ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, PURCHASE INTENTION AND PRICE ON CUSTOMER SATISFACTION IN THE USE OF ONLINE OJEK

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ARTICLE INFO	ABSTRACT
Keywords : Service quality, purchase intention, price, customer satisfaction	This study aims to examine how much influence service quality, purchase intention and price have on customer satisfaction when using OK online. This research method uses the methoddescriptivewith a quantitative approach. The study used the SPSS version 2.5 application with 96 respondents. Services have a positive and significant effect on customer satisfaction for online motorcycle taxi users according to the results processed from the respondent's data. With a calculated t value of 2.222 and a relevant level of 0.029. The results of the research analysis of Buying Interest obtained a t-count value of 2.916 and a significant level of 0.004, which has a positive and significant effect on customer satisfaction for users of online motorcycle taxi transportation. The price variable from the t-count test is 5.637 and a relevant level of 0.001 has a positive and dominant effect on the dependent variable, namely customer satisfaction with online motorcycle taxi users on Jalan Ayahanda, Medan. service Quality, Purchase intention and price have a positive and significant effect on the dependent variable studied, namely customer satisfaction with online motorcycle taxi users, Jalan Ayahanda, Medan. According to the data studied, calculated and presented in this study.
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1. INTRODUCTION

Technological developments are increasingly rapid with current technological developments that make technology a basic need for every human being. The ojek transportation service has also experienced innovation to become an online-based ojek. This service helps prospective passengers by ordering motorcycle taxis from an application on a smartphone. The online motorcycle taxi application provides an effective and simple way for prospective customers because this application passengers no longer have to bargain and the motorcycle taxi driver will come to pick up according to the wishes of the customer. This gives other potential customers a sense of interest in using the online motorcycle taxi application. Currently there are many online motorcycle taxi service providers in Medan known as Gojek, Grab Bike, Indriver and Maxim. With so many online motorcycle taxi applications having an impact on increasingly intense competition, So that requires the company to be more careful in determining the strategy to be superior to its competitors and to meet the satisfaction of its customers. If a customer is satisfied with the services used, they will become loyal customers and will recommend the services they use to others who will provide new customers for the company.

Service qualityis a dynamic state that is closely related to products, services, human resources. As well as processes and environments that can at least meet or even exceed the expected service quality [1]. Buying interest is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of probability consumers make purchases [2]. According to Kotler [3], price is the amount of money charged to a service product. That is, price is the sum of the values that must be paid by consumers in order to own or benefit from a product or service. According to Philip Kotler and Kevin Lane Keller [4] Customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing expected performance.

The quantitative method is a research technique used to carry out research on a population or a certain part of a population in order to carry out the process of testing a hypothesis [5].berBased on the

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explanation above, it can be explained that service quality, purchase intention and price affect customer satisfaction with a conceptual framework that can be described as follows:
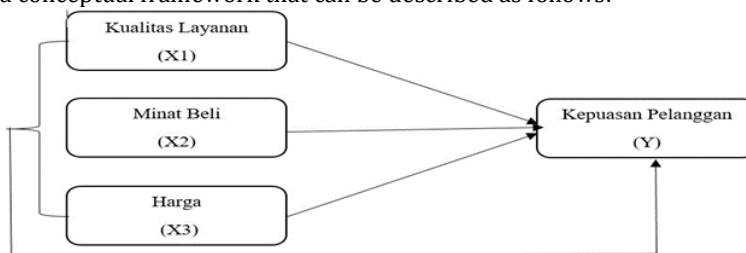

Figure 1 Conceptual Framework

2. METHOD

In this study, the type of research is researchdescriptivequantitative, the source of this research data is by distributing questionnaires, and observation. As forthe research population used iscustomers who use online motorcycle taxis along Jalan Ayahanda, Medanduring the 2022 period. The sample in this study was determined by random sampling technique with the Lemeshow formula, where the number of samples was 96 respondents.

Coefficient of Determination (R2)

Table 1 The coefficient of determination (R2)
Summary models

Model	R	R Square	Adjusted RSquare	std. Error of the Estimate
1	.841a	.707	.698	1,333

a. Predictors: (Constant), Price, Purchase Interest, Service Quality
b. Dependent Variable: Customer Satisfaction

a. R = 0.841 Shows a correlation between the Price Variables, Purchase Intention and Quality of Service in high achievement variables.
b. The coefficient of determination (R square) is 0.707, indicating that 70.7% of the variation in the Customer Satisfaction Policy variable (Y) can be explained by the variables Service Quality (X1), Purchase Intention (X2), Price (X3). while the remaining 29.3% are other independent variables that are not explained in the study.

Method of Analysis

Multiple linear regression with equations, is a statistical method aimed at analyzing research data as follows: Y = a+b1X1 + b2X2 + e(6),. The coefficient of determination (R2) is used to determine the percentage contribution of the independent variable to the dependent variable.

The coefficient of determination is used to determine the percentage change in the dependent variable caused by independent causes (R2). The greater R2, the percentage change in the dependent variable produced by the independent variable also increases. Simultaneous test is used to identify the relationship between independent and dependent variables.(7), the Simultaneous Hypothesis (F Test) H0 is accepted, if the coefficient value of tcount <ttable at tcount is significant> 0.5. and H0 is rejected, if the coefficient value of tcount > ttable on tcount is significant <0.5. the influence between the partial independent factors and the dependent variable, H0 is accepted, if the coefficient value of Fcount <Ftable on Fcount is significant > 0.5, and H0 is rejected, if the coefficient value of Fcount > Ftable on Fcount is significant <0.5.

