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THE EFFECT OF SERVICE QUALITY, PRICE, AND PROMOTION ON APPLICATION-BASED ONLINE TRANSPORTATION CUSTOMER LOYALTY CASE STUDY ON GOJEK CUSTOMERS IN SEMARANG CITY

PENGARUH KUALITAS LAYANAN, HARGA, DAN PROMOSI TERHADAP LOYALITAS PELANGGAN TRANSPORTASI ONLINE BERBASIS APLIKASI STUDI KASUS PADA PELANGGAN GOJEK DI KOTA SEMARANG

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ABSTRACT

This study aims to analyse the effect of service quality, price, and promotion on application-based online transportation customer loyalty, especially for Gojek users in Semarang City. The three independent variables were chosen because they are believed to have a strategic role in maintaining and increasing customer loyalty amid the increasingly competitive digital transportation industry. This research uses a quantitative approach with a survey method through a questionnaire to 100 respondents who are active users of Gojek services. The analysis technique used is multiple linear regression with the help of SPSS to test the partial and simultaneous effects of the independent variables on customer loyalty as the dependent variable. The results showed that service quality, price, and promotion have a positive and significant effect on customer loyalty, both partially and simultaneously. Service quality is the most dominant variable in shaping user loyalty. These findings are expected to be a reference for online transport companies in developing marketing strategies that are oriented towards customer experience.
Keywords: *Service Quality, Price, Promotion, Customer Loyalty, Online Transportation, Gojek.*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan, harga, dan promosi terhadap loyalitas pelanggan transportasi online berbasis aplikasi, khususnya bagi pengguna Gojek di Kota Semarang. Ketiga variabel independen dipilih karena diyakini memiliki peran strategis dalam mempertahankan dan meningkatkan loyalitas pelanggan di tengah industri transportasi digital yang semakin kompetitif. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner kepada 100 responden yang merupakan pengguna aktif layanan Gojek. Teknik analisis yang digunakan adalah regresi linier berganda dengan bantuan SPSS untuk menguji efek parsial dan simultan variabel independen terhadap loyalitas pelanggan sebagai variabel dependen. Hasil menunjukkan bahwa kualitas layanan, harga, dan promosi memiliki efek positif dan signifikan terhadap loyalitas pelanggan, baik secara parsial maupun simultan. Kualitas layanan merupakan variabel yang paling dominan dalam membentuk loyalitas pengguna. Temuan ini diharapkan dapat menjadi acuan bagi perusahaan transportasi online dalam mengembangkan strategi pemasaran yang berorientasi pada pengalaman pelanggan.
Kata kunci: Kualitas Layanan, Harga, Promosi, Loyalitas Pelanggan, Transportasi Online, Gojek.

INTRODUCTION

Advances in information technology have had a significant impact on various aspects of human life, including the transport sector. One important innovation in this field is the emergence of application-based online transport services such as Gojek, which combines smartphone technology and internet networks to provide fast, easy, and safe services to its users (Arista et al., 2024). This digital transformation has changed consumer preferences from conventional transport to application-based services that are considered more efficient, informative, and flexible.

Transport itself is a basic service that provides strategic value through its ability to facilitate the mobility of individuals and goods (Yunas et al., 2023). Online transport services allow users to know the estimated cost, travel time, and driver information in real-time, thus increasing the sense of security and

comfort in using the service. However, the rapid growth of these service providers has also triggered intense competition, requiring companies to continuously improve service quality in order to maintain customer loyalty.

In this context, the three main factors believed to influence customer loyalty are service quality, price, and promotion. Service quality plays an important role in shaping positive customer perceptions, as excellent service can create a satisfying user experience and encourage reuse. Meanwhile, price is also a crucial element, where a balanced perception of value between price and service quality can strengthen consumers' decision to keep using the service. Promotion, as an effective marketing strategy, serves not only to attract new customers but also to retain existing customers through various incentives such as discounts, vouchers, and usage bonuses.

Especially among university students, ride-hailing services have become part of their daily lifestyle due to their high level of mobility in academic and social activities. Therefore, customer loyalty in this segment is a strategic asset for companies to maintain business continuity. However, in practice, there are still various customer complaints related to driver behaviour, punctuality, and vehicle condition, which can disrupt customer loyalty if not managed properly.

It is important for companies to understand that loyalty is not just the result of one single aspect, but is an accumulation of various customer experiences of the services received. Therefore, consistently managing service quality, price, and promotion is crucial in building customer loyalty.

Although there have been many studies that discuss the factors that influence customer loyalty, there are research gaps that are still relevant for further study. Most of the previous studies focused on only some of the variables or in different contexts in terms of geography and type of service. In addition, the findings between studies also show inconsistent results, especially on the effect of promotion on customer loyalty. Some studies found that promotions do not have a significant influence, while other studies showed the opposite. On the other hand, the post-COVID-19 pandemic context, which also affects consumers' digital behaviour, has not been comprehensively studied in relation to online transportation customer loyalty.

