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The Effect of Service Quality, Price, and Promotion on Ojek *Online* (Case Study on Grab Customers in Tangerang City)

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Along with the rapid development of technology, many online-based motorcycle taxi companies have sprung up, one of which is the online motorcycle taxi application (Grab). This research is to analyze and identify the problems of online motorcycle taxis, especially regarding the influence of service quality, price, and promotion on customer loyalty motorcycle taxis (*Grab*) in the city of Tangerang. The researcher used quantitative descriptive research which was obtained from primary data which was taken directly through questionnaires and used purposive sampling method. Data was collected by distributing questionnaires, in which the questionnaires were distributed randomly to 100 respondents. Information analysis applied in this research is the acquisition of validity and reliability tests, classical assumption test, regression analysis, correlation analysis, coefficient of determination analysis, and hypothesis testing.

The quality of service gets a t-count value of 2,935 where the value is $2,935 > 1.9872$ with a significance value of 0.04 where the value is $0.04 < 0.05$ so that H1 is accepted. The price gets the t-count value of 5.972 where the value is $5.972 > 1.9872$ with a significance value of 0.00 where the value is $0.00 < 0.05$ then H2 is accepted. Promotions get a t-count of 4.300 where the value is $4.300 > 1.9872$ with a significant value of 0.00 where the value is $0.00 < 0.05$ then H3 is accepted. R Square is 0.715 (0.845×0.845) which means that the effect of the independent variable (X) on the dependent variable (Y) is 71.5%. From the ANOVA test obtained F-count of 80.163 where F-count > F-table with a value of $80.163 > 2.70$, with a significant value of 0.00 where the value of $0.00 < 0.05$ so it can be assumed that each independent variable (X) has a significant effect on the variable (Y).

Keywords: Customer Loyalty, Online Ojek Services, Price, Promotion, Service Quality

Introduction

Technological advances are super lightning in the modernization era such as the modern era. has now contributed a lot and provided benefits in business continuity. Technological developments make entrepreneurs interested in using and utilizing technology as a means of making creative innovations to their products. Technological developments also make the world of marketing continue to evolve from traditional marketing concepts to modern marketing concepts. Today, the use of technology has become a necessity in the business world. Businesspeople are competing to maximize the use of technology to support their business development. Rapid technological developments have led to the emergence of *websites* that are used by companies as a tool to introduce their companies to the public. In its development *website* has become an important part of the company to establish relationships with its customers.

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In line with today's technological advances, there are application services or *websites* that introduce *online* that can be accessed via *cellphone*. Previously, in Indonesia, motorcycle taxi services used the base method based on the area around corners, in front of markets, in front of alleys, stations, terminals, and so on. This ojek service system has many limitations. namely, motorcycle taxi drivers cannot hang out in any place because they are limited by permits from the local community and the prices determined by motorcycle taxi drivers are quite expensive and uncertain. To use this service, passengers must walk to the motorcycle taxi base and perform a bargaining procedure with motorcycle taxi drivers to get a price that suits the customer's wishes. Transportation in the form of basic motorcycle taxis is very popular among the people and has a huge impact on daily mobility. In supporting mobility, everyone needs transportation to carry out their activities. This makes many entrepreneurs interested in engaging in the same business field by utilizing technology as a means of running their business. The rapid development of technology has led to the emergence of *websites* that are used by companies to introduce their companies to the public. In its development, the *website* has become an important part of the company to establish relationships with its customers. In line with technological advances, there are application services or *websites* that introduce *online-based motorcycle taxi services* that can be accessed via *cellular media*. The high mobility of the community makes many entrepreneurs interested in is in the same line of business by utilizing technology as a means of running its business. Currently in Indonesia, there are many *online motorcycle taxi transportation services that can provide shuttle services to their customers*. These service providers include Grab, Gojek, Maxim, Fastgo, Bitcar, Bonceng, Anterin, and so on. This online motorcycle taxi *service provides services ranging from public delivery to an ordering system via a mobile phone application* or the company's official website. The number of business competitors in the same field requires the company (Grab) to innovate and continue to create customer loyalty.

From the description that has been described in the discussion above, this study intends to determine influential of service quality, price, and promotion on Ojek Online in Tangerang City. And to know influential of service quality, price, and promotion simultaneously on Ojek Online in Tangerang City.

Related Works/Literature Review

1. Management

Understanding management is an art or principle related to organizing, such as planning, building an organization and its organization, movement and control or supervision.

