



The Effect of Price, Service Quality and Brand Image on Grab Customer Satisfaction in Bogor

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ABSTRACT

This research aims to analyze the impact of price, service quality, and brand image on Grab customer satisfaction in Bogor, both simultaneously and partially. The study population consists of individuals who have used Grab services in Bogor, with a sample of 100 respondents selected through a simple random sampling method. Data analysis was conducted using multiple linear regression with the support of SPSS version 27.00. The findings reveal that price, service quality, and brand image collectively and individually have a significant and positive influence on Grab customer satisfaction in Bogor.

INTRODUCTION

The rapid advancement of technology and globalization encourages companies to implement mobile commerce, in line with the increasing number of internet users in Indonesia. Developments in technology and telecommunications have created more efficient methods of production, distribution, and consumption of goods and services. In 2024, the number of internet users in Indonesia reached 221.56 million people with a penetration rate of 79.5%. This transformation has also affected the transportation sector, where online-based transportation services have emerged as a solution to congestion and security issues in conventional transportation. The online transportation industry in ASEAN has experienced significant growth, with a projected market value of US\$ 29 billion by 2025, in which Indonesia is the largest market due to its large population and increasing number of internet users.

Grab is one of the leading online transportation applications in Southeast Asia, operating in several countries, including Indonesia, Singapore, Malaysia, Vietnam, and Thailand, with more than 140 million users and partners across the ASEAN region. This application was first introduced in Malaysia in October 2012 and entered the Indonesian market in May 2014, making it one of the fastest-growing app-based transportation service providers in Indonesia. However, despite its strong competitiveness, user interest in Grab has declined, with more consumers switching to other services such as Gojek, Maxim, and InDrive.

Bogor City, as one of the metropolitan cities in West Java with a continuously growing population, requires efficient transportation. In 2024, the population of Bogor City was recorded at 1,137,018 people, while Bogor Regency became the region with the highest population at the district/city level, with 5,664,537 people. As an area with high industrial density, infrastructure, and commercial activities, the presence of online transportation services is a crucial necessity to address congestion and meet community mobility needs. Based on data on the use of online transportation applications in Jabodetabek, Gojek is the most widely used application, with 59.13% of users, followed by Grab with 32.24%, Maxim 6.93%, InDrive 1.47%, and other services 0.23%. The intense competition among online transportation service providers indicates that customer loyalty to Gojek is higher than Grab, positioning Gojek as the market leader. One factor influencing low customer loyalty is consumer satisfaction (Kotler & Keller, 2016).

Consumer satisfaction is an emotional response that arises after individuals compare their perception of a product's performance with their expectations (Tjiptono, 2016). According to Tjiptono (2016), consumer satisfaction indicators include expectation conformity, willingness to reuse the service, and willingness to recommend it to others. Based on a pre-survey of 30 Grab users in Bogor, it was found that 60% of respondents felt that the level of satisfaction provided by Grab was still suboptimal, especially in terms of expectation conformity, interest

in reusing the service, and willingness to recommend the service to others. These results indicate that many consumers still expect improvements in Grab's service quality. Low consumer satisfaction can be influenced by several factors, such as price, service quality, and brand image (Tjiptono, 2016).

One factor that influences consumer satisfaction is price. According to Kotler and Armstrong (2019), price is the monetary value paid by consumers to obtain a product or specific benefits. Based on a pre-survey of 30 Grab users in Bogor, it was found that 60% of respondents considered Grab's pricing inadequate, particularly in terms of affordability, the match between price and benefits received, and price competitiveness with similar services.

The next factor influencing consumer satisfaction is service quality. Kotler (2019) explains that service quality refers to consumers' assessment of the alignment between the service received and their expectations. From the pre-survey results on the service quality variable, 53% of respondents stated that Grab's service was still not optimal, especially in terms of issue resolution, service assurance, and physical product quality.

Besides price and service quality, brand image also plays a role in determining consumer satisfaction. According to Kotler and Keller (2018), brand image is consumers' perception of a brand based on associations formed in their minds. The pre-survey results show that 53% of respondents rated Grab's brand image as lacking, particularly in terms of brand association, brand behavior, and physical product superiority. This indicates that Grab's brand image is not strong enough to enhance consumer satisfaction.

