The Influence of E-Service Quality, Price Perception, and Sales Promotion on Customer Loyalty Through Customer Satisfaction on the Gojek Application

Nia Andriani[1], Nurbaiti[2], Siti Aisyah[3]

[1,2,3]Universitas Islam Negeri Sumatera Utara, Medan, Indonesia

niaandriani38@gmail.com[1], nurbaiti@uinsu.ac.id[2], siti.aisyah@uinsu.ac.id[3]

Abstract

This research aims to determine the influence of e-service quality, price perception, and sales promotions on customer loyalty through customer satisfaction for Gojek transportation customers. This research approach uses a quantitative approach. The technique used in this research is purposive sampling technique. The population in this study was 1,128 people and the sample was 92 FEBI UINSU students in the class of 2019. The data analysis technique for this research was Path Analysis using Multiple Linear Regression Analysis with 2 substructures in the form of the F Test to determine the influence of the independent variables on the dependent variable simultaneously, and the t-test was processed using the Statistical Program for Social Science (SPSS) version 29 application. The results of the research explain that there is an influence of e-service quality, price perception, and sales promotions on customer loyalty. And there is an influence between e-service quality, price perception, and sales promotion on customer satisfaction. E-service quality, price perception, and sales promotions can directly influence the customer loyalty variable without any intervention, namely customer satisfaction.

Keywords: E-Service Quality, Price Perception, Sales Promotion, Customer Loyalty, Customer Satisfaction

To Cite this Article
This will be filled by editor

INTRODUCTION

The development of information technology encourages human development in carrying out activities, one of the benefits of this technological development is that it makes activities easier in everyday life. The development of information technology cannot be underestimated in this digital era. With the development of this technology, many opportunities have emerged in various fields, one of which is transportation. In Indonesia, a large company in the transportation sector that is quite well known is Gojek. PT. Gojek Indonesia was founded in 2009 by Nadiem Makarim and Michaelangelo Moran. This start-up operates in the transportation services sector, namely by becoming an intermediary that connects motorcycle taxi drivers with customers. In January 2015,

the company launched the Gojek mobile application with location-based search for Android and iOS-based smartphones. With this application, motorcycle taxi drivers can see incoming orders and the location of the order to respond to, and customers can monitor the position of the motorcycle taxi driver who responds to the order. Students are technologically literate, most of whom use online transportation service applications in their daily activities. Because online service applications make it easier for students to meet their daily needs efficiently. Most of the students at UINSU Medan come from outside the city, so they don't have vehicles and there is no public transportation in the boarding house area. So, to make traveling easier, they need online services that can be accessed just by using a smartphone to carry out most of their daily activities such as ordering food, transportation, buying cinema tickets, sending goods, shopping, purchasing electricity tokens, WiFi, etc. The following is data on the use of online transportation among UINSU Medan students.

Table 1. Data on Student Users of Online Transportation

No	Online Transportation	Percentage
1.	Gojek	40%
2.	Grab	16,7%
3.	Maxim	20%
4.	In-Drive	23,3%

Source: Date: Results of researcher observations in 2023

The emergence of Gojek in Indonesia was followed by several other transportation start-ups, but those that were able to compete fiercely and become Gojek's main rivals were Grab and Uber. These three are the 3 giant Indonesian online transportation companies that continue to compete with each other to win market share. The competition between the three continued until Uber was forced to withdraw from Southeast Asia because it was acquired by Grab on March 26, 2018. This of course hurt Gojek, because Gojek had to try to compete with Grab, whose market share grew rapidly after the acquisition. the. Intense competition in transportation in Indonesia then results in companies continuing to incur large costs to maintain and increase their market share so that they can attract consumer interest to continue choosing their products or services, and not turn to competitors. According to survey results, Gojek is the favorite online motorcycle taxi service for Indonesian people. It was recorded that 82% of respondents used the services of PT GoTo Gojek Tokopedia Tbk, even though they had other applications. As many as 57.3% of respondents used online motorcycle taxi services from Grab. Then, there were 19.60% of respondents used online motorcycle taxi services from Maxim. Meanwhile, only a few consumers use online motorcycle taxi services from InDrive, the percentage was recorded at 4.90%. Furthermore, the Indef survey also showed that Gojek is the online logistics service most frequently used by Indonesian consumers. The Indef survey was conducted online involving 2,304 online motorcycle taxi users in August-September 2022.

Based on the data sources obtained, it shows that Gojek has the largest number of users in 2022, identifying that Gojek is the transportation that is most popular and trusted by Indonesian consumers. However, researchers conducted a study based on the number of assessments and ratings for each transportation application available on Android-based devices via the Google Play Store. Ratings can be interpreted as a user's assessment of a product's preferences for their experience referring to the psychological and emotional state they experience when interacting with a virtual product in a mediated environment (Farhan Hasrul et al., 2021). In the current development of the digital era, rating is given. or giving value to an internet-based application or site is one of the evaluation behaviors that consumers can carry out after they have gained experience using the application. It is known that the Gojek application only received a rating of 4.6 out of 5 on the Google Play Store. Following are the number of appraisers and assessment numbers.

Table 2. Rating of the Largest Online Transportation in Indonesia Based on Google Play Store

Online Transportation	Based on Google Play Store Indonesia	
	Amount Evaluation	Number Evaluation
Gojek	5.496.292	4.6
Grab	11.657.118	4.8
Maxim	4.070.327	4.8
InDrive	5.921.877	4.7

Source Date: Results of researcher observations in 2023

The results of the researcher's observations show that Gojek is the most widely used transportation in Indonesia among other transportation, but it is also the application that has the lowest or poorest rating among other transportation in Indonesia. Based on data from Brilio.net, the factors that cause many customers to complain about Gojek are bugs that cause the application to always exit suddenly, getting Gojek drivers with long estimates, drivers who don't know the destination address, and there are still many problems with dissatisfaction. from customers. Kotler and Keller, (2009) state that in general satisfaction is a person's feeling of happiness or disappointment that arises from comparing the perceived performance of a product (or results) against their expectations. Customers who are satisfied with goods and services are likely to repurchase from the provider of these goods and services. Thus, companies that can satisfy customers will be able to increase their profits and market share due to repeat purchases from customers. In the digital marketing concept, satisfaction (satisfaction) is known as e-satisfaction, where e-satisfaction is the most important determinant of online loyalty (e-loyalty) just like products and services in traditional marketing.