The definition of management according to (Afandi, 2018), namely:

"Working with people to achieve organizational goals by carrying out the functions of planning, organizing, preparation of personnel or staffing, direction and leadership and supervision".

2. Marketing

Marketing is a main activity that needs to be carried out by a company, be it a goods or service company to maintain the survival of its business.

The definition of management according to The American Marketing Association (Julius & Nandan Limakrisna, 2016), namely:

"Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationship in ways that benefit the organization and its stake holders".

3. Marketing Management

Marketing management is a series of ways in formulating what is the product marketing target for an organization, planning and finding ways to achieve these goals, and measuring progress towards achieving them.

The definition of marketing management according to (Abdullaah & Tantri, 2019), namely:

“Marketing management is the process of planning and executing the realization, pricing, promotion and distribution of goods, services and ideas to create exchanges with target rates that meet customer and organizational goals.”

4. Service quality Service

Quality is one of the most important factors in the life of a company Service quality Service quality is considered good if consumers are satisfied with the services provided. Where this is obtained by customers by comparing the level of service quality between two or more similar companies. According to (Hernawan & Andy, 2019) "service quality is seen from five dimensions, namely tangibles, reliability, responsiveness, assurance and empathy". *Reliability* is the company's ability to provide services that are recognized as reliable and accurate. *Tangibles* (physical evidence) is a form of accommodation performance, logistics, media connection and performance of company employees. *Responsiveness* is the availability in providing fast service and being able to help customers. *Assurance* is the ability of employees to convince customers of the promises that have been made by the company. *Empathy* is the availability of companies and employees in giving special attention to customers and trying to understand customer desires.

The definition of service quality according to (Handayani, 2017), is:

"a measure of how well the level of service provided is in accordance with customer expectations".

H1: It is suspected that service quality has an impact on customer loyalty.

5. Price

Price is a kurs that is balanced with other currencies or connotations as payment for the use obtained by individuals or rates for a product at one time. There are several definitions of price that are used to determine the financial value of an item or service.

The definition of price according to (Supriatna & Adiyanto, 2019) is:

"The amount of money (plus a number of products if possible) needed to obtain a certain combination of products and services".

H2: It is suspected that the price has an impact on customer loyalty

6. Promotion

Promotion is promoting goods and services and *brands*, getting sales, and creating brand or brand loyalty. The definition of promotion according to (William Shoell 2018, 181) is:

"The effort made by marketers is to communicate with potential audiences. Communication is the procedure of sharing an audience's ideas, information, or feelings".

H3: It is suspected that promotions influence customer loyalty

7. Customer loyalty

Loyalty is a commitment to satisfy basic needs through repeat purchases or repeat subscriptions of a product or service from time to time.

The definition of loyalty according to (Hurriyati, 2019), is:

"The embodiment of basic human needs to get, *support*, get a sense of security and build attachment and create *emotional attachment*".

H4: It is suspected that service quality, price, and promotion have an impact on customer loyalty

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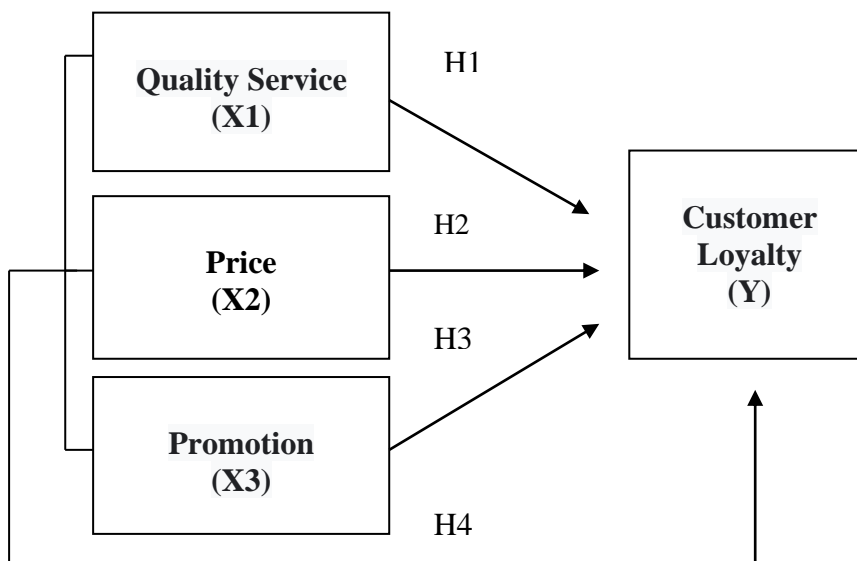