To clarify the existing research gap, the following table summarises the research gap based on previous studies:

Table 1. Research Gap

No	Researcher & Year	Variable Studied	Main Findings	Limitations/GAP
1	Lusiah et al. (2020)	Service Quality, Customer Satisfaction → Loyalty	Service quality has a significant effect on loyalty, satisfaction does not mediate	Does not consider price and promotion variables; focus on students in Medan
2	Zufriah & Sarjita (2020)	Price, Promotion → Consumer Loyalty	Price and promotion have a significant effect on GrabFood user loyalty	Does not examine service quality variables; focus on food services

3	Dirnaeni et al. (2024)	Promotion, Innovation, Digital Marketing → Loyalty	All three variables have a significant effect on Goride customer loyalty	Does not examine price and service quality variables specifically
4	Prasetyo & Muamilah (2024)	Price → Customer Loyalty	Price has a negative and significant effect on Grab customer loyalty	Did not examine the variables of promotion and service quality; focus on the campus area

Based on this background and findings, this study aims to comprehensively examine the effect of service quality, price, and promotion on application-based online transportation customer loyalty, with a focus on Gojek users in Semarang City. This research is expected to make an empirical contribution in strengthening the service marketing literature and become strategic input for digital transportation service managers.

RESEARCH METHOD

This research uses a quantitative approach with an associative design. This approach was chosen because it is able to measure the causal relationship between the independent variables, namely service quality, price, and promotion, on the dependent variable, namely customer loyalty in application-based online transportation services. Data analysis was carried out numerically and objectively to test the influence between variables simultaneously and partially. The analysis technique used is multiple linear regression with the help of SPSS software version 25/26.

Research Variables

This study involves two types of variables, namely independent variables and dependent variables. Independent variables include: (1) Service Quality (X1) which is measured through five dimensions according to Parasuraman, Zeithaml, and Berry, namely tangibles (physical facilities), reliability (driver reliability), responsiveness (quick response), assurance (security), and empathy (personal care); (2) Price (X2) which refers to consumer perceptions of the appropriateness of service prices and their comparison with competitor prices (Capriati, 2023); and (3) Promotion (X3) which includes the intensity and type of promotion, ease of use of promos, and suitability to customer needs. Meanwhile, the dependent variable (Y) is Customer Loyalty, which is measured by reuse intentions, brand loyalty, recommendations to others, and repeated satisfaction in using the service.

Variable Operationalisation

To operationalise the variables, a questionnaire instrument with a Likert scale of 1-5 was used. Each variable indicator is detailed in Table 2 below:

Table 2. Operationalisation of Research Variables

Variable	Indicator	Scale
Service Quality (X1)	Tangibles, Reliability, Responsiveness, Assurance, Empathy	Likert 1-5
Price (X2)	Price suitability, relative price, special price promo	Likert 1-5
Promotion (X3)	Frequency and type of promo,	Likert 1-5

	ease of access, suitability to needs	
Customer Loyalty (Y)	Intention to reuse, loyal to the brand, recommendation, re-satisfaction	Likert 1-5

Population and Sample

The population in this study are active users of Gojek services in Semarang City who have used the service at least three times in the last three months. The sampling technique used purposive sampling method, with the following criteria: (1) at least 19 years old, (2) have direct experience using the application, and (3) have used the service in the past month. The number of samples was determined using the Slovin formula at an error rate of 5%, resulting in a sample size of 100 respondents.

Types and Sources of Data

This study uses two types of data, namely primary data and secondary data. Primary data was obtained through an online questionnaire based on Google Forms which was compiled based on the theoretical indicators of each variable. Meanwhile, secondary data was obtained from written sources such as scientific journals, academic articles, and online transportation company reports to strengthen the theoretical framework and support the formation of research hypotheses.

Data Collection Technique

Data collection was conducted using a closed questionnaire adopting a 5-point Likert scale, with items that had been tested for validity and reliability. In addition, observations were made of users' interactions through social media and their responses to promotions provided by the app. The rating scale on the questionnaire is detailed in Table 3 below:

Table 3. Likert Scale

Score	Statement
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

Classical Assumption Test

Multicollinearity Test

This study uses multicollinearity test as a diagnostic tool to identify statistically significant dependence among independent variables. The hallmark of a robust regression model is the absence of such relationships between its predictors. To identify potential multicollinearity, the analysis examines the Tolerance and VIF metrics. Interpretation suggests that if the VIF value is < 10 and the Tolerance value is > 0.10, this signifies a healthy condition, meaning there is no problematic multicollinearity among the independent variables in the regression framework.