Based on this explanation, the researcher is interested in further exploring how price, service quality, and brand image affect consumer satisfaction with the Grab application in Bogor. This study aims to understand the reasons behind consumer shifts to other online transportation platforms. Therefore, this research is titled: "**The Influence of Price, Service Quality, and Brand Image on Grab Consumer Satisfaction in Bogor.**"

LITERATURE REVIEW

Price, Service Quality, and Brand Image on Consumer Satisfaction

Price, service quality, and brand image play a role in shaping consumer satisfaction based on how well they meet customer expectations. Kotler and Armstrong (2019) define price as the value exchanged to obtain benefits from a product, while service quality is assessed based on the alignment between the service received and consumer expectations (Kotler, 2019). According to Kotler and Keller (2018), brand image reflects consumers' perception of a brand based on associations formed in their minds. Agung et al. (2019) found that these three

factors positively and significantly influence consumer satisfaction. Based on this explanation, the hypothesis proposed in this study is as follows:

H1: Price, service quality, and brand image simultaneously have a positive and significant effect on consumer satisfaction.

Price and Consumer Satisfaction

Kotler and Armstrong (2019) define price as the amount of money consumers must spend to obtain a product or service. Meanwhile, Tjiptono (2016) emphasizes that price is the only component in the marketing mix that generates revenue for a company. Hartono and Yani (2020) state that price is the exchange value paid by customers to acquire goods or services to fulfill their needs. Therefore, companies must carefully consider pricing decisions as they directly impact business revenue. A study conducted by Widiningsih et al. (2022) shows that price has a positive and significant effect on consumer satisfaction.

H2: Price has a positive and significant effect on consumer satisfaction.

Service Quality and Consumer Satisfaction

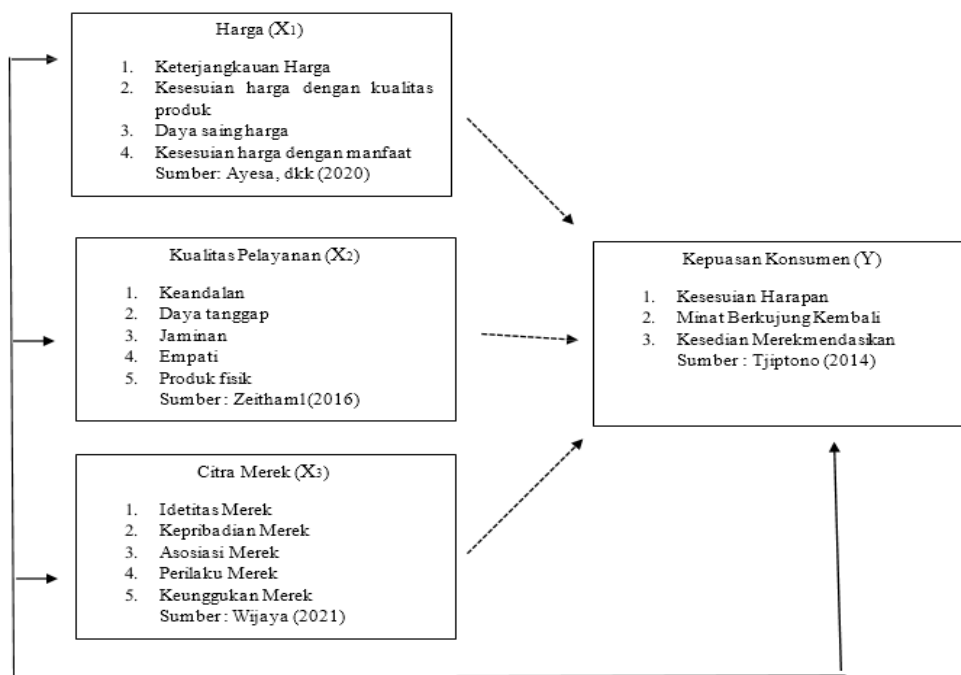
Kotler (2019) explains that service quality is reflected in how consumers compare the service they receive with their expectations—if aligned, the service is considered satisfactory. Tjiptono (2016) adds that service quality relates to fulfilling customer needs and desires and the accuracy in delivering them to meet consumer expectations. Meanwhile, Zeithaml and Gremler (2006) define service quality as an evaluation reflecting customer perceptions of reliability, assurance, responsiveness, empathy, and tangible aspects. A study by Puji Isyanto and Kartika Wijayanti (2022) proves that service quality has a positive and significant effect on consumer satisfaction.

H3: Service quality has a positive and significant effect on consumer satisfaction.

Brand Image and Consumer Satisfaction.

Brand image reflects how customers perceive, evaluate, and assign characteristics to a product, both physically and non-physically (Wijaya, 2016). Kotler and Keller (2018) state that brand image is formed from consumer perceptions that create certain associations with a brand. Firmansyah (2019) defines brand image as visual and verbal elements, such as names, symbols, designs, or combinations thereof, that serve as a product or service identity and differentiator from competitors. Research conducted by Vinny and Hawigyo (2021) shows that brand image has a positive and significant effect on consumer satisfaction.

H4: Brand image has a positive and significant effect on consumer satisfaction.