Figure 1. Framework

Methods

In general, research can be interpreted as an attempt to acquire knowledge by applying scientific steps. “This study prioritizes the use of qualitative descriptive methods. This study was get to obtain relevant data for further discussion” (Parameswari et al., 2021). Questionnaires were distributed via a google form link that was distributed directly when meeting respondents. The questionnaire uses an Ordinal scale using 5 alternative answers. Then the data was processed using SPSS Version 26 software. In accordance with(Sugiyono, 2016) revealed that:

"Quantitative research methods can be defined as research methods based on the philosophy of positivism to study a particular population or model, to gather research information and tools, to test a given concept".

1. Data collection: Data collection technique is a method used by researchers to collect information and information and is a strategic planning stage because the one purpose of author is to get information. In collecting data, the author must understand how to collect data, author cannot obtain information that is in accordance with effective data standards.

Table 1. Variable Operationalization

No.	Variable	Parameter statement/question
1.	Quality of Service (X1)	<ol style="list-style-type: none"> 1. Physical appearance of employees. 2. Attributes used by employees. 3. Provide services in accordance with the time promised, accurate, and satisfactory. 4. Performance consistency. 5. Trustworthy nature. 6. Accuracy in customer pick-up and delivery. 7. Speed in order confirmation. 8. Quality of service. 9. Customer safety. 10. Knowledge in finding customer locations. 11. Hospitality and courtesy. 12. Customer complaint service. 13. Knowledge of service products and able to provide information to customers. 14. Build good communication with customers.

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2.	Price (X2)	<ol style="list-style-type: none"> 1. Information about price. 2. Information on price changes. 3. Prices according to product quality. 4. Affordable prices. 5. The price given is not burdensome to the customer. 6. Discounted prices. 7. Discount 8. <i>Voucher or cash back.</i> 9. Easy transaction. 10. There is a price comparison. 11. Competitive prices.
3.	Promotion (X3)	<ol style="list-style-type: none"> 1. Giving discounts to new customers. 2. Provide promotions to attract consumers' attention. 3. Implement a point award system. 4. Give <i>rewards</i> to customers. 5. Promotion through electronic media. 6. Advertising becomes an attraction for customers. 7. Promotion by customers for services that have been received. 8. Fostering good relations with the community. 9. Communicating directly as part of the promotion.
4.	Loyalty Customer (Y)	<ol style="list-style-type: none"> 1. Customers use the services provided. 2. as the main choice. 3. Customers uses all the services in the application. 4. Recommend others to use the service product. 5. Promote service products to others. 6. Invite others to use the service. 7. Telling the experience while using the service. 8. Customers are not interested in competitors' products. 9. Customers do not believe in the quality that competitors promise. 10. Customers do not switch to competing products.

2. Population and Sample: In this study the population used were online motorcycle taxi consumers in the city of Tangerang, with an unlimited population. Because the population is considered large enough, so to save time, cost, and energy, researchers do not examine all members of the population but uses a sample. The samples used must truly representative or can represent. In this study, the author uses a purposive sampling method because the population of online motorcycle taxi customers in the city of Tangerang is quite large. The total samples used in this study were 100 respondents.
3. Data Analysis Techniques: After the author has collected all the information needed, the next step is to examine the information used by the author in this research. In measuring influence of service quality, price and promotion on customer loyalty, online motorcycle taxis have a questioner of statement that have been adjusted. Furthermore, the information that has been collected is processed using SPSS Version 26 software, the data is processed using several testing techniques, namely classical assumption tests (Normality test, Multicollinearities test, Heteroskedasticities test), statistical data tests, statistical model tests, and data hypothesis testing.

Results

In this research, the author uses 100 respondents as samples. The study is quantitative research which consists of three variables, namely service quality, price, and promotion, and uses one of the variables, namely customer loyalty.

Table 2. Reliability Statistic

Reliability Statistics	
Variable	Cronbach's Alpha
Quality of Service	0,912
Price	0,894
Promotions	0,845
Loyalty Customer	0,867

Source: data processing result

Based on table Reliability Statistics, Cronbach's Alpha value is 0.845 with a total of 10 statements. According to (Sugiyono, 2017), a variable can be said to be reliable if the value of Cronbach's Alpha > 0.6. Based on this statement, it can be concluded that the statements in the questionnaire regarding these variables are proven to be reliable.

