonesia as a solution to make it easier for application users to order food from nearby restaurants. Gojek is in first place with an average download per month, reaching 957 thousand downloads from smartphone users in Indonesia in 2023. However, this figure dropped 29% from the previous average of 1.35 million downloads per month in 2022. The figure in 2023 is the highest. Smallest during 2020-2023 (katadata.co.id, 2024). Based on GoTo Gojek Tokopedia's performance report, on-demand services including GoRide, GoCar and GoFood, fell from IDR 3.13 trillion in the first quarter to IDR 2.9 trillion during January – March this year. ShopeeFood and GrabFood transactions in 2023 will increase compared to 2022 in Indonesia. Meanwhile, GoFood orders fell.



Table 1: Details of Gofood, Grabfood and ShopeeFood transactions 2022 and 2023 in Indonesia

Service	2022		2023	
	Portion	Value	Portion	Value
GrabFood	49%	US\$ 2,2 billion	50%	US\$ 2,3 billion
Go-Food	44%	US\$ 1,98 billion	38%	US\$ 1,75 billion
ShopeeFood	7%	US\$ 315 billion	12%	US\$ 552 million

Source: (Databoks.katadata.co.id, 2024)

Table 1 shows that GrabFood will become the largest online food delivery service provider in Indonesia in 2023 with a market share of 50%, while Go-Food has 38% and ShopeeFood has 12%. GrabFood and ShopeeFood transactions in 2023 will increase compared to 2022 in Indonesia. Meanwhile, Go-Food orders in 2023 will decrease to 38%, compared to the previous year, which was 44% (databooks.katadata.co.id, 2024). Increasingly tight competition with other food delivery platforms is one of the factors causing orders on GoFood to decline. Based on research conducted by Tenggara Strategics in 2022 entitled "Survey of Perceptions and Behavior of Online Food Delivery Consumption in Indonesia" stated that 41% of consumers have more than two food delivery applications on their smartphones, including GoFood, GrabFood, and Shopee Food. This shows these three digital platforms compete fiercely in the food delivery service industry.

Based on this data, the author conducted a pre-survey on 30 respondents to find out complaints from Go-Food users, as shown in Table 2 below:

Table 2: Pre-Survey of Go-Food User Complaints

No	Statement	
	Quality of Service	Price
1	Delay in order delivery exceeds the estimated time (4)	The amount of additional fees on the application (4)
2	Length of time to get a driver (3)	There are fewer and fewer price cuts or discount vouchers (3)
3	Sudden cancellation of orders without confirmation (2)	Shipping costs that do not correspond to the distance between them (4)
4	Lack of responsiveness from drivers or customer service in responding to complaints (3)	Price differences between the same restaurant on other platforms (2)
5	Food does not match what was ordered (2)	Prices on the app are much more expensive than ordering directly (3)

Based on the results of the pre-survey, there were several statements regarding complaints from several respondents regarding their experience in using GoFood services, where quite a few users were dissatisfied with the services and prices offered by GoFood. A significant complaint was that the delivery time took longer than the estimated delivery time. Sometimes, customers have to wait longer than the estimated time. Apart from that, GoFood also charges many fees, such as service fees, application fees, handling fees, etc., which sometimes make order prices quite expensive when compared to ordering directly on the spot. Apart from the pre-survey results above, this dissatisfaction and complaints are also shown by the low ratings and reviews given by users on the Gojek application on Playstore, and many users gave a 2-star or even 1-star rating based on their experience regarding service and prices that did not match expectations or hope.

From here, we can conclude that the formulation of the problem from this research is: (1) Does service quality influence customer satisfaction when using Go-Food services in Palembang? and (2) Does price perception influence customer satisfaction when using Go-Food services in Palembang?. The objectives of this research are (1) To determine the effect of service quality on customer satisfaction when using Go-Food services in Palembang and (2) To determine the effect of price perception on customer satisfaction when using Go-Food services in Palembang.