On the other hand, to realize customer e-satisfaction, good and reliable service performance is needed to meet the needs and desires of these customers. The quality of service performance in the digital marketing concept is known as e-service quality. Furthermore, e-service quality in the e-commerce business concerns matters related to the performance of website-based services or mobile applications. Apart from service quality which is a key factor or indicator, price is also a determining factor in consumer satisfaction. Price is an important point in customer satisfaction because price is the amount of money required in exchange for various combinations of products or services. According to Schiffman and Kanuk (2000), price perception is the consumer's tendency to use price in assessing the suitability of product benefits. Each individual's assessment of the price of a product's benefits can be said to be expensive, cheap, or moderate. In other words, consumers in assessing the price of a product do not depend only on the nominal value of the price but on their perception of the price. The following is a comparative table of Gojek, Grab, and Maxim fares at the same location and the same destination with a distance of the first 5 km.

Table 3. Comparison of Gojek, Grab, and Maxim Tariffs Per 7 KM

No	Name	Rates
1	Gojek	Rp. 22.000
2	Grab	Rp. 20.000
3	Maxim	Rp. 15.000

Source Date: Results of researcher observations in 2023

Based on the table above, it can be seen that Gojek fares are relatively more expensive compared to Grab and Maxim, where for the first 5 km Gojek fares are around IDR 22,000, while Grab is around IDR 20,000 and Maxim is around IDR 15,000. The price factor greatly influences the decision to use services, Gojek as a service company offers prices that are relatively expensive

compared to other transportation. However, Gojek has several sales promotions that are often used, such as vouchers, discounts, cashback, and so on. Sales promotion is part of the promotional mix. According to Peter and Olson (1999), for consumers who have already purchased a brand, consumer promotions can be an additional incentive for them to remain loyal. This is because some consumers tend to buy a product or service based on coupons and attractive offers that will routinely make them they are relatively loyal to key sales promotion dimensions. From this explanation, we can see that sales promotions can be the right strategy to influence customers to be loyal to the company. Griffin (2005) states that there are several benefits to be gained from customer loyalty, one of which is that customer loyalty will provide benefits for a company by increasing company sales. There is an increase in sales because customers are loyal to Gojek. This is by data on online transportation users where Gojek is the largest user among other transportation such as Grab, Maxim, and In-Drive. Where Gojek has 82% users and many people use it and identify that Gojek customer loyalty has increased. The phenomenon of service quality is the goal of improving the fulfillment of consumer trust in the services received, namely fulfilling consumer expectations, desires, and needs. Consumer expectations are to quickly get service, consumer desires are service according to the range of financing imposed, and consumer needs are to fulfill quality service so that a positive impact can be created namely continuous customer loyalty. According to Romadhoni et. al., (2015), e-service quality and e-satisfaction are variables that play a key role in building online customer e-loyalty.

Based on research on several previous research literature studies, researchers realize that there is still a research gap where there are still differences in research results that examine the influence of e-service quality, price perception, and sales promotion on e-satisfaction and e-loyalty. According to Cravens & Piercy Sari, et al, (2020), states that the factors that influence customer loyalty are product or service performance, brand image, price-value relationship, employee performance, competition, timely product delivery system, and relationships. satisfaction with customers. This is in line with the results of research conducted by Lestari & Yulianto (2018), which states that customer satisfaction and service quality have a positive and significant influence on customer loyalty. Likewise, the results of research conducted by Sari & Jatra, (2019), show that service quality and customer satisfaction have a positive effect on customer loyalty However, this is different from the results of research conducted by Nugraheni, et al (2020), which shows that service quality hurts customer loyalty and also the results of research conducted by Purwoko, et al (2020), shows that service quality has an insignificant effect on customer loyalty. Apart from that, the results of research conducted by Putra, (2021), stated that customer satisfaction has an insignificant effect on customer loyalty. And this is also in line with the results of research conducted by Dharma, (2017) that customer satisfaction has a negative and insignificant effect on customer loyalty. Based on observations made by researchers regarding the phenomenon of transportation development, Gojek is one of the most widely used forms of transportation but has the lowest rating, which raises the researcher's question as to what causes the low consumer assessment of this application. What is the current quality of Gojek's electronic service or e-service quality? Apart from that, based on existing research gaps, researchers want to know whether e-service quality, price perception, and sales promotions can influence customer loyalty and satisfaction with Gojek transportation.

LITERATURE REVIEW

Marketing Management

Marketing according to the American Marketing Association is a function of an organization with a series of processes for creating, providing value, and communicating it to customers so that relationships related to customers can be managed profitably, both for the organization and stakeholders. Marketing management is the process of setting marketing goals for an organization taking into account internal resources and market opportunities, planning and implementing

activities to meet these goals, and measuring progress toward achieving them. The marketing function as stated by Fuad, et. al., (2000) is determining the goods and services needed by humans and selling these goods and services to where consumers are at the desired time, at affordable prices but still profitable for the company that markets them. Apart from that, the goal of marketing is to make a company's or institution's product competitive because there is a value difference from competitors. The stronger the difference value, the better it is for the company or institution. Finding differences requires foresight, precision, and high creativity. Meanwhile, Peter Drucker stated that the goal of marketing is to know and understand customers in such a way that the product or service suits the customer (Garaika et. al., 2019).

Customer Loyalty

Islam regulates various matters in which humans carry out their lives, including discussions regarding business or trade. The Qur'an as Islamic law contains various laws that need to be considered as a business actor and as a consumer. Good trade in Islam is a trade that follows Islamic sharia and the sunnah of the Prophet Muhammad. Surah Ash-Shuraa verses 181-183 read perfect the measure and do not be among those who cause harm and weigh with straight scales and do not harm humans in their rights and do not run rampant on the earth by causing mischief. This verse in the Qur'an explains that a human being is commanded to perfect the measure and prohibit cheating in carrying out trade business. This paragraph provides a basis for the law of carrying out business according to Islamic law by creating a balance so that a common goal can be achieved between the seller and the buyer without harming either of them. The practice of this verse can create various positive situations for business actors and consumers, such as trust in consumers so that it can create satisfaction and a sense of loyalty for customers (Fauzi, 2015).