Table 3. item total statistics

ITEM-TOTAL STATISTICS			
Indicator	T count	T table	Information
Quality of Service			
X1.1 Physical appearance of employees.	0.676	0.1987	Valid
X1.2 Attributes used by employees.	0.706		
X1.3 Provide services in accordance with the time promised, accurate, and satisfactory.	0.684		
X1.4 Performance consistency.	0.675		
X1.5 Trustworthy nature.	0.694		
X1.6 Accuracy in customer pick-up and delivery.	0.662		
X1.7 Speed in order confirmation.	0.644		
X1.8 Quality of service.	0.636		
X1.9 Customer safety.	0.491		
X1.10 Knowledge in finding customer locations.	0.722		
X1.11 Hospitality and courtesy.	0.612		
X1.12 Customer complaint service.	0.486		
X1.13 Knowledge of service products and able to provide information to customers.	0.544		
X1.14 Build good communication with customers.	0.533		
Price			
X2.1 Information about price.	0.644	0.1987	Valid
X2.2 Information on price changes.	0.593		
X2.3 Prices according to product quality.	0.605		
X2.4 Affordable prices.	0.602		
X2.5 The price given is not burdensome to the customer.	0.745		
X2.6 Discounted prices.	0.587		
X2.7 Discount	0.499		
X2.8 Voucher or cash back.	0.603		
X2.9 Easy transaction.	0.711		
X2.10 There is a price comparison.	0.595		
X2.11 Competitive prices.	0.642		
Promotions			
X3.1 Giving discounts to new customers.	0.563	0.1987	Valid
X3.2 Provide promotions to attract consumers' attention.	0.624		
X3.3 Implement a point award system.	0.485		
X3.4 Give <i>rewards</i> to customers.	0.563		
X3.5 Promotion through electronic media.	0.518		
X3.6 Advertising becomes an attraction for customers.	0.467		
X3.7 Promotion by customers for services that have been received.	0.677		
X3.8 Fostering good relations with the community.	0.683		

X3.9 Communicating directly as part of the promotion.	0.483		
Loyalty Customer			
X4.1 Customers use the services provided.	0.511	0.1987	Valid
X4.2 as the main choice.	0.660		
X4.3 Customers uses all the services in the application.	0.629		
X4.4 Recommend others to use the service product.	0.496		
X4.5 Promote service products to others.	0.668		
X4.6 Invite others to use the service.	0.571		
X4.7 Telling the experience while using the service.	0.676		
X4.8 Customers are not interested in competitors' products.	0.548		
X4.9 Customers do not believe in the quality that competitors promise.	0.442		
X4.10 Customers do not switch to competing products.	0.638		

Source: Data Processing SPSS Version 26

Item-Total Statistics table is used to see whether all statements in the questionnaire are valid or not. the number of r tables can be known by subtracting the entire number of respondents with the number of independent variables or $100-3 = 97$ so that the r_{table} value is 0.1663, according to (Sugiyono, 2017), the variable can be said to be valid if $r_{count} > r_{table}$. From the table above, it can be concluded that all valid statements are seen from the Total Item Correlation Correction column because the value of $r_{count} > r_{table}$.

Validity and Reliability Test

1. Validity and Reliability Test of Service Quality (X1)

Reliability Statistics shows Cronbach's Alpha value of 0.912 for 14 statements. Based on the theory of alpha values in accordance with (Sugiyono, 2017), Cronbach's Alpha value > 0.6 then reliable. from the description it can be concluded that all statements about service quality are reliable.

- The Item-Total Statistics table shows the extent to which the results of the calculation of validity are obtained from the 14 statements.
- The r_{table} value with the provision of the level of confidence (degree of freedom = df) the number of respondents reduced by 3 or $100 - 3 = 97$ with a significant level of 5%, the r_{table} value is 0.1663.
- Perform comparisons on each r_{count} value for each statement item with the Corrected Item-Total Correlation output value of 0.1663 (r_{table}).
- If you compare the value of r_{table} with the value of r_{count} in the Corrected Item-Total Correlation column, then the value of r_{count} on the entire service quality variable statement is greater than r_{table} , meaning that all statements are valid.