II. LITERATURE REVIEW

A) Customer satisfaction

Satisfaction is consumers' expectation or prediction about what they will get during a transaction [5]. Customer satisfaction has the ability to affect purchasing behavior, resulting in the propensity that delighted consumers will be trustworthy, but loyal consumers are not definitely content [6]. Dimensions that measure customer satisfaction include:

1. Overall customer satisfaction (overall satisfaction)
2. Level of conformity between performance and expectations (Confirmation of expectation)
3. Comparison with an ideal situation (comparison to ideal)

B) Service Quality

Consumer evaluation of the degree of service obtained in comparison to the anticipated standard of service is known as service quality. When a customer feels that the service they have received meets their expectations, they will see the quality of the service as acceptable, and the established satisfaction will be satisfied. This can lead to repeat business and the potential for customer loyalty [7]. There are five dimensions of service quality known as ServQual, namely:

1. Physical Evidence (tangibles)
2. Reliability
3. Responsiveness (responsiveness)
4. Guarantee (assurance)
5. Empathy (empathy)

C) Price Perception

Price is a sacrifice consumers make to get the benefits of a product and service. The higher the price offered to obtain a product, the higher the benefits will provide consumer satisfaction. There are four measures of price dimensions, namely:

1. Affordability
2. Price match with product quality
3. Matching price with benefits
4. Prices according to capabilities or price competitiveness

III. RESULTS AND DISCUSSION

A) Research Method

This research uses quantitative methods; the data sources used are primary data and secondary data. The population in this study are Generation Z and millennial people aged 17 - 40 years, domiciled in Palembang City and have used Go-Food services at least 5 times in the last 3 months with a sample size of 240 respondents and using a sampling technique, namely non-probability sampling with using a purposive sampling method. Data was collected through the results of filling out a questionnaire, which was shared via Google Forms. Research data analysis consists of classical assumption tests, multiple linear regression analyses, correlation and determination coefficients, and hypothesis testing. The hypothesis in this research is:

H1: Service quality has a positive effect on customer satisfaction when using Go-Food services in Palembang.

H2: Price perception has a positive effect on customer satisfaction in using Go-Food services in Palembang

B) Validity Test Result

Table 3: Validity Test Result

Variable	Indicator	Product Moment Pearson's	Sig		α	Information
Customer Satisfaction (Y)	Y.1	0,894	0,000	<	0,05	Valid
	Y.2	0,911	0,000	<	0,05	Valid
	Y.3	0,820	0,000	<	0,05	Valid
	Y.4	0,950	0,000	<	0,05	Valid
	Y.5	0,839	0,000	<	0,05	Valid
	Y.6	0,811	0,000	<	0,05	Valid
Quality of Service (X1)	X1.1	0,649	0,000	<	0,05	Valid
	X1.2	0,691	0,000	<	0,05	Valid
	X1.3	0,812	0,000	<	0,05	Valid
	X1.4	0,636	0,000	<	0,05	Valid
	X1.5	0,785	0,000	<	0,05	Valid
	X1.6	0,711	0,000	<	0,05	Valid
	X1.7	0,813	0,000	<	0,05	Valid
	X1.8	0,916	0,000	<	0,05	Valid
	X1.9	0,689	0,000	<	0,05	Valid
	X1.10	0,853	0,000	<	0,05	Valid
Price Perception (X2)	X2.1	0,827	0,000	<	0,05	Valid
	X2.2	0,852	0,000	<	0,05	Valid
	X2.3	0,880	0,000	<	0,05	Valid

	X2.4	0,781	0,000	<	0,05	Valid
	X2.5	0,652	0,000	<	0,05	Valid
	X2.6	0,836	0,000	<	0,05	Valid
	X2.7	0,786	0,000	<	0,05	Valid
	X2.8	0,843	0,000	<	0,05	Valid

Based on Table 3, the results of the validity test showed that each indicator (item) on each variable of service quality and price perception, which is an independent variable on customer satisfaction, which is the dependent variable, has a Pearson's product moment value with a significance value of <0.05 so that the indicators (items) used in this research variable can be declared appropriate or relevant and can be used as items in data collection.

C) Reliability Test Result

Table 4: Reliability Test Result

Variable	Cronbach's Alpha		Cut Off	Information
Customer Satisfaction (Y)	0,934	>	0,60	Reliable
Quality of Service (X1)	0,915	>	0,60	Reliable
Price Perception (X2)	0,923	>	0,60	Reliable

IV. CONCLUSION

Based on the findings from the reliability tests in Table 4, the data gathered is deemed reliable for the independent variables of price perception and service quality because their Cronbach's alpha values are 0.923 and 0.915, respectively. Similarly, the data gathered is deemed reliable for the dependent variable of customer satisfaction due to the 0.934 Cronbach's alpha value.