Oliver in the book Marketing Management by Kotler and Keller, (2016) defines loyalty as a deeply held commitment to buy or support a preferred product or service again in the future even though the influence of the situation and marketing efforts have the potential to cause customers to switch. According to Tjiptono and Dedek, (2020), customer loyalty is a customer's attachment to a product or service which is shown through the attitude of consistently repurchasing the product. Customer loyalty is a person's ongoing commitment to a product or service that is chosen continuously in the future. The formation of customer loyalty is encouraged by the company's efforts to meet needs and resolve problems faced by customers. According to Griffin, (2005) indicators of customer loyalty include customers who make regular repeat purchases (regular repeat customers). Customers who buy other products or services in the same place (purchase across product and service lines). Customers who refer other people refer others. Customers who cannot be influenced by competitors to move demonstrate an immunity to be the full of the competition.

Customer Decision

Customer decisions arise due to objective assessments or due to emotional motivation. The decision to act is the result of a series of activities and emotional and mental stimulation. The process of analyzing, feeling, and deciding is the same as an individual solving many problems. Satisfaction can be interpreted as an effort to fulfill something or make something adequate (Tjiptono, 2005). Satisfaction is a person's feeling of joy or disappointment that arises from comparing the product's perceived performance or results to their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance exceeds expectations, customers will be satisfied. Customers often form more favorable perceptions of brands they already perceive positively (Kotler & Armstrong, 2008). Customer satisfaction goes hand in hand with dissatisfaction. This means the customer's response to the evaluation and perceived discrepancy between previous expectations and the actual performance of the product that is felt after using it.

So, satisfaction is an emotional response felt by customers when they enjoy the experience of using or consuming a product (Rangkuti, 2013). Thus, customer satisfaction is a post-purchase evaluation, where the alternative purchased is at least the same as or exceeds the customer's expectations. Based on this understanding, customer satisfaction is the level of a person's feelings after comparing the performance or results they feel compared to their expectations. The indicators of the customer satisfaction variables chosen to be used in this research are feeling that you have done the right thing. Feeling satisfied with the transaction carried out. Feeling satisfied with the service provided. Feeling satisfied overall in the shopping experience.

E-Service Quality

E-service quality has been increasingly recognized as an important channel, where customer needs can be automatically provided via the Internet throughout the consumption life cycle (Dolatabadi, 2012). E-service quality is defined as the extent to which a website facilitates shoppers, purchases, and delivery efficiently and effectively (Malhotra, et.al., 2002). According to Li, H. and R. Suom, (2019), the dimensions of e-service quality are seen from two perspectives, namely the company perspective and the customer perspective. If viewed from the company's perspective, the dimensions of e-service that must be given attention are ease of use ease for consumers to utilize the website design the website should have a good layout and artistic value visually, reliability consistency in work, and superiority of website, system availability functions that are technically correct according to web standards, privacy provides a sense of security and guarantees the protection of customers' personal information, responsiveness handles problems and returns to normal if there are problems, and empathy provides individual care and attention provided to customers via wireless channels. Meanwhile, from the customer's perspective, e-service has several dimensions including experience the impression the company brings via previous customers, and trust in customer trust by providing services quickly and rich in information.

Price Perception

According to Schiffman and Kanuk, (2000), perception is a process in which individuals select, organize, and interpret stimuli into meaningful and reasonable images of the world. Perception has a strong influence on consumers. One of the factors that influences consumers is perception of price. Price perception is the consumer's tendency to use price in assessing the suitability of product benefits. Each individual's assessment of the price of a product's benefits can be said to be expensive, cheap, or moderate. According to Campbell (Rahayu, 2021), price perception is a psychological factor that influences consumer reactions to the prices given by the company. The price perception indicator used according to Tjiptono, (2018) is the ability to compete on price with similar products, price according to quality. Indicators used to measure price perception variables according to Tjiptono, (1997) include purchasing power, ability to buy, customer lifestyle, product benefits, and prices of other products.

Sales Promotion

Kotler and Keller, (2009) state that sales promotions are the core ingredient in marketing campaigns which consist of short-term incentives and are designed to encourage faster or greater purchases of certain products or services by consumers or trade. In other words, sales promotion is a means of encouraging consumers to purchase a product or service. Apart from paying attention to sales promotion tools, companies must be able to choose the right sales promotion indicators in promoting products. Promotion indicators include promotion frequency, namely the number of sales promotions carried out at a time through sales promotion media. Promotion quality is a measure of how well sales promotions are carried out. Promotion quantity is the value or number of sales promotions given by consumers. Promotion time is the length of promotion carried out by the company. Accuracy or suitability of promotional targets is a factor needed to achieve the company's desired targets.

RESEARCH METHODOLOGY

This research includes descriptive quantitative research, namely describing the results of research on the influence of e-service quality, price perceptions, and sales promotions on customer loyalty through customer satisfaction. This research was conducted on students at the Faculty of Economics and Islamic Business, UINSU Medan. The population of this research is Gojek customers, namely students from the Faculty of Economics and Business at UINSU Medan Class of 2019, totaling 1,128 people who have used Gojek services in Medan City at least twice and are over 18 years old. In determining the number of research samples, researchers used the Slovin formula.