2. Price Validity and Reliability Test (X2)

Reliability Statistics shows Cronbach's Alpha value of 0.894 for 11 statements. Based on the theory of alpha values in accordance with (Sugiyono, 2017), Cronbach's Alpha value > 0.6 then reliable. So, it can be assumed that all statements about prices prove to be reliable.

- The Item-Total Statistics table shows the extent to which the results of the calculation of validity are obtained from the 11 statements.
- The r_{table} value with the provision of the level of confidence (degree of freedom = df) the number of respondents reduced by 3 or $100 - 3 = 97$ with a significant level of 5%, the r_{table} value is 0.1663.
- Perform comparisons on each r_{count} value for each statement item with the Corrected Item-Total Correlation output value of 0.1663 (r_{table}).

- d. If you compare the value of r_{table} with the value of r_{count} in the Corrected Item-Total Correlation column, then the value of r_{count} on the entire price variable statement is greater than r_{table} , meaning that all statements are valid.

3. Promotion Validity and Reliability Test (X3)

Reliability Statistics shows Cronbach's Alpha value of 0.845 for 9 statements. Based on the theory of alpha values in accordance with (Sugiyono, 2017), Cronbach's Alpha value > 0.6 then reliable. So, it can be assumed that all statements about promotions are proven to be reliable.

- a. The *Item-Total Statistics* shows the obtained validity calculations for 9 statements.
- b. The r_{table} value with the provision of the level of confidence (degree of freedom = df) the number of respondents reduced by 3 or $100 - 3 = 97$ with a significant level of 5%, the r_{table} value is 0.1663.
- c. Perform comparisons on each r_{count} value for each statement item with the Corrected Item-Total Correlation output value of 0.1663 (r_{table}).
- d. If you compare the value of r_{table} with the value of r_{count} in the Corrected Item-Total Correlation column, then the value of r_{count} on the entire promotions variable statement is greater than r_{table} , meaning that all statements are valid.

4. Test Validity and Reliability of Customer Loyalty (Y)

The Cese Processing Summary table explains that all data used in the study are used in their entirety. From these data it is known that there are 100 respondents who were examined in the questionnaire regarding the customer loyalty variable.

Hypothesis Testing

1. Multiple linear regression

Table 4. Coefficients
COEFFICIENTS^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.473	2.035		2.198	.030
	X1	.154	.052	.236	2.935	.004
	X2	.332	.056	.403	5.972	.000
	X3	.353	.082	.349	4.300	.000

a. Dependent Variable: Y

Source: Data Processing SPSS Version 26

Based on the data obtained in the coefficient table in column B, it is stated that the value of Constant (a) is 4.473, the value of b/regression coefficient for X1 is 0.154, for X2 is 0.332, and for X3 is 0.353, so the regression equation can be written:

$$Y = 4.473 + 0.154X1 + 0.332X2 + 0.353X3 + e$$

The equation can be interpreted:

- a. The constant of 4.473 indicates that the consistency value of the participation variable is 4.473.
- b. The X1 regression coefficient of 0.154 states that for every 1-point addition or decrease in the value of the X1 variable, the value of the dependent variable (Y) increases or decreases by 0.154. The coefficient is positive, so it can be said that the direction of the influence of the X1 variable on Y is positive.
- c. The X2 regression coefficient of 0.332 states that for every 1-point addition or decrease in the value of the X2 variable, the value of the dependent variable (Y) increases or decreases by 0.332. The coefficient is positive, so it can be said that the direction of the influence of the variable X2 on Y is positive.

- d. The X3 regression coefficient of 0.353 states that for every 1-point addition or decrease in the value of the X3 variable, the value of the dependent variable (Y) increases by 0.353. The coefficient is positive, so it can be said that the direction of the influence of the X3 variable on Y is positive.

