

ABSTRACT

Amid the rapid development of transportation, one of the mobility services experiencing significant growth in Indonesia is ride-hailing. The number of ride-hailing users in Indonesia is increasing and is predicted to continue to rise. This indicates that online transportation is favored and used by many people as an alternative mode of transport. Several companies offering their services in online transportation in Indonesia include Gojek, Grab, Maxim, and InDriver.

This research aims to determine the effect of price fairness and perceived service quality on customer satisfaction among GrabCar users. The study was conducted using a quantitative method that is descriptive and causal in nature. The population in this research consisted of 150 individuals, with the sample collected through a Google Forms questionnaire. The sample was taken using non-probability sampling with purposive sampling technique. The analysis technique used was multiple linear regression, processed using SPSS Statistics 25.

The results of the research indicate that price fairness has a significant partial effect on customer satisfaction. Perceived service quality has a significant partial effect on customer satisfaction. Price fairness and perceived service quality have a significant simultaneous effect on customer satisfaction.

Based on the discussion and conclusions of the research, the recommendations that can be given for Grab are Grab is expected to improve the dimensions of indicators that are still considered lacking, especially in terms of setting fair prices and ensuring vehicle comfort for users. With these recommendations, Grab is expected to enhance price fairness and perceived service quality with the goal of increasing customer satisfaction.

Keywords: *Price Fairness, Perceived Service Quality, Customer Satisfaction, Grab*