Picture 1. Research Framework

METHODOLOGY

This research employs a quantitative method with a descriptive and verificative approach. The research sample consists of 100 Grab customers in Bogor, selected using a simple random sampling technique from the population of service users. Data collection was conducted through interviews, questionnaire distribution, and observation to obtain primary data. The collected data were analyzed using multiple linear regression with the support of SPSS version 27.00.

RESEARCH RESULTS

Customer Characteristics

Customer characteristics were obtained through a questionnaire distributed to 100 Grab customers in Bogor, categorized based on the following characteristics:

Table 1. Characteristics of Grab Customers in Bogor

No.	Characteristic	Majority	Percentage (%)
1	Gender	Male	59
2	Age	18-26 years	80
3	Occupation	Student	32
4	Monthly Income	< Rp2,000,000	50

Source: Processed Data, 2025

Table 1 shows that most Grab consumers are male, aged 18-26 years, students, and have a monthly income of less than Rp2,000,000.

Instrument Testing

Instrument testing in this research includes validity and reliability tests. Data is considered valid if the r-count value is ≥ 0.3 , and the test results show that all statements meet this criterion. Meanwhile, reliability is tested using the Cronbach Alpha (α) value, where a variable is considered reliable if the value exceeds 0.6. The analysis results indicate that all variables have a Cronbach Alpha value above 0.6, ensuring that the data in this research is consistent and reliable.

Multiple Linear Regression

The regression model in this research identifies the influence of price, service quality, and brand image variables on Grab customer satisfaction. Based on the analysis results processed using SPSS, the estimated regression equation describing the relationship among these variables is obtained.

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e \dots\dots\dots(1)$$
$$Y = 5.305 + 0.192X_1 + 0.154X_2 + 0.171X_3 + e \dots\dots\dots(2)$$

Interpretation of multiple linear regression analysis results:

1. The constant (α) value of 5.305 indicates that if the price, service quality, and brand image variables are zero ($X_1, X_2, X_3 = 0$), the consumer satisfaction level (Y) remains at 5.305.
2. The regression coefficient for the price variable (X_1) is 0.192 with a positive value, indicating that an increase in price will increase consumer satisfaction, assuming other variables remain constant. Conversely, if the price decreases, consumer satisfaction will also decline.
3. The regression coefficient for the service quality variable (X_2) is 0.154, showing a positive relationship, meaning that the better the service quality, the higher consumer satisfaction, assuming other variables remain unchanged.
4. The regression coefficient for the brand image variable (X_3) is 0.171 with a positive value, indicating that an improvement in brand image will enhance consumer satisfaction, provided other variables remain constant.

Correlation Coefficient and Coefficient of Determination

Table 2. Multiple Correlation Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.760a	0.578	0.564	2.46217

Source: Processed Data, 2025

Based on Table 2, the positive correlation (R) value of 0.760 falls within the 0.600-0.799 range, indicating a strong relationship. This suggests a significant and direct correlation between price, service quality, and brand image with consumer satisfaction. In other words, the higher the value of these three variables, the greater the Grab customer satisfaction, and vice versa.

Meanwhile, the coefficient of determination analysis in Table 2 shows that the Adjusted R Square value is 0.564 or 56.4%. This means that price, service quality, and brand image collectively contribute 56.4% to Grab consumer satisfaction, while the remaining 43.6% is influenced by other factors not examined in this study.

Hypothesis Testing Results

Hypothesis testing in this research consists of an F-test for simultaneous effects and a t-test for partial effects. The following is a summary of the overall hypothesis testing results.

Table 3. Summary of Hypothesis Testing Results

No	Hypothesis	Statistical Test	Decision	Conclusion
1	Price, service quality, and brand image simultaneously have a positive and significant effect on consumer satisfaction.	$43.759 > 2.69$	Ha accepted	Positive and significant effect
2	Price has a positive and significant effect on consumer satisfaction.	$3.154 > 1.66$	Ha accepted	Positive and significant effect
3	Service quality has a positive and significant effect on consumer satisfaction.	$4.044 > 1.66$	Ha accepted	Positive and significant effect
4	Brand image has a positive and significant effect on consumer satisfaction.	$3.450 > 1.66$	Ha accepted	Positive and significant effect

Source: Processed Data, 2025

DISCUSSION

The Influence of Price, Service Quality, and Brand Image on Consumer Satisfaction

Based on Table 3, the obtained F-statistic value is 43.759, while the F-table value at a significance level of $\alpha = 0.05$ with degrees of freedom $df_1 = 3$ (4-1) and $df_2 = 96$ (100-3-1) is 2.70. Since the F-statistic is greater than the F-table (43.759 > 2.70) and the significance F value is 0.000, which is smaller than 0.05, it can be concluded that H_0 is rejected and H_a is accepted. These results indicate that price, service quality, and brand image variables simultaneously have a positive and significant effect on Grab consumer satisfaction. Thus, it can be concluded that price, service quality, and brand image factors strongly correlate and influence each other in enhancing Grab consumer satisfaction. This means that if these three factors are improved, consumer satisfaction can significantly increase. This also suggests that companies need to focus on these three aspects to retain and attract more customers.