2. Multiple Correlation Test

Table 5. Correlations
CORRELATIONS

		Y	X1	X2	X3
Pearson Correlation	Y	1.000	.702	.722	.740
	X1	.702	1.000	.538	.714
	X2	.722	.538	1.000	.552
	X3	.740	.714	.552	1.000
Sig. (1-tailed)	Y	.	.000	.000	.000
	X1	.000	.	.000	.000
	X2	.000	.000	.	.000
	X3	.000	.000	.000	.
N	Y	100	100	100	100
	X1	100	100	100	100
	X2	100	100	100	100
	X3	100	100	100	100

Source: Data Processing SPSS Version 26

Based on the Correlations table above, it can be explained that:

- The degree of correlation of service quality (X1) to customer loyalty (Y) is indicated by a correlation value of 0.702. From the values obtained, it can be concluded that the correlation is in the strong rate and has a positive direction.
- The degree of price correlation (X2) on customer loyalty (Y) is indicated by a correlation value of 0.722. From the values obtained, it can be concluded that the correlation is in the strong rate and has a positive direction.
- The degree of promotion correlation (X3) to customer loyalty (Y) is indicated by a correlation value of 0.740. From the values obtained, it can be concluded that the correlation is in the strong rate and has a positive direction.
- From the Correlation table, the probability value of $0.000 < 0.05$ indicates the impact between service quality, price, and promotion. if the probability value < 0.05 , it indicates a significant relationship to all variables. The probability value is seen in the significant column which means rejecting H_0 and accepting H_a .

3. Coefficient of Determination

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845 ^a	.715	.706	3,31885

a. Predictors: (Constant), Promosi (X3), Harga (X2), Kualitas Layanan (X1)

Source: Data Processing SPSS Version 26

Based on table above, the value of *R Square* (coefficient of determination) is 0.715 (0.845 X 0.845) which means the influence of the independent variable (X) on the dependent variable (Y) of 71.5%, while the rest (100% - 71.5% = 28.5%) was caused by other factors.

T test

Table 7. Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,473	2,035		2,198	,030
	Kualitas Layanan (X1)	,154	,052	,236	2,935	,004
	Harga (X2)	,332	,056	,403	5,972	,000
	Promosi (X3)	,353	,082	,349	4,300	,000

a. Dependent Variable: Loyalitas Pelanggan (Y)

Source: Data Processing SPSS Version 26

By using the normal distribution table (t table), the test confidence level (1 - α) is 95% and the error rate (α) $n-3 = 100 - 3 = 97$, then in this test the ttable value is 1.9872 with a significant level of used is 0.05. Based on the table above, it is known that in column t:

- Service quality has a t_{count} value of 2,935 where the value is $2,935 > 1.9872$ with a significant value of 0.04 where the value is $0.04 < 0.05$ so that H1 is accepted, which means that service quality (X1) has a significant effect on customer loyalty (Y).
- The price has a t_{count} value of 5.972 where the value is $5.972 > 1.9872$ with a significant value of 0.00 where the value is $0.00 < 0.05$ so that H2 is accepted, which means that the price (X2) has a significant effect on customer loyalty (Y).
- Promotion has a t_{count} value of 4.300 where the value is $4.300 > 1.9872$ with a significant value of 0.00 where the value is $0.00 < 0.05$ so H3 is accepted, which means that promotion (X3) has a significant effect on customer loyalty (Y).

F test

Table 7. Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2648,943	3	882,981	80,163	.000 ^b
Residual	1057,417	96	11,015		
Total	3706,360	99			

a. Dependent Variable: Loyalitas Pelanggan (Y)

b. Predictors: (Constant), Promosi (X3), Harga (X2), Kualitas Layanan (X1)

Source: Data Processing SPSS Version 26

Understand $df_1 = k - 1 = 4 - 1 = 3$ and $df_2 = N - k = 100 - 3 = 97$, obtained from Based on the table above in column F, it can be understood that the acquisition of the ANOVA test obtained F_{count} of 80,163 where $F_{count} > F_{table}$ or $80,163 > 2.70$, with a significant value of 0.00 where the value of $0.00 < 0.05$ so it can be assumed that each independent variable (X) together - the same has a significant impact on the dependent variable (Y).

Classical Assumption Test

a. Normality test

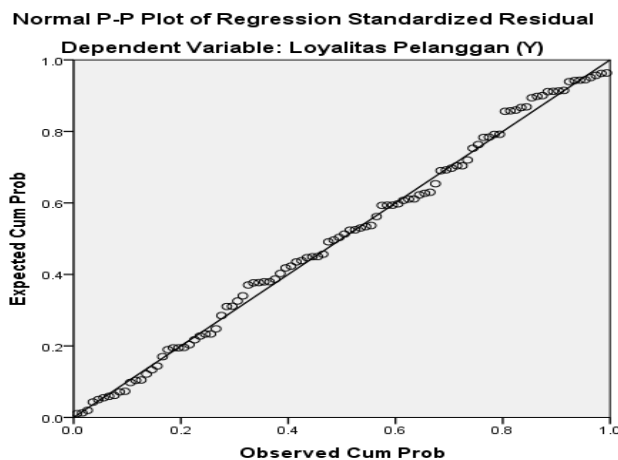


Figure 2
P-plot Graphs

Source: Data Processing SPSS Version 26

Based on picture above, the distribution of the data is around a straight line, so it can be concluded that the regression model is normally distributed and meets the requirements for normality and is suitable for use in multiple linear regression testing.