Normality Test

To determine the distribution characteristics of the variables, a normality test is carried out with the aim of verifying whether the data is close to a normal distribution. This initial check is very important because it forms the basis for the validity of subsequent analyses, which are often based on the assumption that the residuals (the difference between the observed and predicted values) are normally distributed. The method chosen for this assessment is the Kolmogorov-Smirnov test. The interpretation of this test is quite simple: if the resulting significance level is > 0.05, this indicates that the data can be considered normally distributed.

Heteroscedasticity Test

The heteroscedasticity test serves as a diagnostic check to ascertain whether the residual variability (or dispersion among other variables) remains consistent across different levels of the independent variable. Essentially, this test looks for patterns in the error terms that may violate regression assumptions. A visual examination of the scatter diagram of the model can provide initial clues regarding possible heteroscedasticity. However, a more formal determination involves examining the coefficient values obtained from the Glejser test for each pair of independent and dependent variables. The presence or absence of heteroscedasticity is then assessed based on the significance level associated with the results of this test: a significance level > 0.05 indicates that heteroscedasticity is not present in the dataset.

Multiple Linear Regression Analysis

To analyse the influence exerted by the independent variables specifically Service Quality, Price, and Promotion on the dependent variable, Customer Loyalty, the respondents' data was analysed in depth using multiple regression techniques. This quantitative approach aims to measure precisely the extent of such influence. The specific method used in this analysis involves multiple linear regression equations, which are structured as follows:

$$Y=\alpha+ \beta1.X1+ \beta2.X2+ \beta3.X3$$

Description:

Y = Purchase Decision

α = Constanta value

β1 X1 = Tangibles regression coefficient

β2 X2 = Reliability regression coefficient

β3 X3 = Responsivenees regression coefficient

β4 X4 = Assurance regression coefficient

β5 X5 = Empathy regression coefficient

Hypothesis Test

T Test (Partial Test)

The T test is a test used for the T test serves as a critical analytical tool designed to measure the specific and individual impact that each independent variable has on the dependent variable, by analysing these effects separately (partially). This statistical test operates under the assumption of constant variance (homoscedasticity) and is applied within the framework of a 5% significance level (α=0.05) to evaluate hypotheses. The decision regarding the acceptance or rejection of each hypothesis is determined by comparing the level of significance obtained with the predetermined threshold:

1. If the significance > 0.05 then the hypothesis is rejected
2. If the significance <0.05 then the hypothesis is accepted

F Test (Simultaneous Test)

The F test serves as a comprehensive evaluation, assessing the combined impact of all independent variables integrated into the regression model on the dependent variable. This test determines whether the combined effect is statistically significant. This analysis is carried out within the framework of a significance level of 0.05 (α=0.05), and the interpretation of the results follows the following guidelines:

1. If the significant value is >0.05, the hypothesis is rejected
2. If the significant value is <0.05 then the hypothesis accepted

Coefficient of Determination (R^2)

The coefficient of determination, often denoted by R^2, serves as a measure of the explanatory power of the

regression model, measuring how effectively the independent variables explain the observed variation in the dependent variable. Its value ranges from zero to one. A low R^2 value indicates that the independent variables have only a limited ability to explain the behaviour of the dependent variable. Therefore, and to provide a more in-depth assessment, especially when comparing models with different numbers of predictors, many researchers recommend using Adjusted R^2. Unlike the standard R^2, which always increases or remains the same with the addition of variables, Adjusted R^2 applies a penalty for the addition of variables that do not significantly improve the model, thus allowing the value to potentially decrease and providing a more reliable indicator of model quality.

$$Kd = R^2x100\%$$

Description:

Kd: The extent of change in the associated variable.

R^2: The square of the multiple correlation coefficient

The closer the value is to 1, the more effective the model is in explaining and describing the relationship with the independent variable.

RESULTS AND DISCUSSION

Research Results

Respondents in this study are active users of Gojek application services who live in Semarang City. They were selected based on certain criteria, namely having used Gojek services at least once in the last month and being at least 19 years old. A total of 100 respondents were collected. The purpose of this grouping is to provide a clear picture of the basic characteristics of respondents, both based on gender, age, and frequency of use of the Gojek application. Detailed information about the respondent profile is presented in Table 4 below:

Table 4. Characteristics of Research Respondents

Category	Sub-Category	Frequency	Percentage
Gender	Male	32	32%
	Female	68	68%
Age	19-22 years old	37	37%
	23-26 years old	34	34%
	27-30 years	24	24%
	> 30 years	5	5%
Frequency of use	1-2 times per month	25	25%
	3-5 times per month	35	35%
	>5 times per month	40	40%
Total Respondents		**100**	**100%**

Based on the table, it can be seen that the majority of respondents are female (68%), while 32% are male. This shows that Gojek service users in Semarang City are dominated by women. In terms of age, most respondents are in the age range of 19-22 years (37%), followed by age groups 23-26 years (34%) and 27-30 years (24%). Only 5% of respondents were above 30 years old. This finding indicates that online transport services are widely used by younger age groups who tend to have high mobility.

