

## **The Influence of Service Quality and Customer Value on Grabbike Customer Satisfaction in Student of SMA Pancabudi Medan**

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### **Abstract**

This study aims to determine the effect of service quality and customer value on customer satisfaction grabbike on students of SMA Pancabudi Medan. This type of research uses quantitative associative methods. The population in this study was 661. The sample in this study was 87 selected using the slovin formula. Data processing using SPSS 26. The analysis technique used is multiple linear analysis technique. The results of the study indicate that partially service quality has a positive and insignificant effect on customer satisfaction, customer value has a positive and significant effect on customer satisfaction. Service quality and customer value have a positive and significant effect on customer satisfaction.

**Keywords:** Service Quality, Customer Value, Customer Satisfaction

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## Introduction

A long with the development of technology in Indonesia today is very rapid especially in the digital era. One of the technology-based transportation companies that is starting to develop is Gojek, Grab, Indrive and many others. They provide the same services but different prices so that online transportation services become a very important means for consumers and make it easier for consumers to travel.

However, because of the many transportation services available such as Grab, Gojek, Indrive and others, there is high customer interest in online transportation so that there is very tight competition in companies to provide quality service and consumer value in order to create consumer satisfaction.

According to (Fatihudin & Firmansyah, 2019) to achieve company success, consumer satisfaction is a very important factor/"satisfied customers are absolutely vital to business success" which means that a superior company is a company that succeeds in pleasing and satisfying consumers. According to the explanation (Abdullah & Tantri, 2019) Service quality is all attributes or features of services and goods that affect the ability of services or goods to satisfy stated and implied needs.

Customer value can also create customer satisfaction. Customer value is the value of the benefits desired by customers through the services or products they receive compared to the total cost paid by customers (Halim et al., 2021).

Based on this study, the object used as a study is Grabbike. Grabbike uses application-based technology through the application, GrabBike can drop off and pick up customers according to their desired location. Although accessing the application is very easy, there are various problems that Grabbike has.

The researcher conducted a pre-survey to understand what problems occurred with Grabbike. The following are the results of the pre-survey of the study on 20 Grabbike customers.

**Tabel 1.** Hasil *Pra-survey*

Item	Statement	Response		number of respondents
		Agree	Disagree	
1	I once got a motorbike that didn't match the one in the application.	13	7	20
2	There are still drivers who are not friendly to customers	15	5	20
3	I once had a driver who did not obey traffic signs (ran red lights and drove against the flow)	10	10	20
4	Rates increase when booking during rainy season	18	2	20
5	Discounts for cash payments are limited	14	6	20

Based on table pra-survey, the results of the pra-survey, there is a phenomenon of problems with customer satisfaction that is still not optimal, for example, the quality of service that is less than satisfactory to consumers, consumers feel that they do not get any benefits or

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benefits from Grabbike. The phenomenon in the service quality carried out by Grabbike drivers is not optimal, such as the license plate or motorbike that arrives at the time of pick-up does not match the application, the driver's attitude is not friendly towards customers, and there are several drivers who violate traffic signs. The phenomenon in customer value carried out by Grabbike drivers is also not optimal, such as the fare price increases when ordering during the rain, the discount for cash payments are limited. The reason for studying the students of SMA Pancabudi Medan is because based on the results of the pra-survey there is a phenomenon that occurs besides that some of the students of SMA Pancabudi Medan use the Grabbike transportation service. Based on the description of the phenomenon and background above, the author is motivated to conduct a study entitled "The Influence of Service Quality and Customer Value on Grabbike Customer Satisfaction in Student of SMA Pancabudi Medan"

### **Literature Review**

#### **Customer Satisfaction**

According to the explanation (Halim et al., 2021) Customer satisfaction is an initial evaluation or actual service performance perceived after service, service experience or consumption must be in line with what is desired. Consumer satisfaction can be achieved through positive service quality and a number of situations and factors. According to the explanation (Indrasari, 2019) it states that there are 3 indicators of customer satisfaction, namely:

1. Interest in returning
2. Conformity to expectations
3. Availability to recommend

#### **Service Quality**

Based on the explanation (Abdullah & Tantri, 2019) Service quality is all attributes and features of services or goods that affect the ability of a service or goods to satisfy stated and implied needs. According to the explanation (Kurniasih, 2021), there are 5 indicators of service quality, namely:

1. Physical Evidence
2. Reliability
3. Empathy
4. Responsiveness
5. Guarantee

#### **Customer Value**

Customer value is the value of the benefits that customers want from the services or products they receive compared to the total costs paid by customers (Halim et al., 2021). The customer value indicators used in this study are indicators according to (Halim et al., 2021), namely:

1. Emotional Value
2. Value Against Costs
3. Social Value
4. Quality Value

### **Research Methods**

The type of research used for this study is the quantitative associative method. Associative research according to the explanation (Sugiyono, 2018), is a type of research that focuses on the

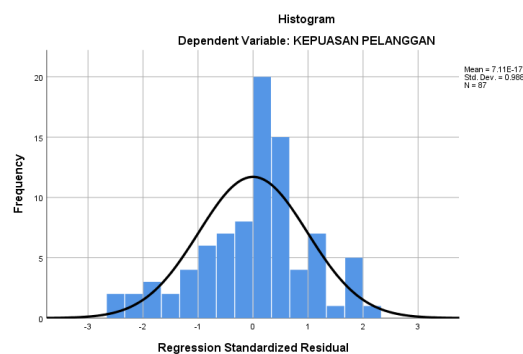
relationship between 2 or more variables in the form of a causal relationship. If the independent and dependent variables have a significant relationship, the results will be in accordance with the hypothesis. This is done to determine the correlation between the independent and dependent variables, determine how much influence they have, and determine whether their relationship is meaningful or not. In this study, we want to see the effect of service quality and customer value on customer satisfaction.

The research was conducted at SMA Pancabudi Medan. Located on Jalan Gatot Subroto, Simpang Tanjung, Medan Sunggal, Medan City, North Sumatra. November 2023 to May 2024. The population in this study were students of SMA Pancabudi Medan with a sample size of 87 people determined using the Slovin formula.

Data collection was carried out through questionnaires with a Likert scale. Data analysis techniques include data quality tests such as validity and reliability tests, classical assumption tests including normality, multicollinearity, and heteroscedasticity tests, and multiple regression analysis. Hypothesis testing involves t-tests and F-tests, as well as the Coefficient of Determination ( $R^2$ ) test.

## Results

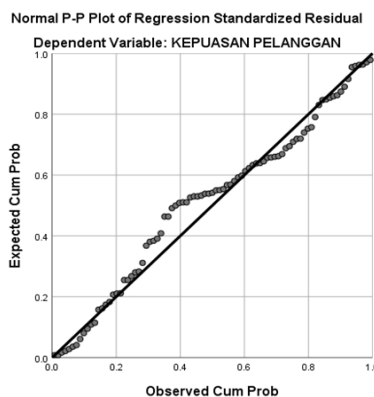
### Normality Test



**Figure 1.** Histogram Normality Test Results  
Source: SPSS Data Processing 26, 2024

From the image above, it proves the results on the histogram graph in the form of a bell in the middle and does not tilt to the left and right. This means that the data is normally distributed.

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**Figure 2.** P-Plot Normality Test Results  
Source: SPSS Data Processing 26, 2024

The image above shows that the results on the normal p plot graph show that the points are not far from the diagonal line, meaning that the data has a normal distribution.

### Multiple Linear Regression Test Results

According to the explanation (Sugiyono, 2018) The purpose of this analysis is to predict how the dependent variable will rise and fall. This study uses a multiple linear regression model using IBM SPSS 26.

The results are as follows:

**Tabel 2. Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.827	2.915		3.371	.001
	SERVICE QUALITY	.079	.065	.122	1.207	.231
	CUSTOMER VALUE	.323	.079	.414	4.087	.000

a. Dependent Variable: KEPUASAN PELANGGAN  

$$Y = 9.827 + 0.079X_1 + 0.323X_2 + e$$

Source: SPSS Data Processing 26, 2024

From the results of the equation above, it can be interpreted as follows:

1. The constant value of 9.827 states that if the service quality variable (X1) and customer value (X2) have a value of 0, the customer satisfaction variable (Y) has a value of 9.827.
2. The coefficient value of the service quality variable (X1) is positive, which is 0.079, which means that if the service quality variable (X1) increases by 1 unit (1%), customer satisfaction will increase by 0.079 (7.9%), if other variables are considered constant.
3. The coefficient value of the customer value variable (X2) is positive, which is 0.323, meaning that if the customer value variable increases by 1 unit (1%), customer satisfaction will increase by 0.323 (32.3%), if other variables are considered constant.