A) Multiple Linear Regression Analysis

Table 5: Multiple Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	7.255	1.164		6.232	.000
	Quality of Service	.215	.033	.351	6.436	.000
	Price Perception	.267	.036	.410	7.519	.000
a. Dependent Variable: Customer Satisfaction						

Based on Table 5 above, the results of multiple linear regression analysis can be expressed with the following equation:

$$Y = 7.255 + 0.215 X_1 + 0.267 X_2 + e$$

The linear regression equation above can be explained as follows:

1. The constant value shows a positive value with a value of 7.255. This shows that if all independent variables, namely service quality and price perception, have a value of 0 percent or have not changed, then the customer satisfaction value is 7,255.
2. The service quality variable significantly improves customer satisfaction; a 1% coefficient can raise customer satisfaction by 0.215. The service quality regression coefficient value is positive at 0.215. Customers are more satisfied with Go-Food's level of service when they receive higher-quality or superior assistance.
3. The regression coefficient value for the price variable is 0.267, meaning that the price perception variable has a significant positive effect on customer satisfaction; a coefficient of 1% can increase customer satisfaction by 0.267. This shows that the lower the product price, the more positive impact it will have, namely the higher customer satisfaction when buying food using Go-Food services in Palembang.

B) Correlation Coefficient Test Results (r) and Determination Coefficient (R²)

Table 6: Correlation Coefficient Test Results (r) and Determination Coefficient (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637 ^a	.405	.400	3.081
a. Predictors: (Constant), Price Perception, Quality of Service				

The correlation coefficient test (r) results, which depend on the summarized model results in Table 6, indicate that the service's price and quality impression factors have a 63.7% or 0.637 degree of influence. The R Square (R^2) value is 40.5%, or 0.405. This figure shows that the variables of service quality and price perception influence consumer satisfaction with the use of Go-Food services in Palembang. Together, it is 40.5%, while other factors influence the remaining 59.5%.

C) (F) Test

Table 7: F-Test Result

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1533.529	2	766.765	80.749	.000 ^a
	Residual	2250.466	237	9.496		
	Total	3783.996	239			
a. Predictors: (Constant), Price Perception, Quality of Service						
b. Dependent Variable: Customer Satisfaction						

Based on the results in Table 7 above, it can be seen that the Fcount for each factor tested is 80,749, while the Ftable has a real level (α) of 5%=0.05 with (df) = $v_1 = k - 1 = 3 - 1 = 2$, and $v_2 = n - k = 240 - 3 = 237$ obtained Ftable = 2.64 and Fcount value (80,749). Thus Fcount > Ftable (80,749 > 2.64). This is reinforced by the Sig F level of 0.000 < 0.05, so H_0 is rejected, and H_a is accepted, meaning there is a significant influence of service quality and price perception simultaneously/simultaneously on customer satisfaction in using Go-Food services in Palembang.

D) (T) Test

Table 8: T-Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.255	1.164		6.232	.000
	Quality of Service	.215	.033	.351	6.436	.000
	Price Perception	.267	.036	.410	7.519	.000
a. Dependent Variable: Customer Satisfaction						

Based on Table 8, the value of the degree of freedom (df) = $n - k = 240 - 3 = 237$ and 0.05, the ttable value obtained for this research data is 1.651. The analysis results can be explained as follows:

The tcount value of the service quality variable (X_1) and the significance value is 6,436, so the tcount > ttable value is (6,436 > 1,651) or the value (Sig) 0.000 < 0.05. This means that service quality has a significant effect on Go-Food customer satisfaction. The tcount value of the price perception variable (X_2) and the significance value is 7,519, so the tcount > ttable value is (7,519 > 1,651) or value (Sig) 0.000 < 0.05. This means that price perception has a significant effect on Go-Food customer satisfaction

a. The Influence of Service Quality on Customer Satisfaction in Using Go-Food Services in Palembang

Based on the results of hypothesis testing and the results obtained, the sig. 0.000 from the 0.05 significance level. Proving that there is an influence of service quality on customer satisfaction. A customer's evaluation of a product or service's overall superiority or attributes is known as service quality. Customers will compare the services offered if they are happy with the goods or services they have received. Customers who are genuinely happy will return to business and encourage others to do the same.