Meanwhile, based on frequency of use, most respondents (40%) use Gojek services more than five times per month. Respondents who use the service 3-5 times a month amount to 35%, and the rest (25%) use 1-2 times. This shows that the majority of users have a fairly high intensity of use, signalling their dependence on online transport services in their daily lives in Semarang City.

Instrumental Test

Validity Test

Data validation ensures the accuracy of the material information collected by comparing specific values to the grand total, as well as ensuring item validity. The questionnaire undergoes an accuracy check, called a validity test. The significance test, which compares the calculated 'r' value with the 'r' value in the table (at 5% significance level, df=n-2), measures this validity.

Table 5 displays the results of these validity tests for service quality, price, promotion, and customer loyalty.

Table 5. Validity Test

Indicator	R-count	R-table	Description
Service Quality			
X1.1	0,778	0,1966	Valid
X1.2	0,789	0,1966	Valid
X1.3	0,813	0,1966	Valid
X1.4	0,764	0,1966	Valid
X1.5	0,797	0,1966	Valid
Price			
X2.1	0,837	0,1966	Valid
X2.2	0,855	0,1966	Valid
X2.3	0,850	0,1966	Valid
Promotion			
X3.1	0,836	0,1966	Valid
X3.2	0,805	0,1966	Valid
X3.3	0,789	0,1966	Valid
X3.4	0,836	0,1966	Valid
Customer loyalty			
Y1.1	0,801	0,1966	Valid
Y1.2	0,843	0,1966	Valid
Y1.3	0,790	0,1966	Valid
Y1.4	0,810	0,1966	Valid

Source: SPSS Processing Results, 2026

Each variable questionnaire indicator shows that r-count> r table, so it is concluded that each questionnaire indicator is declared feasible for further testing.

Reliability Test

After validation, the questions that were declared 'Valid' underwent a 'stability check' - reliability test. This test verifies whether each question is a stable indicator, consistently pointing to the intended variable, and whether the group of questions as a whole forms a reliable measuring instrument for data collection. The cut-off for this collective reliability is a Cronbach's alpha value of more than 0.60, which indicates that the measured variable is consistently stable.

Table 6. Reliability Test

Variable	Cronbach's Alpha	Standardised Value	Description
Service Quality	0,845	0,60	Reliable
Price	0,804	0,60	Reliable
Promotion	0,830	0,60	Reliable
Customer loyalty	0,826	0,60	Reliable

Source: SPSS Processing Results, 2026

Based on the table above, it is concluded that Cronbach alpha on each variable> 0.60, fulfilling the reliability test requirements. So that the data is said to be reliable.

Classical Assumption Test

Normality Test

To ensure the accuracy of the insights obtained from other variables, the researcher first 'equalises the conditions' by testing the normality of the residual values (the difference between the observed and predicted data) by assuming that the values follow a standard bell curve pattern. The Kolmogorov-Smirnov test serves as the main 'leveller'; if the significance value is above 0.05, the data is considered normal (normally distributed). Visually, this normality is seen in the scatter diagram where the data points are aligned along the diagonal line. The results obtained using SPSS 26 with the Kolmogorov-Smirnov method are explained in detail below:

Table 7. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardised Residual
N		100
Normal Parameters[a, b]	Mean	.0000000
	Std. Deviation	1.20915194
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.030
Test Statistic		.078
Asymp. Sig. (2-tailed)		.138[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS Processing Results, 2026

The results of the Kolmogorov-smirnov test in table 7 can be seen that the significance value of the Test

Statistic is 0.140> 0.05. So it can be said that the data is normally distributed.

Multicollinearity Test

The multicollinearity test aims to identify significant statistical relationships between independent variables to prevent model distortion. By evaluating the Tolerance (>0.10) and VIF (<10) values, the researcher ensures that there is no problematic multicollinearity, so that each predictor provides different information. The results of this important check are presented in Table 8.

Table 8. Multicollinearity Test

Coefficients[a]								
Model		**Unstandardised Coefficients**		**Standardised Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
1	(Constant)	1.407	.973		1.446	.152		
	Service Quality	.227	.077	.258	2.954	.004	.353	2.834
	Price	.401	.101	.330	3.983	.000	.390	2.561
	Promotion	.337	.080	.360	4.243	.000	.372	2.687

a. Dependent Variable: Customer Loyalty

Source: SPSS Processing Results, 2026

From the results above, it is known that the tolerance value> 0.1, while VIF < 10, which can be concluded that the data does not occur symptoms of multicollinearity between the independent variables with the regression model.

Heteroscedasticity Test

The heteroscedasticity test is used to diagnose whether the variability of residuals (or other variables) remains constant or changes systematically. Although scatter diagrams provide an initial picture of this pattern, definitive judgement relies on the Glejser test. This test estimates the coefficient of the variable relationship to statistically determine the presence or absence of heteroscedasticity. The basic principle: a significance level above 0.05 confirms homoskedasticity, meaning that the variance of the data is stable and heteroskedasticity is not a problem. The following data illustrates the results of the Glejser test procedure run with SPSS 26.

