
THE INFLUENCE OF PRICE AND SERVICE QUALITY ON GRAB APP CUSTOMER SATISFACTION IN TANGERANG CITY

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ABSTRACT

The purpose of this study is to determine how price and service quality influence customer satisfaction of the Grab application in Tangerang City, both partially and simultaneously. The research method used in this study is an associative quantitative method. The research method used in this study is a descriptive quantitative method. The data collection method used in this study is an associative quantitative method with a survey approach through a questionnaire. The population in the study were Grab customers in Tangerang City, with a sample of 96 respondents taken using the Simple Random Sampling technique based on the Rao Purba formula. Data collection techniques were carried out by observation and distribution of research questionnaires in the form of questionnaires. Data analysis tests used validity tests, reliability tests, classical assumption tests, regression tests, correlation coefficient tests, determination coefficient tests and hypothesis tests. with the help of SPSS software version 26. The results of the study indicate that price partially influences customer satisfaction of the Grab application in Tangerang City. This can be seen from the results of the t-test on the price variable having a calculated t value > t table or (9.862 > 1.986) with a significance of 0.000 < 0.05. Service quality partially influences customer satisfaction of the Grab application in Tangerang City. This can be seen from the results of the t-test on the service quality variable having a calculated t value > t table or (12.595 > 1.986) with a significance of 0.000 < 0.05. Price and service quality simultaneously influence customer satisfaction of the Grab application in Tangerang City. This can be seen from the results of the calculated F test > F table or (92.555 > 3.094) with a significance of 0.000 < 0.05.

Keywords: Price, Service Quality, Customer Satisfaction.

INTRODUCTION

Indonesia, as a developing country, is experiencing significant population growth, as evidenced by BPS data from various provinces. This increase has created various problems, including in the transportation sector, particularly in densely populated areas like Tangerang. Congestion is a major issue, requiring fast, safe, and comfortable transportation. Technological advancements have given rise to solutions in the form of online transportation services, which facilitate public access.

Transportation services have experienced rapid development, with public transportation now accessible via the internet. This development makes it easier for people to utilize public transportation services. People can now use public transportation whenever and wherever they want. Residents in the Tangerang area are increasingly switching to public transportation, including online transportation.

Grab has been present in Indonesia since 2014 as an app-based transportation service provider. The company offers various services, such as GrabBike, GrabCar, GrabFood, and others, and has expanded to more than 100 cities in Indonesia. Despite its popularity, Grab faces stiff competition from rivals like Gojek, Maxim, and InDrive. The INDEF survey (2022) placed Grab in second place with 57% usage, while Gojek led with 82%. This preference is heavily influenced by customer satisfaction levels.

Online transportation services have grown rapidly in recent years. This has led to intense competition, marked by numerous businesses in the online transportation industry offering similar products but varying prices and service quality. In Indonesia, besides Grab, several other online transportation providers offer similar services, such as Gojek and Maxim.

One factor that can influence customer satisfaction is price. According to Tjiptono (2016:218), "Price is the only element of the marketing mix that generates income or revenue for a company." However, this often comes up against pricing policies. A company's pricing must be appropriate to the environment and changes that occur.

Based on this, researchers conducted a pre-survey with 20 respondents by distributing a temporary online questionnaire to determine their perceptions of Grab's pricing. The following is the pre-survey data regarding pricing.

Table 1. Results of the Grab Application Price Pre-Survey

No	Question	Answer (%)		Number of Respondents
		Yes	No	
1	The prices of the service products offered by Grab are affordable for all levels of society.	35%	65%	20
2	The prices offered by Grab are commensurate with the quality of service provided.	55%	45%	20
3	The prices offered by Grab are competitive with other similar online transportation services.	80%	20%	20
4	The price is set according to the benefits provided.	70%	30%	20

Source: Data processed by researchers 2025

Another factor that can influence customer satisfaction is service quality. To ensure that services are delivered in accordance with user preferences, the measure of service success comes not from management but from the user. Service quality is fundamentally centered on efforts to meet the needs and desires of the customer. However, sometimes customer complaints about the quality of service provided by online transportation services, such as the application and motorcycle taxi drivers who sometimes do not comply with the company's established service standards. Based on this, to determine Grab's service quality, researchers conducted another pre-survey with 20 respondents to support the initial research data, as follows.

According to Indrasari (2019:62) "Service quality is basically centered on efforts to fulfill customer needs and desires and the accuracy of delivery to match customer expectations."