The research results state that service quality positively and significantly affects customer satisfaction. The results of this research are in line with the results of research from [8]; [9], [10], [11], [12], [13], [14], [15], [16]; [17]; [18]; [19]; [20]; [21]; [22]; [23]; [24]; [25]; and [26] which shows that service quality has a positive and significant effect on customer satisfaction. Different research results were shown in research conducted by [27], [28], [29], and [30], which shows that service quality has a negative and insignificant effect on customer satisfaction.

The study's findings demonstrate the relationships between a number of characteristics and service quality, including tangible proof, dependability, confidence, adaptability, and empathy. In indicator X1.4, namely the order arrives according to the predetermined estimated time, it shows the lowest value. It is alleged that deliveries often do not arrive on time as promised. Based on the pre-survey results, several respondents said that delays in order delivery exceeded the estimated time, so consumers felt uncomfortable and dissatisfied with the service, which could reduce trust in Go-Food to use it again.

The X1.7 indicator, namely I feel safe while making transactions with Go-Food, shows the highest score. This shows that consumers feel confident and have a sense of security regarding transactions at Go-Food because the security system implemented by Go-Food is very good and reliable.

b. The Influence of Price Perceptions on Customer Satisfaction in Using Go-Food Services in Palembang

Based on the results of hypothesis testing and the results obtained, the sig. 0.000 from the 0.05 significance level. Proving that there is an influence of price perception on customer satisfaction. Price is a sacrifice consumers make to benefit from a product or service. The higher the price offered to obtain a product, the higher the benefits will provide consumer satisfaction.

Price perception has a positive and significant effect on customer satisfaction. The results of this research are in line with the results of research from [31], [32], [33], [34], [35], [36], [37], [38]; [39]; [40]; and [41] which shows that price perception has a positive and significant effect on customer satisfaction. Different research results were shown in research conducted by [42], [43], [44], [45], [46], and [47], which show the results that price perception has a negative and insignificant effect on customer satisfaction.

The study's findings demonstrate the relationships between price perceptions and a number of factors, including affordability, price appropriateness for the quality of the good or service, price suitability for advantages, and price rivalry. In the X2.7 indicator, the price offered at Go-Food is cheaper when compared to competitors. This shows that many users feel that prices at Go-Food are still more expensive than those of its competitors because Go-Food applies additional fees such as service fees or other additional fees not applied by its competitors, making the total cost of ordering at Go-Food higher. Several respondents said that the number of discounts or discount vouchers available on Go-Food was decreasing, which could also affect their perception of the total cost of ordering on the platform.

In indicator X2.3, namely the price given by Go-Food has a price that is in accordance with the quality provided, showing the highest value. This shows that the price paid for orders via Go-Food is commensurate with the quality of the product and service received. Gojek Indonesia drivers provide good service to consumers by being responsive in responding to chat, apart from drivers being polite and friendly to customers and providing good information/communication.

IV. CONCLUSION

Based on the results of the discussion above, the following conclusions can be drawn:

1. Service quality positively and significantly affects customer satisfaction when using Go-Food services in Palembang.
2. Price perception positively and significantly affect customer satisfaction when using Go-Food services in Palembang.

Suggestion

Based on the problem formulation discussed in the previous chapter, the researcher suggests the following:

1. Based on the questionnaire for variable Based on this statement, it is important for Go-Food to thoroughly evaluate their delivery process. This can include improvements in more accurate delivery time estimates, logistics and delivery management improvements, and better communication with consumers regarding the status of their orders. In this way, it is hoped that consumers will feel more satisfied and confident using Go-Food services.
2. Based on the questionnaire for the price variable, the lowest value was obtained for the seventh question related to price, namely, the price offered at Go-Food is cheaper when compared to competitors. Based on this statement, go-food prices still feel more expensive than those of similar competitors. Go-Food should immediately evaluate the prices it has set, such as being more active in offering promotions, discounts or vouchers to users. As well as focusing on improving service quality and overall user experience. If users feel that they get added value commensurate with the costs they pay, then consumers are more willing to use Go-Food even though the prices are relatively higher.

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