Table 9. Heteroscedasticity Test

Coefficients[a]						
Model		**Unstandardised Coefficients**		**Standardised Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	1.466	.604		2.427	.017
	Service Quality	-.012	.048	-.042	-.248	.805
	Price	.007	.062	.019	.118	.906
	Promotion	-.023	.049	-.076	-.458	.648

a. Dependent Variable: ABS_Res1

Source: SPSS Processing Results, 2026

The results of table 9, it can be seen that the significance value of each independent variable> 0.05, which means that there are no symptoms of heteroscedasticity, so the regression model is feasible to use.

Hypothesis Test

T Test (One-Sided t Test)

The t test functions like a careful assessment of the evidence regarding the validity of the regression equation, with a particular focus on the coefficients. The researcher compares the "weight" of the calculated t value with the predetermined "reference weight" of the t table. In this study, the significance threshold was set at 5% (0.05). Whether the evidence is sufficient to declare the equation valid can be seen in the results presented in Table 10.

Table 10. T-test

Coefficients[a]						
Model		**Unstandardised Coefficients**		**Standardised Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	1.407	.973		1.446	.152
	Service Quality	.227	.077	.258	2.954	.004
	Price	.401	.101	.330	3.983	<.001
	Promotion	.337	.080	.360	4.243	<.001
a. Dependent Variable: Customer Loyalty						

1. Hypothesis Test 1 (H1)
   The analysis of the service quality variable (X_1) yields a t-statistic of 2.954, which exceeds the critical value of 1.660, coupled with a significance level of 0.004,. This finding leads to the rejection (H_0) and acceptance (H_1). Therefore, it is concluded that service quality (X_1) has a partially significant effect on customer loyalty (Y).
2. Hypothesis Test 2 (H2)
   For the price variable (X_2), the t count is 3.983, exceeding the critical value of 1.660, and the significance level is 0.001. These results necessitate the rejection (H_0) and acceptance (H_2). Thus, it is established that price (X_2) has a statistically significant partial impact on customer loyalty (Y).
3. Hypothesis Test 3 (H3)
   Regarding the promotion variable (X_3), the calculated t obtained is 4.243, which exceeds the critical value of 1.660, and the significance level is 0.001. These results warrant rejection (H_0) and acceptance (H_3). It is therefore concluded that promotion (X_3) shows a partially significant effect on customer loyalty (Y).

F test (Simultaneous hypothesis testing)

To evaluate the collective effect of the independent variables on the dependent variable, the F-test is used as a statistical tool. This test determines whether the group of independent variables, together, has a statistically significant effect on the dependent variable, thus providing a comprehensive assessment of their combined impact. This test is a way to measure the overall explanatory power of the model. The results are interpreted by comparing this 'weight' (F statistic) with a known threshold (F table value at the selected alpha level). The results of this overall impact assessment are as follows:

Table 11. F test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	RegressiSon	417.257	3	139.086	92.248	.000[b]
	Residual	144.743	96	1.508		
	Total	562.000	99			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Promotion, Price, Service Quality						

Based on the table above, it explains that service quality, price, and promotion have a significant positive effect on customer loyalty. Obtained an F value of 92.248 and a significant value of 0.000 < the probability value of 0.05. So that it shows simultaneously or together service quality, price, and promotion have a significant positive effect on customer loyalty.

Test Coefficient of Determination

The coefficient of determination, often denoted as R-squared (R^2), measures the proportion of variance in the dependent variable that can be predicted from the independent variable. To account for potential bias caused by the number of predictors, an adjusted R-squared (Adjusted R^2) is used, which offers a more accurate measure of the model's explanatory power. The Adjusted R^2 value, as presented in the table below, directly describes the percentage of variation in the dependent variable explained by the independent variables, while adjusting for model complexity.

Table 12. Test Coefficient of Determination

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.862[a]	.742	.734	1.228	2.079
a. Predictors: (Constant), Promotion, Price, Service Quality					
b. Dependent Variable: Customer Loyalty					

The findings presented above show an R-squared (R^2) value of 0.742, which signifies that the independent variables jointly account for 74.2% of the variability in the Customer Loyalty variable. Consequently, 25.8% of the remaining variance is due to factors not included in this study, highlighting the potential influence of additional variables beyond the scope of this study.

Discussion

Effect of Quality on Customer Loyalty

This study investigates the relationship between Service Quality and Customer Loyalty among Gojek users in Semarang, using hypothesis testing to ascertain the nature of this influence. The results showed a statistically significant positive effect of the independent variable, Service Quality, on the dependent variable, Customer Loyalty. This conclusion is reinforced by the results of the T-test. With a calculated T-statistic of 2.954, which exceeds the critical value of 1.660, and a significance level of 0.004, then (H_0) is rejected and (H_1) is accepted.