The Effect of Price on Customer Satisfaction

Based on Table 3, the price variable has a t-value of 3.154, while the t-table value at a significance level of $\alpha = 0.05$ with a degree of freedom (df) of 96 (100-3-1) is 1.660. Since the t-value is greater than the t-table value (3.154 > 1.660), H_{01} is rejected and H_{a1} is accepted, meaning that price has a positive and significant effect on Grab customer satisfaction. With the acceptance of H_{a1} , it can be concluded that the price factor significantly impacts customer satisfaction levels. This finding indicates that the more competitive or reasonable the offered price is, the higher the level of consumer satisfaction. Therefore, Grab needs to consider a more optimal pricing strategy to enhance competitiveness and customer satisfaction.

The Effect of Service Quality on Customer Satisfaction

Based on Table 3, the service quality variable has a t-value of 4.044, while the t-table value at a significance level of $\alpha = 0.05$ with a degree of freedom (df) of 96 (100-3-1) is 1.660. Since the t-value is greater than the t-table value (4.044 > 1.660), H_{02} is rejected and H_{a2} is accepted, meaning that service quality has a positive and significant effect on customer satisfaction. With the acceptance of H_{a2} , it can be concluded that an improvement in service quality significantly contributes to Grab customer satisfaction levels. Factors such as responsiveness and comfort in using the service are crucial aspects in enhancing customer satisfaction. Therefore, Grab must continuously innovate and improve its service quality to strengthen loyalty and increase customer satisfaction.

The Effect of Brand Image on Customer Satisfaction

Based on Table 3, the t-value for the brand image variable is 3.450, while the t-table value at a significance level of $\alpha = 0.05$ with a degree of freedom (df) of 96 (100-3-1) is set at 1.660. Since the t-table value is lower than the t-value (1.660 < 3.450), H_{03} is rejected and H_{a3} is accepted, meaning that brand image has a positive and significant effect on Grab customer satisfaction. With the acceptance of H_{a3} , it can be concluded that brand image significantly impacts customer satisfaction levels. Factors such as brand reputation and brand identity are crucial aspects in enhancing customer satisfaction. Therefore, Grab must continuously innovate and improve its brand image to strengthen loyalty and increase customer satisfaction.

3.450), H03 is rejected, and Ha3 is accepted. Thus, it can be stated that customer satisfaction is positively and significantly influenced by brand image. With the acceptance of Ha3, it can be concluded that an increase in user satisfaction with Grab's services is influenced by a strong and positive brand image. This finding indicates that customer satisfaction will improve if Grab's brand perception is well-established. Therefore, Grab must strengthen its brand image through consistent and effective communication strategies to maintain customer loyalty and satisfaction.

CONCLUSIONS

Based on the research results and hypothesis testing regarding the influence of price, service quality, and brand image on customer satisfaction, the following conclusions can be drawn:

1. Customer satisfaction with Grab in Bogor is positively and significantly influenced by price, service quality, and brand image simultaneously.
2. Customer satisfaction with Grab in Bogor increases due to the positive and significant influence of price.
3. An improvement in service quality has a positive and significant impact on Grab customer satisfaction in Bogor.
4. A strong brand image also contributes positively and significantly to Grab customer satisfaction in Bogor.

RECOMMENDATIONS

Based on this study, the following recommendations are suggested:

1. **Customer Satisfaction:** The lowest-rated statement in customer satisfaction is the willingness to recommend. Grab should consistently improve service quality and provide a satisfying experience for customers. Additionally, incentive programs such as referrals or loyalty rewards can be implemented to encourage customers to recommend the service.
2. **Price:** The lowest-rated statement in price is the alignment between price and benefits. Grab should adjust prices to match the quality and benefits perceived by customers. The company could consider more flexible pricing options or special discounts to better meet consumer expectations.
3. **Service Quality:** The lowest-rated statement in service quality is related to physical products. Grab needs to ensure that physical products, such as vehicles or other equipment, are always maintained and of high quality. Drivers should also be trained to keep their vehicles clean and comfortable for a better customer experience.
4. **Brand Image:** The lowest-rated statement in brand image is related to brand identity. Grab can strengthen its brand identity through clearer and

more consistent marketing campaigns. Highlighting the company's core values and building an emotional connection with customers can enhance the overall brand image.

FUTURE RESEARCH

This study focuses solely on the influence of price, service quality, and brand image on customer satisfaction. Future research is recommended to consider other variables that may also affect customer satisfaction, such as facilities and atmosphere (Tjiptono, 2016).

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