Formula $n = \frac{N}{1+N(e)^2}$

Information:
N = Population
1 = Constant
e = Slovin scale (0.10 and 0.5)

$$n = \frac{1.128}{1+1.128(0,10)^2}$$
$$n = \frac{1.128}{1+1.128(0,01)}$$
$$n = \frac{1.128}{1+11,28}$$
$$n = \frac{1.128}{12,28}$$

n = 91.85 rounded to 92

This resulted in 92 respondents using a purposive sampling technique. According to Sugiyono (2010), purposive sampling is a technique for determining samples with certain considerations. This research obtained primary data by distributing questionnaires to all respondents with a Likert scale as the answer option as measurement. The data analysis technique used to solve the problems in this research is Path Analysis using Multiple Linear Regression Analysis with 2 substructures in the form of the F Test to determine the influence of the independent variable on the dependent variable simultaneously, and the t-test to determine the influence of the independent variable on the partially dependent variable. This analysis is used to determine and obtain an overview of the influence of E-Service Quality (X1), Price Perception (X2), and Sales Promotion (X3), on Consumer Loyalty (Y) through Consumer Satisfaction (Z). Data processing in this research was carried out using the Statistical Program for Social Science (SPSS) version 29 application. There are 5 variables in this research, namely: e-service quality variable, price perception variable, sales promotion variable customer loyalty variable, and customer satisfaction variable. So the following research model is used.
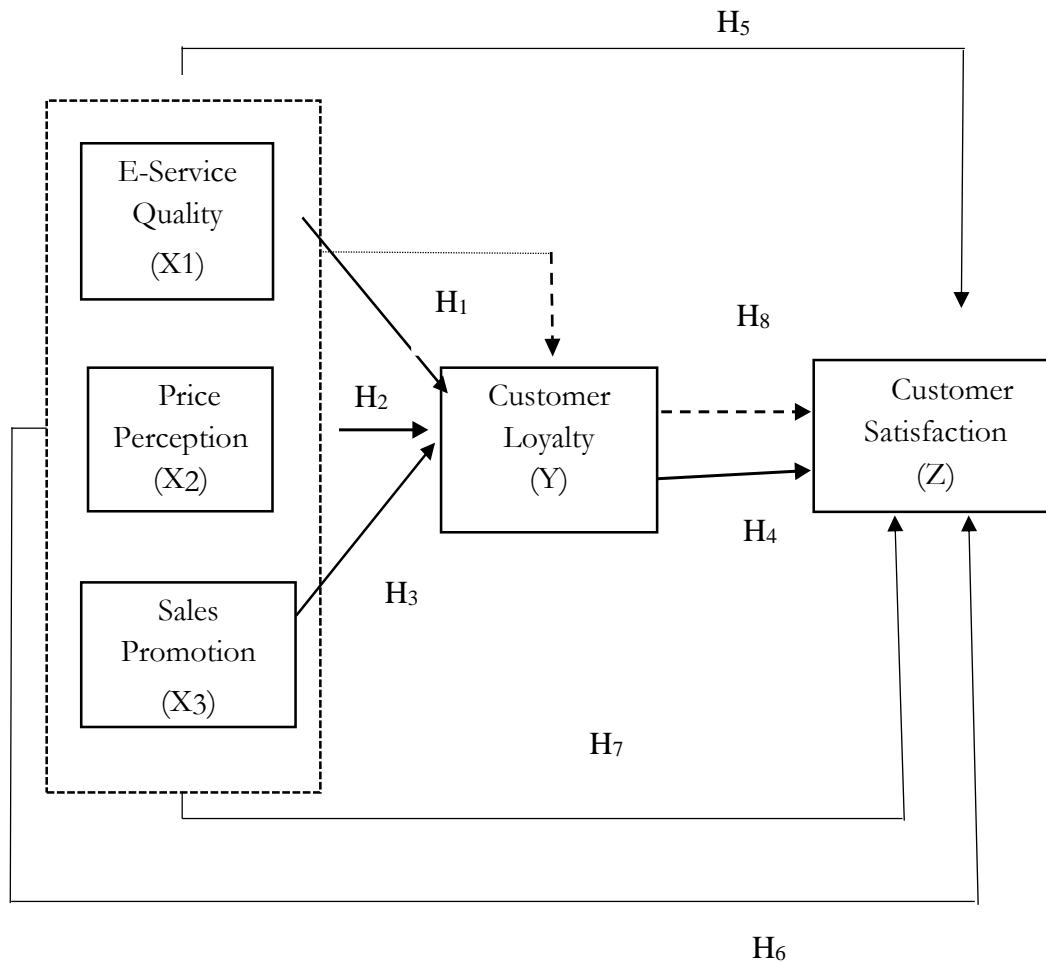
Figure 1. Research Model

RESULTS AND DISCUSSION

The questionnaire given to 92 respondents as research samples used a Likert scale in the form of a checklist table.

Table 4. Respondent Characteristics

No	Gender	Frequency	Percentage %
1	Man	30	31,2%
2	Woman	62	68,8%
	Amount	92	100,0%

Data source: By the author, 2023

Validity test

Validity test results from questionnaires regarding e-service quality, price perception, sales promotions, customer loyalty, and customer satisfaction where each variable consists of 5 statements. So, all statements in the questionnaire from the five variables are said to be valid. This means that all statements given to respondents are valid and can be used to measure the variables studied.

66

Table 5. Validity Test Results

Variables	Items	Recount	Rtable	Test Results
E-service Quality	$X_1.1$	0.738	0.203	Valid
	$X_1.2$	0.823	0.203	Valid
	$X_1.3$	0.809	0.203	Valid
	$X_1.4$	0.851	0.203	Valid
	$X_1.5$	0.765	0.203	Valid
	$X_1.6$	0.800	0.203	Valid
	X1.7	0.821	0.203	Valid
Price Perception	$X_2.1$	0.679	0.203	Valid
	$X_2.2$	0.620	0.203	Valid
	$X_2.3$	0.723	0.203	Valid
	$X_2.4$	0.801	0.203	Valid
	$X_2.5$	0.627	0.203	Valid
	$X_2.6$	0.677	0.203	Valid
	$X_2.7$	0.682	0.203	Valid
Sales Promotion	$X_3.1$	0.787	0.203	Valid
	$X_3.2$	0.809	0.203	Valid
	$X_3.3$	0.829	0.203	Valid
	$X_3.4$	0.840	0.203	Valid
	$X_3.5$	0.772	0.203	Valid
	$X_3.6$	0.843	0.203	Valid
	$X_3.7$	0.865	0.203	Valid
Customer Loyalty	Y.1	0.824	0.203	Valid
	Y.2	0.860	0.203	Valid
	Y.3	0.851	0.203	Valid
	Y.4	0.821	0.203	Valid
	Y.5	0.837	0.203	Valid
	Y.6	0.783	0.203	Valid
	Y.7	0.856	0.203	Valid
Customer Satisfaction	Z.1	0.765	0.203	Valid
	Z.2	0.807	0.203	Valid
	Z.3	0.717	0.203	Valid
	Z.4	0.867	0.203	Valid
	Z.5	0.859	0.203	Valid
	Z.6	0.788	0.203	Valid
	Z.7	0.827	0.203	Valid

Source: SPSS 29 data processing results, 2023

Reliability Test

The reliability of a measure shows the stability and consistency of an instrument that measures a concept and is useful for accessing the goodness of a measurement (Jogiyanto, 2008).