Service quality refers to the level of excellence in service delivery perceived by customers, as measured against their expectations and needs. In the world of business and marketing, service quality serves as an important

indicator to determine the extent to which services meet or exceed customer expectations. In the context of online transportation platforms, such as Gojek in Semarang City, service quality encompasses a wide array of attributes, including punctuality, driver courtesy, ride safety, and application interface friendliness. Collectively, these dimensions play an important role in fostering customer satisfaction and cultivating long-term loyalty. A quality service will provide a positive experience, increase trust, and encourage customers to continue using the service. Therefore, in the context of Gojek in Semarang City, efforts to maintain and improve service quality are key strategies in maintaining competitiveness and user loyalty amidst increasingly fierce competition for online transport services.

Customer loyalty is a form of commitment and loyalty of a customer to a brand, product, or service, which is reflected through repeated usage behaviour and consistent preferences, despite the availability of many other alternatives in the market. In the context of Gojek services in Semarang City, customer loyalty is shown through the user's decision to continue using Gojek services to fulfil their transportation needs and other services, such as food delivery or goods delivery. Customers who are loyal to Gojek not only use the service regularly, but also feel satisfied, believe in the quality of service provided, and are willing to recommend it to others. This loyalty is an important indicator of the company's success in retaining its customers in the midst of intense competition between online transportation platforms.

Based on the above understanding, overall service quality emerges as an important determinant of customer perception and satisfaction. In the framework of Gojek services in Semarang City, this covers a spectrum of key attributes, including punctuality of pick-up, driver courtesy and professionalism, assurance of journey safety, intuitive application usability, and comfort experienced during the service. When these elements of service quality are effectively managed and optimised, customers experience higher satisfaction and develop a strong sense of trust in the service provided. This satisfaction then contributes to the formation of customer loyalty, which is reflected in the frequency of repeated use of services, participation in various promotional programmes, and willingness to recommend Gojek to others. In other words, good service quality is a key factor in building and maintaining Gojek user loyalty in Semarang City.

The findings of this study are corroborated by several studies in the literature. Manacika and Pramudana (2024) showed a positive and significant relationship between service quality and customer loyalty among users of online transport services in Denpasar City. Similarly, Lestari (2024) found that service quality has a positive and significant effect on customer loyalty at Larissa Aesthetic Centre in Malang City. Further strengthening this conclusion, Alvin (2024) established that service quality significantly affects customer loyalty at BCA Bank, Yogyakarta, both directly and indirectly through the mediating role of customer satisfaction. In addition, Fitriana (2016) conducted research on Gojek users in Jakarta, revealing that service quality, as measured using the SERVQUAL framework, significantly affects customer satisfaction and loyalty. Collectively, these studies provide strong empirical support for the positive and significant influence of service

quality on customer loyalty in various contexts.

The Effect of Price on Customer Loyalty

This study examines the relationship between Price and Customer Loyalty variables among Gojek users in Semarang, using hypothesis testing to ascertain the nature of the effect. The results showed a statistically significant positive effect of the independent variable, Price, on the dependent variable, Customer Loyalty. This conclusion is reinforced by the results of the T-test. With a calculated T-statistic of 3.983, which exceeds the critical value of 1.660, and a significance level of 0.001, (H_0) is rejected and (H_1) is accepted.

Price is an important component of marketing strategy, which represents the monetary value that customers exchange to obtain a product or service. Price serves as an important determinant in shaping customer perceptions of the value, affordability, and overall attractiveness of an offering. In the context of business and marketing, price is not only a transaction tool, but also an indicator of customer perceptions of the benefits and fairness they feel. In online transportation services such as Gojek in Semarang City, price includes aspects such as affordability of tariffs, consistency of costs, transparency of calculations, and compatibility between prices and benefits received.

Price is a crucial factor in shaping customer satisfaction and loyalty. Competitive prices that are considered appropriate will create satisfaction, increase trust, and encourage customers to continue using the service repeatedly. Therefore, in the context of Gojek in Semarang City, appropriate and affordable pricing is a key strategy in maintaining competitiveness and user loyalty, especially in the midst of increasingly competitive online transportation services.

Customer loyalty is a form of commitment and loyalty of a customer to a brand, product, or service, which is reflected through repeated usage behaviour and consistent preferences, despite the availability of many other alternatives in the market. In the context of Gojek services in Semarang City, customer loyalty is shown through the user's decision to continue using Gojek services to fulfil their transportation needs and other services, such as food delivery or goods delivery. Loyal Gojek customers demonstrate a diverse commitment to the service, characterised not only by consistent and repeated use, but also by a deep sense of satisfaction, trust in the quality of service provided, and willingness to actively recommend the platform to others. This loyalty is an important indicator of the company's success in retaining its customers in the midst of intense competition between online transport platforms.