3. RESULTS AND DISCUSSION
Multiple Linear Regression Models

Table 2.Test Results of Multiple Linear Regression Models

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	Q	Sig.
1	(Constant)	5,285	1,260		4,194	001

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Quality of Service (X1)	.107	048	.187	2,222	.029
Buying Interest (X2)	.194	.067	.240	2,916	.004
Price (X3)	.347	061	.504	5,637	001

In the analysis used to see the suitability of predictions if there is a strong bond between the Independent variables (X1) Service Quality, (X2) Purchase Intention, (X3) Price and (Y) Customer satisfaction [8]. the formula for the multiple linear regression equation is:

$$Y= 5.285+0.107X1+0.194X2+0.347X3$$

1. The constant is worth 5.285 meaning that if the independent variables are service quality, purchase intention and price are constant, the dependent variable is customer satisfaction with a value of 5.285.
2. The regression coefficient on the service quality variable is 0.107 with a positive value, meaning that if the service quality variable increases by 1 unit, the dependent variable for customer satisfaction increases by 0.107 units assuming other variables remain constant.
3. The regression coefficient on the purchase intention variable is 0.194 with a positive value, meaning that if the purchase intention variable increases by 1 unit, the dependent variable customer satisfaction increases by 0.194 units assuming other variables are constant.
4. The regression coefficient on the price variable is 0.347 with a positive value, meaning that if the price variable increases 1 unit, the dependent variable customer satisfaction increases 0.347 units assuming the other variables are constant.

Simultaneous Hypothesis Testing (F Test)

Table 3: Simultaneous Hypothesis Testing Process (f Test)

ANOVAa

Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	394,895	3	131,632	74,025	.001b
	residual	163,595	92	1,778		
	Total	558,490	95			

a. Dependent Variable:Customer Satisfaction (Y)
b. Predictors: (Constant), Price (X3), Service Quality (X1), Purchase Intention (X2).

Based on the table.denotes degrees of freedom 1 (df1) = k–1 = 4-1 = 3, and degrees of freedom2 (df2) = n- k = 96-4 = 92, where n = number of samples, k = number of variables, Ftable value at 0 significance level of confidence, 05 which is 2.70. The value of Fcount (74.025) > Ftable (2.70) is obtained and a significance probability of 0.001 <0.05 means that service quality, purchase intention, and price have a positive and significant impact simultaneously on customer satisfaction of online motorcycle taxi transportation services.

Partial Hypothesis Testing (t test)

Table 4. Partial Hypothesis Testing (t test)

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	**std. Error**	**Betas**		
1	(Constant)	5,285	1,260		4,194	001
	Quality of Service (X1)	.107	048	.187	2,222	.029
	Buying Interest (X2)	.194	.067	.240	2,916	.004
	Price (X3)	.347	061	.504	5,637	001

1. The service quality variable gets a t valuecount > t table 2,222>1.986 and a significant value of 0.029 <0.05. This means that H0 is rejected and Ha is accepted, namely partially the service quality variable has a positive and significant impact on customer satisfaction of online motorcycle taxi transportation services.
2. Purchase intention variable gets the value tcount > ttable 2.916 > 1.986 and a significant value of

0.004 <0.05. This means that H0 is rejected and Ha is accepted, namely partially the purchase intention variable has a positive and significant impact on the intention to buy online motorcycle taxi transportation services

3. The product price variable gets the t value$_{count}$ > t$_{table}$ 5.637 > 1.986 and a significant value of 0.001 <0.05. This means that H0 is rejected and Ha is accepted, namely partially the price variable has a positive and significant impact on customer satisfaction for online motorcycle taxi transportation services

Discussion
Effect of Service Quality on Customer Satisfaction
From the t test table, the t count value is 2.222> 1.986 and a significant level is 0.029 <0.05. So service quality has a positive and significant effect on online motorcycle taxi transportation customer satisfaction. Purchasing decisions are one of the consumer behaviors that arise towards a product or service offered or desired by a consumer [14]. Providing quality service according to customer expectations will provide a positive increase for online motorcycle taxi transportation services and increase customer confidence in online motorcycle taxi transportation.

The Effect of Purchase Interest on Customer Satisfaction
Calculation of the t test table obtained a t count value of 2.916 > 1.986 and a significant level of 0.004 <0.05. With that buying interest has a positive and significant effect on customer satisfaction for online motorcycle taxi transportation. Increasing buying interest is needed in online motorcycle taxi transportation because the products offered are not visible but the benefits are felt so that customers are interested in using online motorcycle taxi transportation.

Effect of Price on Customer Satisfaction
The t test table in the price variable obtained a t count value of 5.637 > 1.986 and a significant level of 0.001 <0.05 So the price has a positive and significant effect on customer satisfaction for online motorcycle taxi transportation. Prices are needed to form customer satisfaction, the more appropriate the price offered is with the value and the benefits provided by online motorcycle taxi transportation services to customers, customers will feel happy, satisfied and continue to use online motorcycle taxi transportation.

4.   CONCLUSION
In the partial hypothesis examination research, it can be concluded that the Service Quality Variable (X1) has a positive and significant effect on customer satisfaction in online motorcycle taxi transportation with a t-count of 2.222 and a significant level of 0.029 according to the data produced. Research on the acquisition of partial hypothesis examination Buying interest obtained a t value of 2.916 and a significant level of 0.004 had a positive and significant effect on customer satisfaction in online motorcycle taxi transportation. In the acquisition of research results of examining the hypothesis partiallyThe price variable from the t test is 5.637 and the sig level is 0.001 and has a positive and significant effect on the dependent variable, namely customer satisfaction in online motorcycle taxi transportation.

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