Table 6. Reliability Test Results

Variable	Cronbach's alpha	Reliability limits	Information
E-Service Quality (X_1)	0,793	0,600	Reliable
Price Perception (X_2)	0,771	0,600	Reliable
Sales Promotion (X_3)	0.796	0,600	Reliable
Customer Loyalty (Y)	0,762	0,600	Reliable
Customer Satisfaction (Z)	0.793	0,600	Reliable

Source: SPSS 29 data processing results, 2023

From the reliability test results, it can be seen that Cronbach's alpha results for all variables are > 0.600. Therefore, the statements from the questionnaire in this study can be said to be reliable. Classic assumption test Normality test The normality test aims to determine whether a data distribution is normal or not. The normality test was carried out by looking at the distribution of Kolmogorov Smirnov (K-S) significance values.

Table 7. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			92
Normal Parameters[,b]	Mean		.0000000
	Std. Deviation		2.29515277
Most Extreme Differences	Absolute		.083
	Positive		.067
	Negative		-.083
Test Statistic			.790
Asymp. Sig. (2-tailed)[c]			.560
Monte Carlo Sig. (2-tailed)[d]	Sig.		.531
	99% Confidence Interval	Lower Bound	.518
		Upper Bound	.543

Source: SPSS 29 data processing results, 2023

Based on the normality test, it can be seen that the Kolmogorov Smirnov (K-S) value is 0.068, and Asymp sig (2-tailed) shows a value of 0.560 > 0.05, so it can be concluded that this research has a normal distribution.

Multicollinearity Test

Multicollinearity is the existence of a definite linear relationship between independent variables. If the VIF value is still less than <10, then the multicollinearity problem does not occur.

Table 8. Multicollinearity Test

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.864	2.165		.861	.391		
X1	.147	.065	.132	2.251	.027	.743	1.345
X2	.162	.076	.130	2.145	.035	.691	1.447
X3	.177	.077	.195	2.315	.023	.359	2.782
Z	.0584	.087	.584	6.697	.000	.339	2.980

Dependent Variable: Customer Loyalty

Source: SPSS 29 data processing results, 2023

Based on the results of the multicollinearity test, it can be seen that the tolerance value for all variables is greater than 0.10 and the VIF is below 10. So it can be concluded that this research is said to be multicollinearity-free.

Hypothesis testing
Coefficient of Determination (Adjusted R Square)

Table 9. Adjusted R Square
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816[a]	.666	.654	2.87951

a. Predictors: (Constant), X3, X1, X2

From the calculation results in Table 10, the R^2 coefficient of determination value is 0.816 or 81.6%. This means that the value of the company can be explained by changes in independent variables and 18.4% get the impact of the variables without research.

F Test (F-Test)

Table 10. F test

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1436.302	3	478.767	57.741	.000[b]
	Residual	721.368	88	8.292		
	Total	2157.670	91			

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X2, X1

The F test states the simultaneous impact of all independent variables on the dependent variable model. The results of Table 11 are Fcount (57,741) > Ftable (2.708) and a significance of 0.000 < 0.003, which means that together (simultaneously) the independent variables have a significant effect on the dependent variable, where the independent variables are E-Service Quality, Price Perception, Promotion Sales, while the dependent variable is Customer Loyalty.

Partial Test (t-test)
The t-test is also known as the partial test, which is carried out to determine the individual influence of the independent variable on the dependent variable.

Table 11. Hypothesis Test 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.864	2.165		.861	.391
	E-Service Quality (X1)	.147	.065	.132	2.251	.027
	Price Perception (X2)	.162	.076	.130	2.145	.035
	Sales Promotion (X3)	.177	.077	.195	2.315	.023
	Customer satisfaction	.584	.087	.584	6.697	.000

a. Dependent Variable: Loyalitas Pelanggan (Y)

The results show that E-Service Quality (X1) has a t-count value of 2.251 and a significant value of 0.027; table 1.986 and a significant value of 0.05. In conclusion, count < table, namely 2.251 > 1.986, and the significance is 0.027 < 0.05, which means the hypothesis in X1 is accepted and significant. Price Perception (X2) t value 2.145 and a significant value of 0.035; table 1.986 and a significant value of 0.05. The conclusion is that the count> table is 2.145 > 1.986 and the significance is 0.035 < 0.05, which means the hypothesis in X2 is accepted and significant. Sales Promotion (X3) is a count value of 2.315 and a significant value of 0.023 table 1.986 and a significant value of 0.05. The conclusion is that the count> table is 2.315 > 1.986 and the significance is 0.023 < 0.05, which means the hypothesis in X3 is accepted and significant. The results of the Customer Satisfaction variable (Z) have a t-value of 6.697 and a significant value of 0.000; table 1.986 and a significant value of 0.05. In conclusion, count < table, namely 6,697 > 1.987, and the significance is 0.000 < 0.05, which means the hypothesis in Z is accepted and significant.

Table 12. Hypothesis Test 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.271	2.626		.103	.918
	E-Service Quality (X1)	.233	.092	.187	2.537	.013
	Price Perception (X2)	.225	.079	.202	2.860	.005
	Sales Promotion (X3)	.558	.063	.615	8.877	.000

a. Dependent Variable: Customer Satisfaction

The results show that E-Service Quality (X1) has a t value of 2.537 and a significant value of 0.013; table 1.986 and a significant value of 0.05. In conclusion, count> table, namely 2.537 > 1.986, and the significance is 0.013 < 0.05, which means the hypothesis in X1 is accepted and significant. Price Perception (X2) t value 2.860 and a significant value of 0.005; table 1.986 and a significant value of 0.05. In conclusion, count> table, namely 2,860 > 1.986, and the significance is 0.005 < 0.05, which means the hypothesis in X2 is accepted and significant. Sales Promotion (X3) has a count value of 8.877 and a significant value of 0.000 table 1.986 and a significant value of 0.05. The conclusion is that the count> table is 8.877 > 1.987 and the significance is 0.000 < 0.05, which means the hypothesis in X3 is accepted and significant.