Based on the above understanding, price emerges as an important determinant that significantly shapes customer perception and satisfaction. Strategic positioning directly impacts how customers evaluate the value proposition of a product or service, thus influencing their overall satisfaction and decision-making process. In the context of Gojek services in Semarang City, price includes the affordability of tariffs, transparency of costs, compatibility between prices and service benefits, and price consistency in various conditions. When the pricing strategy is implemented wisely, customers perceive the costs incurred as commensurate with the quality and convenience of the services provided. This alignment fosters a sense of value and fairness, thereby increasing overall customer satisfaction

and reinforcing their positive perception of the offering. The perception of fair and competitive pricing will create satisfaction, increase trust, and encourage customer loyalty. This loyalty is reflected in the frequency of repeated use of services, participation in promotional programmes or discounts offered, and willingness to recommend Gojek to others. In other words, the appropriate and affordable price is a key factor in building and maintaining the loyalty of Gojek users in Semarang City.

This research is supported by the findings of Mamonto et al. (2024) which shows that price has a positive and significant effect on customer loyalty at Toko Kelong Lestari in Kotamobagu. Pricing that is considered appropriate by customers is proven to increase their tendency to keep shopping repeatedly. Something similar was also found in a study by Hartono (2023), which states that price has a positive and significant effect on customer loyalty at Antavaya Tour & Travel in Jakarta. Customers tend to be loyal to use travel services when the price offered is comparable to the benefits obtained. Meanwhile, according to Halimah and Yanti (2022), price has a significant influence on customer loyalty at the Post Office service in Purwokerto. An affordable and competitive pricing strategy is considered capable of retaining customers and encouraging them to return to use the same service. In addition, research from Gunawan, Nainggolan, and Effendi (2024) also shows that price contributes positively to shaping customer loyalty in Uniqlo product users in Surabaya. Pricing in accordance with product quality has an impact on satisfaction levels, which in turn encourages loyalty.

The Effect of Promotion on Customer Loyalty

In this study, the results of the influence between the Promotion variable and gojek Customer Loyalty in the city of Semarang were obtained, to determine this influence, a hypothesis test was carried out, it was known to have a significant positive effect between the independent variable Promotion and the dependent variable Customer Loyalty. This is reinforced by the calculation of the T test results. The T test result of 4.243> 1.660 and a significance value of 0.001 <0.05 indicate that Ho is rejected and H1 is accepted.

Promotion includes a series of strategic activities carried out by companies to communicate, persuade, and strengthen awareness among consumers about their products or services. The main objectives of promotional efforts are to stimulate interest, influence purchasing decisions, and ultimately drive consumer engagement and acquisition. In the context of business and marketing, promotion reflects a communication strategy designed to attract customer attention and build a positive brand image. In online transportation services such as Gojek in Semarang City, the form of promotion can be in the form of discounts, special discounts, travel vouchers, cashback, and point-based loyalty programmes. Promotion is an important factor in shaping customer interest, satisfaction, and loyalty. An attractive and relevant promotional strategy will provide added value for users, increase satisfaction, and encourage them to continue using the service. Therefore, in the context of Gojek in Semarang City, the implementation of targeted and sustainable promotional strategies is a crucial step in strengthening competitiveness and maintaining user loyalty in the midst of increasingly

competitive online transportation services.

Customer loyalty is a form of commitment and loyalty of a customer to a brand, product, or service, which is reflected through repeated usage behaviour and consistent preferences, despite the availability of many other alternatives in the market. In the context of Gojek services in Semarang City, customer loyalty is shown through the user's decision to continue using Gojek services to fulfil their transportation needs and other services, such as food delivery or goods delivery. Loyal Gojek customers show a diverse commitment to this service, which is not only characterised by consistent and repeated use, but also by a deep sense of satisfaction, trust in the quality of services provided, and proactive willingness to recommend this platform to others. This loyalty is an important indicator of the company's success in retaining its customers amidst fierce competition between ride-hailing platforms.

Based on this understanding, promotion emerges as an important determinant that significantly shapes customer perception and satisfaction. Its strategic implementation plays a critical role in growing awareness, generating interest, and ultimately influencing customer attitudes and decisions regarding a product or service. In the context of Gojek services in Semarang City, promotions include various forms of offers such as discounts, travel discounts, vouchers, cashback, and point-based loyalty programmes. A well-designed promotional strategy will attract customer attention and provide added value in using the service. Attractive, relevant, and sustainable promotions can create satisfaction, strengthen trust, and encourage the formation of customer loyalty. This loyalty is reflected in the frequency of repeated use of services, enthusiasm in participating in promotional programmes, and willingness to recommend Gojek to others. In other words, effective promotion is a key factor in attracting, retaining, and increasing the loyalty of Gojek users in Semarang City.

