

ABSTRACT

This research is motivated by problems related to perceived service quality, perceived price fairness, satisfaction and loyalty in Grab Car. Based on the results of a survey by Alvares in 2022 involving 1,204 respondents, Gojek is the favorite online motorcycle taxi among millennials compared to its competitor, Grab. As many as 70.4% of respondents chose to use Gojek, while only 45.7% of respondents chose Grab. Respondents rated Gojek's performance as better than Grab, this is indicated by Gojek's superiority in all Brand Performance indicators. The increase in the price of fuel oil triggered demonstrations by online motorcycle taxi drivers and also led to negative consumer reviews of Grab because they felt burdened by the high tariffs. The quality of service that is less than optimal at Grab Car and the implementation of price adjustments, has an impact on customer satisfaction which has an impact on loyalty. These conditions can threaten the sustainability of the company so that it is likely that these factors will cause Grab Car difficulties in competing with its competitors.

This study aims to determine and analyze the effect of perceived service quality on Grab Car customer satisfaction, the effect of perceived service quality on Grab Car customer loyalty, the effect of perceived price fairness on consumer satisfaction with Grab Car services, the effect of perceived price fairness on consumer loyalty to Grab Car services, The effect of consumer satisfaction on consumer loyalty to Grab Car services, The effect of consumer satisfaction mediates the relationship between perceived service quality and consumer loyalty to Grab Car services, The effect of consumer satisfaction mediates the relationship between perceived price fairness and consumer loyalty to Grab Car services.

This study uses a quantitative method with a causal research type. Sampling was carried out using a purposive sampling non-probability sampling method, with a total of 400 respondents. The data analysis technique uses the Structural Equation Model.

Based on the research and analysis that has been done, it is found that both perceived service quality and perceived price fairness have a direct and significant influence on consumer satisfaction. In addition, the research findings reveal a sizable relationship between perceived price fairness and consumer satisfaction and consumer loyalty. In addition, the findings show that both perceived service quality and perceived price fairness have a significant indirect effect on customer loyalty through the mediating effect of consumer satisfaction.

Suggestions for this research are that Grab Car must improve the quality of Drivers who always serve and appreciate every customer, evaluate the price rates used, evaluate the level of satisfaction of customer loyalty to use Grab Car services again.

Keyword: Customer Satisfaction, Customer Loyalty, Perceived Price Fairness, Perceived Service Quality.