The Influence of E-Service Quality on Customer Loyalty
Based on the results of the t-test, it can be seen that the variable E-Service Quality (X1) has a t-value of 2.251 and a significant value of 0.027; table 1.986 and a significant value of 0.05. In conclusion, count < table, namely 2.251 > 1.986, and the significance is 0.027 < 0.05, which means the hypothesis in X1 is accepted and significant. Thus, e-service quality has a significant effect on customer loyalty. These results are in line with research by Handayanti, et. al., (2023) which states that e-service influences customer loyalty. According to Zeithaml, (2002), E-service quality is defined as the extent to which a website facilitates shopping, purchasing, and delivery efficiently and effectively. In other words, the more efficient and effective a website/application is in facilitating customers, the better the quality of service. Customer satisfaction is a person's feeling of happiness or disappointment that arises from comparing perceived product performance with their expectations. In this case, customers will perceive and expect the performance of the Gojek application, and whether the Gojek application can facilitate them effectively and efficiently. If the application performance meets or exceeds customer expectations, the customer will be satisfied or even very satisfied, and vice versa.

The Influence of Price Perceptions on Customer Loyalty

Based on the results of the t-test, it can be seen that for the Price Perception variable (X2) the t value is 2.145 and the significant value is 0.035; table 1.986 and a significant value of 0.05. The conclusion is that the count> table is 2.145 > 1.986 and the significance is 0.035 < 0.05, which means the hypothesis in X2 is accepted and significant. Thus, price perception has a significant effect on customer loyalty, this is in line with the results of research conducted by (Mulyono et al, 2021) which states that price affects customer loyalty. And in line with research by Rahman Abdul (2020) which shows that price perception variables affect customer loyalty. Price perceptions are often used by customers as an indicator of value when the price perception is linked to the perceived benefits of a good/service. At a certain price perception, if the perceived benefits increase, the value will also increase. If the value perceived by customers is higher, it will create maximum customer satisfaction (Tjiptono: 1999). According to Kertajaya, (2002), price perception assessment can be seen from the suitability between the sacrifices made by customers and the value they receive after making a purchase. Positive perceptions will shape customer satisfaction because customers feel they are getting benefits and value according to the sacrifices they make.

The Effect of Sales Promotions on Customer Loyalty

Based on the results of the t-test, it can be seen that the Sales Promotion variable (X3) has a t value of 2.315 and a significant value of 0.023, a t table of 1.986, and a significant value of 0.05. The conclusion is that the count> table is 2.315 > 1.986 and the significance is 0.023 < 0.05, which means the hypothesis in X3 is accepted and significant. Thus, sales promotions have a significant effect on customer loyalty. These results follow previous research conducted by Wardani, (2022) which showed that sales promotions had a positive effect on customer satisfaction. Sales promotions can have a long-term impact and can retain old consumers, namely by increasing the repurchase rate of users who rarely buy and rewarding loyal customers. The incentives provided through sales promotions will make customers feel appreciated and quicker to buy so that they will stay to become loyal customers.

The Influence of Customer Satisfaction on Customer Loyalty

Based on the results of the t-test, it can be seen that the variable Customer Satisfaction (Z) has a t-value of 6,697 and a significant value of 0,000; Table 1.986 and a significant value of 0.05. In conclusion, count < table, namely 6,697 > 1.987, and the significance is 0.000 < 0.05, which means the hypothesis in Z is accepted and significant. Thus, customer satisfaction has a significant effect on customer loyalty, this is following research conducted by Rachmawati, (2020) and Qomariah, Fahmi, & Cahyono, (2020) which states that consumer satisfaction affects loyalty. Customer satisfaction is both a goal and a marketing tool for companies because one of the keys to retaining customers is customer satisfaction. High customer satisfaction creates high customer loyalty. This is because usually very satisfied customers will do things that are indicators of customer loyalty, such as: remaining loyal for a long time, buying again when the company introduces new products and updating old products, talking good things about the company to other people, not paying much attention to other brands and not being sensitive to price, even offering new service product ideas to the company.

The Influence of E-Service Quality on Customer Satisfaction

Based on the results of the t-test, it can be seen that the variable E-Service Quality (X1) has a t-value of 2.537 and a significant value of 0.013; table 1.986 and a significant value of 0.05. In conclusion, count> table, namely 2.537 > 1.986, and the significance is 0.013 < 0.05, which means the hypothesis in X1 is accepted and significant. Thus, e-service quality has a significant effect on customer satisfaction. This is by research conducted by Juhria Aminatu, (2021) which states that e-service quality has a positive effect on customer satisfaction. The more efficient and effective a website application is in facilitating customers, it can be said that the better the quality

of service. When e-service quality is good, customers will feel satisfied because the web/application performance meets their expectations. Continuous customer satisfaction can create customer loyalty which will be very important for the company's survival.

The Influence of Price Perceptions on Customer Satisfaction

Based on the results of the t-test, it can be seen that for the Price Perception variable (X2) the t value is 2.860 and the significant value is 0.005; table 1.986 and a significant value of 0.05. In conclusion, count> table, namely 2,860 > 1.986, and the significance is 0.005 < 0.05, which means the hypothesis in X2 is accepted and significant. Thus, price perception has a significant effect on customer satisfaction. The results of this research support previous research conducted by Rustiawan, (2022) which states that price perception has a positive effect on customer satisfaction. Price perceptions are often used by customers as an indicator of value when the price perception is linked to the perceived benefits of a good service. At a certain price perception, if the perceived benefits increase, the value will also increase. If the value perceived by customers is higher, it will create maximum customer satisfaction. According to Kertajaya, (2002) price perception assessment can be seen from the suitability between the sacrifices made by customers and the value they receive after making a purchase. Positive perceptions will shape customer satisfaction because customers feel they are getting benefits/value according to the sacrifices they make.