The findings of this study are supported by several empirical studies in the literature. Roni et al. (2023) showed that promotion has a positive and significant impact on customer loyalty at PT Arta Boga Cemerlang in Pekanbaru, highlighting the efficacy of targeted promotions in fostering long-term relationships with customers. This is in line with the conclusions of Pandiangan et al. (2023), who found a strong positive and significant effect of promotion on customer loyalty at PT Hobin Nauli Multimedia, underscoring the strong correlation between promotional efforts and customer retention. Further reinforcing this insight, Kurniasih et al. (2022) established that promotion significantly influences consumer loyalty in a food delivery service in Jakarta, both directly and indirectly through the mediating role of customer satisfaction. Collectively, these studies emphasise the important role of promotion as a strategic tool in enhancing customer engagement and loyalty across different industries and contexts. Furthermore, according to Hanjaya and Setiawan (2022) in their research on Gojek users in Denpasar, sales promotion is proven to be significant in increasing customer loyalty, along with service quality and digital marketing variables.

CONCLUSION

Based on the results of data analysis and discussion that has been carried out, it can be concluded that the

three independent variables, namely service quality, price, and promotion, have a positive and significant effect on customer loyalty of Gojek services in Semarang City. First, the service quality variable (X1) has a regression coefficient of 0.227, which indicates that a 100% increase in service quality can increase customer loyalty by 22.7%. This reflects the importance of driver interaction, service speed, and ease of use of the application in forming customer attachment to Gojek.

Second, the price variable (X2) shows the most dominant influence with a regression coefficient of 0.401. This means that an increase in positive perceptions of price by 100% can encourage an increase in customer loyalty by 40.1%. This shows that the consistency of prices that are fair and in accordance with service quality, as well as the presence of discounts or competitive rates, plays an important role in retaining customers.

Third, the promotion variable (X3) has a regression coefficient of 0.337, which means that a 100% increase in promotional effectiveness can increase customer loyalty by 33.7%. Promotional strategies such as vouchers, cashback, and loyalty programmes have proven effective in strengthening long-term relationships between customers and companies. Overall, these results show that price is the most dominant factor in influencing customer loyalty, followed by promotion and service quality, signalling that Gojek users strongly consider cost and incentive aspects when deciding to continue using the service.

Although this research contributes to the understanding of the factors that influence online transport customer loyalty, there are several limitations that need to be observed. First, this study only focuses on three main variables, namely service quality, price, and promotion, without considering other variables such as customer satisfaction, brand image, ease of use of the application, or social factors that may also affect customer loyalty.

Second, the scope of the study is limited to Gojek service users in Semarang City who have used the service at least three times in the last three months. Therefore, the results cannot be generalised to users in other cities or to other online transportation applications such as Grab or Maxim. Third, the time approach of the study is cross-sectional, so it cannot capture long-term changes in customer behaviour that could be influenced by promotional dynamics, pricing, or competitor changes.

Fourth, the data collection method was conducted online through Google Form, which has the potential for bias in filling out, including the possibility that respondents did not answer seriously or did not understand the contents of the questions, which could affect the validity of the data. Fifthly, this study uses a purely quantitative approach without a qualitative approach such as in-depth interviews, so it is unable to explore more complex emotional, motivational and contextual aspects. Finally, all data used is subjective because it comes from respondents' perceptions, which can lead to biased interpretations of actual service quality and loyalty.

Based on the research results and limitations described, several suggestions are proposed as input for related parties. First, for Gojek, improving service quality needs to be a top priority. This can be realised through regular training for driver-partners in the aspects of politeness, punctuality, driving safety, and handling customer complaints. In addition, a transparent driver performance evaluation system

based on user feedback will greatly help improve service quality.

Gojek is also advised to maintain a competitive and transparent pricing strategy. The accuracy of fare estimation, especially during peak hours, will increase customer trust. In addition, the promotion strategy needs to be kept consistent, by adjusting the form of promotion according to user segments such as students, office workers, and housewives. Personally tailored promotional programmes can increase user effectiveness and loyalty.

Secondly, for app developers, it is important to ensure system stability and ease of app interface so that users do not experience obstacles when placing orders or making payments. Additional features such as responsive chatbots, intuitive complaint reporting systems, and personalised promotions based on usage history can also be a competitive advantage in maintaining customer loyalty.

Third, for future researchers, it is recommended to add other variables such as customer satisfaction, trust, technological innovation, brand reputation, or customer experience that have the potential to contribute to loyalty. The research method can also be developed into a mixed-method (combined quantitative and qualitative) to explore deeper insights related to customer motivation and emotional experiences. In addition, the scope of research locations can be expanded to other regions or cities to increase the generalisability of the research results.

Finally, for the government and digital transport regulators, the results of this study can serve as a basis for developing fairer and more inclusive regulations. Such regulations can include minimum service standards, fare transparency, protection of users' personal data, and protection of driver-partner rights to create a sustainable and consumer-oriented online transport ecosystem.

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