**Determination Coefficient Test Results (R<sup>2</sup>)**

According to the explanation (Ghozali, 2018), the coefficient of determination (R<sup>2</sup>) is basically to determine the extent of the model's potential in explaining the variation of the dependent variable.

The results can be seen in the following table:

**Tabel 3. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.466 <sup>a</sup>	.218	.199	2.595

a. Predictors: (Constant), CUSTOMER VALUE, SERVICE QUALITY

Source: SPSS Data Processing 26, 2024

Based on the table above, it can be seen that the results of the determination coefficient test obtained an R Square value of 0.218, which means that 21.8% of customer satisfaction variables are influenced by service quality and customer value variables, while the remaining 78.2% are influenced by other variables not included in this study that can affect customer satisfaction.

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Based on the results of the research data that has been carried out from the partial test, the t-count value <t-table (1.207 <1.988) with a significant degree (0.231 > 0.05) was obtained. The conclusion is that the service quality variable has a positive but insignificant effect on GrabBike customer satisfaction for SMA Pancabudi Medan students. If service quality increases, customer satisfaction increases, but in the research that has been carried out, the researcher stated that increasing service quality causes higher customer satisfaction but the results are not significant.

This study is in accordance with previous studies (Safavi et al, 2021), (Al Ridho, 2021), (Tresiya et al., 2019) which state that service quality does not have a significant effect on customer satisfaction.

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### **The Influence of Customer Value on Customer Satisfaction**

Based on the results of the research data that has been carried out from the partial test, the  $t_{count} > t_{table}$  ( $4.087 > 1.988$ ) with a significant degree of  $0.000$  ( $0.000 < 0.05$ ) so that the customer value variable has a positive and significant effect on GrabBike customer satisfaction for SMA Pancabudi Medan students. The higher the customer value, the higher the customer satisfaction and the results are meaningful.

This study is in accordance with the study (Liliana Dewi & Shafamila Handininta Putri, 2022) which states that the customer value variable has a positive and significant effect on satisfaction. The study is also in line with the study (Nurjannah, 2021) which states that the customer value variable has a positive and significant effect on customer satisfaction. This study is also in accordance with the study (Rusmahafi, F. A., & Wulandari, R. 2020) which states that the customer value variable affects customer satisfaction.

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Based on the results of the research data that has been carried out, simultaneous hypothesis testing using the F test can be understood, the  $F_{count} > F_{table}$  ( $11,679 > 3.11$ ) with a sig value of  $0.000 < 0.05$  so that it can be concluded that the service quality and customer value variables have a simultaneous effect on grabbike customer satisfaction for SMA Pancabudi Medan students.

The R Square value obtained was 0.218, which means that 21.8% of the customer satisfaction variable is influenced by the service quality and customer value variables, while the remaining 78.2% is influenced by other variables not examined in this study which can affect customer satisfaction.

This study is in line with (Dharmawan & Adista, 2019) which states that service quality and customer value simultaneously affect customer satisfaction. This study is also in line with research (Rusmahafi, F. A., & Wulandari, R. 2020) which states that service quality and customer value simultaneously affect customer satisfaction. If service quality and customer value are good, it can increase customer satisfaction. Customer satisfaction is created if the service quality that consumers receive exceeds their expectations and is commensurate with the costs they have incurred.

## **Conclusion**

Based on the explanation above, the following conclusions can be drawn:

1. Service Quality has a positive and insignificant impact on the customer satisfaction grabbike at students SMA Pancabudi Medan.
2. Customer Value has a positive and significant impact on the customer satisfaction grabbike at students SMA Pancabudi Medan.
3. Service Quality and Customer Value together have a positive and significant influence on the Customer Satisfaction grabbike at students SMA Pancabudi Medan.

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