The Effect of Sales Promotion on Customer Satisfaction

Based on the results of the t-test, it can be seen that the Sales Promotion variable (X3) has a count value of 8.877 and a significant value of 0.000, table 1.986, and a significant value of 0.05. The conclusion is that the count> table is 8.877 > 1.987 and the significance is 0.000 < 0.05, which means the hypothesis in X3 is accepted and significant. Thus, sales promotions have a significant effect on customer loyalty. The results of this research support previous research conducted by Solehudin, (2023) which states that sales promotions have a positive effect on customer satisfaction. Sales promotions have various objectives, both aimed at new and existing customers. Sales promotions can also have a long-term impact and can retain old consumers, namely by increasing the repurchase rate of users who rarely buy and rewarding loyal customers. The incentives provided through sales promotions will make customers feel appreciated and quicker to buy so that they will stay to become loyal customers.

CONCLUSION

The results of this research state that the influence of E-service Quality on Customer Loyalty is through Customer Satisfaction It is known that the direct influence that X1 has on Z is 0.013. Meanwhile, the indirect influence of X1 through Y on Z is the multiplication of the beta value of + 0= 0.013. Based on the calculation results above, it is known that the direct influence value is 0.013 and the indirect influence value is 0, which means that the direct influence value is greater than the indirect influence. Shows that the E-Service Quality variable can directly influence the customer loyalty variable without any intervention, namely customer satisfaction. The Influence of Price Perceptions on Customer Loyalty through Customer Satisfaction. It is known that the direct influence that X2 has on Z is 0.005. Meanwhile, the indirect influence of X2 through Y on Z is the multiplication of the beta value of + 0= 0.005. Based on the calculation results above, it is known that the direct influence value is 0.005 and the indirect influence value is 0, which means that the direct influence value is greater than the indirect influence. Shows that the Price Perception variable can directly influence the Customer Loyalty variable without any intervention, namely Customer Satisfaction and the Effect of Sales Promotion on Customer Loyalty through Customer Satisfaction. It is known that the direct influence that X3 has on Z is 0.000. Meanwhile, the indirect influence of X3 through Y on Z is the multiplication of the beta value of + 0= 0.000. Based on the calculation results above, it is known that the direct influence value is 0.000 and the

indirect influence value is 0, which means that the indirect influence value is not greater than the direct influence, indicating that the promotional variable can directly influence the customer loyalty variable without the intervening variable, namely customer satisfaction.

REFERENCE

Aisyah, S., Rahmani, N. A. B., & Hasibuan, S. (2023). Pengaruh Pengetahuan Kewirausahaan, Motivasi, Lingkungan Keluarga dan Media Sosial Terhadap Minat Berwirausaha Mahasiswa Muslim. *Journal on Education*, *5*(4), 11740-11757. DOI: https://www.jonedu.org/index.php/joe/article/view/2131

Akhmadi, M. D. D., & Martini, E. (2020). Pengaruh E-Service Quality Terhadap Kepuasan Dan Loyalitas Pelanggan Aplikasi Ovo. *Jurnal Mitra Manajemen*, *4*(5), 708-720. DOI: https://doi.org/10.52160/ejmm.v4i5.385

Budiono, A. (2021). Pengaruh kualitas produk, persepsi harga, promosi, lokasi, kualitas pelayanan terhadap loyalitas konsumen melalui kepuasan konsumen di rumah makan Bebek Kaleo Tebet Jakarta Selatan dimasa pandemi COVID-19. *SEGMEN Jurnal Manajemen Dan Bisnis*, *17*(2), 223-247.

David, D. (2018). Pengaruh E-service Quality terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan pada Transportasi Online Grab. *Agora*, *6*(2).

Falah, F. (2022). *Strategi Pemasaran Jasa Pendidikan MAN 1 Nganjuk Terhadap Minat Peserta Didik Baru* (Doctoral dissertation, IAIN Kediri). DOI: http://etheses.iainkediri.ac.id/6272/

Firmansyah, M. A. (2019). Pemasaran (Dasar dan Konsep). Qiara Media

Garaika, G., & Feriyan, W. (2019). Promosi dan pengaruhnya terhadap terhadap animo calon mahasiswa baru dalam memilih perguruan tinggi swasta. *Jurnal Aktual*, *16*(1), 21.

Handayanti, D. N., & Indarto, M. R. (2023). Pengaruh E-Service Quality terhadap E-Loyalty dengan E-Satisfaction sebagai Intervening pada Pengguna E-Commerce Shopee. *Cakrawangsa Bisnis: Jurnal Ilmiah Mahasiswa*, *4*(1), 93. DOI: https://journal.stimykpn.ac.id/index.php/cb/article/view/41

Imsar, I., Nasution, J., & Ndraha, A. A. (2023). Analisis Pengaruh Pembiayaan Paket Masa Depan Terhadap Pertumbuhan Usaha Mikro Kecil dan Menengah Dan Peningkatan Pendapatan Nasabah Dalam Perspektif Ekonomi Islam. *Ats-Tsarwah: Jurnal Hukum Ekonomi Islam*, *3*(1), 20-30.

Irwansyah, A., & Mappadeceng, R. (2018). Pengaruh E-Service Quality Terhadap Customer Loyalty Melalui Customer Satisfaction Pada Toko On Line Buka Lapak. *J-MAS (Jurnal Manajemen dan Sains)*, *3*(2), 128-136.