b. Multikolonieritas test

Table 7. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4,473	2,035		2,198	,030		
Kualitas Layanan (X1)	,154	,052	,236	2,935	,004	,460	2,172
Harga (X2)	,332	,056	,403	5,972	,000	,653	1,530
Promosi (X3)	,353	,082	,349	4,300	,000	,450	2,220

a. Dependent Variable: Loyalitas Pelanggan (Y)
Source: Data Processing SPSS Version 26

Based on the table above, it can be concluded that the variables of service quality (X1), price (X2), and promotion (X3) each have a tolerance value of 0.460 (X1), 0.653 (X2), and 0.450 (X3) with a VIF of 2.172 (X1), 1,530 (X2), and 2,220 (X3), which means that there is no multicollinearity.

c. Heteroskedastisitas test

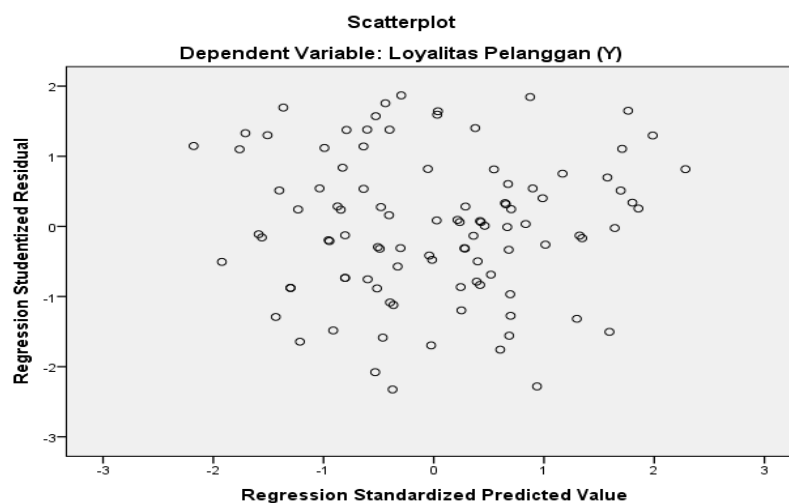


Figure 2
Scatter Plot Graphs
Source: Data Processing SPSS Version 26

Based on the scatterplot graph above, the points spread well and do not overlap each other so that it can be concluded that there is no heteroscedasticity so that the regression model is feasible to predict customer loyalty with the input of service quality, prices, and promotions.

Conclusion

Service quality (X1) has a significant and positive effect on customer loyalty (Y) online motorcycle taxis in the city of Tangerang, with a t-count of 2,935 where a value of 2,935 > 1.9872 with a significant value of 0.04 where a value of 0.04 < 0.05 so H1 is accepted, which means that service quality (X1) has a significant impact on customer loyalty (Y).

Price (X2) has a significant and positive effect on customer loyalty (Y) online motorcycle taxis in the city of Tangerang, with a t-count of 5.972 where the value is 5.972 > 1.9872 with a significant value of 0.00 where the value is 0.00 < 0.05 so that H2 is accepted, meaning the price (X2) has a significant impact on customer loyalty (Y).

Promotion (X3) has a significant and positive effect on customer loyalty (Y) online motorcycle taxis in the city of Tangerang, with a t-count of 4.300 where the value is 4.300 > 1.9872 with a significant value of 0.00 where the value is 0.00 < 0.05 so that H3 is accepted, which means promotion (X3) has a significant impact on customer loyalty (Y).

Service quality (X1), price (X2), promotion (X3), has a significant and positive effect on customer loyalty (Y) online motorcycle taxis in the city of Tangerang, with an F-count of 80,163 where F-count > F-table or 80,163 > 2.70, with a significant value of 0.00 where the value of 0.00 < 0.05 so that together each independent variable (X) has a significant impact on the dependent variable (Y).

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