Juhria, A., Meinitasari, N., Fauzi, F. I., & Yusuf, A. (2021). Pengaruh e-service quality terhadap kepuasan pelanggan di aplikasi e-commerce shopee. *Jurnal manajemen*, *13*(1), 55-62. DOI: https://journal.feb.unmul.ac.id/index.php/Jurnal Manajemen/article/view/9132

Lubis, A. M., Nurbaiti, & Harahap, M. I. (2022). Pengaruh Literasi, Fintech Peer To Peer Lending Dan Payment Gateway Terhadap Kinerja Keuangan Umkm Kota Medan. *Co-Value: Jurnal Ekonomi, Koperasi Dan Kewirausahaan*, *13*(2), 90–102. DOI: https://doi.org/10.36418/covalue.v11i1.1972

Muhtarom, A., Syairozi, M. I., & Yonita, H. L. (2022). Analisis Persepsi Harga, Lokasi, Fasilitas, dan Kualitas Pelayanan terhadap Loyalitas Pelanggan Dimediasi Keputusan Pembelian (Studi Kasus pada UMKM SKCK (Stasiun Kuliner Canditunggal Kalitengah) Metode Structural Equation Modelling (SEM)-Partial Least. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi dan Bisnis*, *10*(S1), 391-402. DOI: https://doi.org/10.37676/ekombis.v10iS1.2018

Mulyono, A., & Wahyudi, D. (2021). Pengaruh Harga, Kualitas Produk Dan Kemasan Terhadap Loyalitas Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi. *Prosiding Diseminasi Hasil Penelitian*. DOI: http://www.e-journal.janabadra.ac.id/index.php/PSN/article/view/1575

Murhadi, W. R., & Reski, E. C. (2022). Pengaruh E-Service Quality, Kesadaran Merek, Kepercayaan, Word Of Mouth, Dan Kepuasan Terhadap Loyalitas Pelanggan Pada Tiktok Shop (Studi Pada Pelanggan Tiktok Shop). *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 16, 229-240. DOI: https://jurnal.stie.asia.ac.id/index.php/jibeka/ar...

NasutionR. W., & AslamiN. (2022). Pengaruh Harga dan Promosi terhadap Meningkatnya Kepuasan Pelanggan. *Transformasi Manageria: Journal of Islamic Education Management*, 2(1), 111-118. https://doi.org/10.47467/manageria.v2i2.896

Nurdiati, P. D. Pengaruh E-Service Quality, Harga Produk, Dan Promosi Terhadap Kepuasan Konsumen Dan Dampaknya Terhadap Loyalitas Pelanggan (Studi kasus pada pelanggan Tokopedia di Tangerang Selatan) (Bachelor's thesis, Fakulta feb. uin jakarta). https://repository.uinjkt.ac.id/dspace/handle/123456789/58669

Perwira, B. T., Yulianto, E., & Kumadji, S. (2016). Pengaruh E-Service Quality dan Perceived Value terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan (Survei pada Mahasiswa S1 Universitas Brawijaya yang Melakukan Transaksi Pembelian Online dengan Mobile Application Tokopedia). *Jurnal Administrasi Bisnis (JAB)*, 38(2).

Prianika, G. G. P., & Bertuah, E. (2022). The Effect of Rating, Online Consumer Review and Sales Promotion on Purchase Intention on the Gofood Application. *Formosa Journal of Sustainable Research*, 2(3), 565-590. DOI: https://journal.formosapublisher.org/index.php/fjsr/article/view/3477

Putri, T. A., Nurbaiti, N., & Nasution, J. (2023). Pengaruh Norma Subjektif dan Persepsi Manfaat Terhadap Intensitas Menggunakan Fintech Payment dengan Sikap Pengguna Sebagai Variabel Intervening (Studi Kasus: Mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sumatera Utara). *Jurnal Manajemen Akuntansi (JUMSI)*, 3(1), 375-395. DOI: https://doi.org/10.36987/jumsi.v3i1.3811

Rachamawaty, D. T. (2023). Pengaruh Kualitas Pelayanan Online, Persepsi Harga Dan Kemudahan Transaksi Terhadap Kepuasan Pelanggan LAZADA DI JAKARTA (Doctoral dissertation, Universitas Nasional). DOI: http://repository.unas.ac.id/id/eprint/7081

Rahman, A. (2020). Pengaruh Kualitas Layanan Dan Persepsi Harga Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening *(Studi Kasus Pada Pelanggan Hotel Ibis Padang)* (Doctoral dissertation, Universitas Putra Indonesia" YPTK"). DOI: http://repository.upiyptk.ac.id/6295/

ROSYID, I. A. (2022). Pengaruh E-Service Quality, Persepsi Harga Dan Promosi Terhadap Loyalitas Pelanggan (Studi Kasus Pelanggan Shopee Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Pgri Adibuana Surabaya) (Doctoral Dissertation, Universitas Pgri Adibuana Surabaya).

Rustiawan, R. K. (2022). Pengaruh Cita Rasa Dan Persepsi Harga Terhadap Kepuasan Konsumen (Survei Pada Perusahaan Smooth Cheese Tea Tasikmalaya). *Jurnal Ekonomi, Manajemen Pariwisata dan Perhotelan*, 1(3), 277-282. DOI: https://ejurnal.stie-trianandra.ac.id/index.php/jempper/article/view/608

Septiani, R. (2020). Pengaruh E-Service Quality, Persepsi Harga, dan Promosi Penjualan terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan (Studi pada Pelanggan Jasa Transportasi Online Gojek di Yogyakarta). *Jurnal Ilmu Manajemen*, 17(2), 98-108.

SIHOMBING, K. N. E. (2022). Pengaruh Persepsi Harga Dan Promosi Penjualan Terhadap Loyalitas Pelanggan Yang Di Mediasi Kepuasan Pelanggan Dalam Menggunakan Jasa Ojek Online Grab di Kota Medan. DOI: http://repository.uhn.ac.id/handle/123456789/8112

Solehudin, D. (2023). Pengaruh Harga, Promosi dan Kualitas Layanan Terhadap Kepuasan dan Dampaknya Terhadap Loyalitas Pelanggan Pada PT. Indomaret Perumahan Graha Selaras Bogor. *Jurnal Ekonomi, Manajemen dan Perbankan (Journal of Economics, Management and Banking)*, 9(2), 165-174. DOI: https://doi.org/10.35384/jemp.v9i2.377

Wardani, I. Y. (2022). Pengaruh Kualitas Produk Dan Promosi Penjualan Terhadap Keputusan Pembelian Ulang Melalui Kepuasan Pelanggan Pada 200 Cafe and Food Di Kota Malang. *Jurnal Ekonomi Manajemen dan Bisnis*, *3*(2), 89-100. DOI: https://jurnal.stie.asia.ac.id/index.php/jubis/article/view/1524

Wijayanto, K. (2015). Pengaruh kualitas pelayanan terhadap kepuasan dan loyalitas nasabah bank. *Jurnal Manajemen Dayasaing, 17*(1), 38-45.