Table 2. Grab App Service Quality Pre-Survey Results

No	Question	Answer (%)		Number of Respondents
		Yes	No	
1	Grab driver equipment complies with operational driving standards.	65%	35%	20
2	Grab drivers deliver customers to their destinations on time.	70%	30%	20
3	In my opinion, Grab always provides a fast response to complaints submitted by customers.	40%	60%	20
4	The Grab application maintains the confidentiality of Grab service users' personal mobile phone number data.	85%	15%	20
5	Grab drivers are able to create a relaxed atmosphere with service users.	45%	65%	20

Source: Data processed by researchers 2025

In this case, service quality significantly influences customer satisfaction, because good service quality will influence customer decisions in using the service. The more frequently a company uses its services, the more satisfied customers are expected to be in meeting their needs. If service quality can be maintained continuously, customer satisfaction will be created. Customers who are satisfied with a service will increase loyalty, where customers continue to make repeat purchases because they already trust and feel satisfied, so they are not easily tempted by promotions from other parties.

To see the actual condition of Grab application customer satisfaction, a pre-survey was conducted by distributing a temporary questionnaire, which consisted of indicators regarding customer satisfaction from 20 respondents.

Table 1.3
Grab App Customer Satisfaction Pre-Survey Results

No	Question	Answer (%)		Number of Respondents
		Yes	No	
1	I know that Grab transportation services provide good service.	45%	55%	20
2	I like Grab drivers who are friendly and polite.	30%	70%	20
3	I tend to always want to use Grab transportation services again because of their satisfactory service.	60%	40%	20

Source: Data processed by researchers 2025

Customer satisfaction is heavily influenced by price and service quality. Ideally, customer satisfaction will increase if, according to many expectations, Grab's higher prices are met compared to competitors, and they expect the service quality to be good, commensurate with the price. However, the above description still shows a gap between the ideal customer expectations and the reality on the ground.

Based on the background description above, this is what supports the author to find out more about the price and quality of service on the Grab application and its influence on customer satisfaction on the Grab application.

RESEARCH METHODS

This study applies an associative quantitative research method. As explained by Sugiyono, quantitative methods are based on the philosophy of positivism, used to examine specific populations or samples using research instruments, statistical data analysis, and aim to test predetermined hypotheses. This descriptive statistical study focuses on three main variables: Price and Service Quality as independent variables, and Customer Satisfaction as dependent variable.

The scope of this research took place in Tangerang City, targeting Grab Indonesia customers. Since the exact number of customers was unknown, the sample was determined using a simple random sampling technique, which randomly selects sample members without considering strata. Through calculations using the Rao Purba formula, a sample size of 96 respondents was obtained. The entire research process is scheduled to last five months, from August 2025 to December 2025, covering the stages of literature study, field data collection, data analysis, report preparation, and publication in scientific journals.

The collected data sources include primary and secondary data. Primary data were obtained directly from primary sources through questionnaires distributed to respondents to gauge responses regarding price and service quality. This questionnaire was designed using a five-level Likert scale, ranging from one for Strongly Disagree to five for Strongly Agree. Meanwhile, secondary data were obtained from supporting references such as books, journals, websites, and other relevant documents.

The data analysis method was processed using the SPSS version 26 application. Instrument testing began with a Validity Test to measure the validity of the instrument and a Reliability Test to test the reliability and consistency of the measuring instrument. Next, a series of classical assumption tests were carried out, including a Normality Test to check data distribution, a Multicollinearity Test to ensure there is no perfect correlation between independent variables, a Heteroscedasticity Test to test the inequality of residual variances, and an Autocorrelation Test. After the classical assumptions were met, the test continued with a Multiple Linear Regression Test to predict changes in the dependent variable. Hypothesis verification was assessed partially through the t-Test and simultaneously using the F-Test to determine the effect of all independent variables on the dependent variable.

RESEARCH RESULTS AND DISCUSSION

Classical Assumption Testing

The classical assumption test is used to determine the accuracy of the data or the significance of the relationship between the independent variable and the dependent variable.

so that the results of the analysis can be interpreted more accurately, efficiently, and avoid weaknesses that occur due to the presence of symptoms of classical

assumptions or whether or not the data can be continued as research data. This classical assumption test includes a normality test, a multicollinearity test, and a heteroscedasticity test. The results of the classical assumption test in this study are explained as follows:

1. Normality Test

The normality test is intended to determine whether a regression model has a normal distribution. A good regression model is one that has a normal distribution, making it suitable for statistical testing. To determine whether data is normally distributed or near-normal, the following approach can be used:

a. Kolgomorov-Smirnov Test

The data normality test in this study used the one-step sample Kolmogorov-Smirnov test with the condition that if the asymp sig, (2-tailed) > 0.05 then the data is normally distributed. The following are the results of the data normality test:

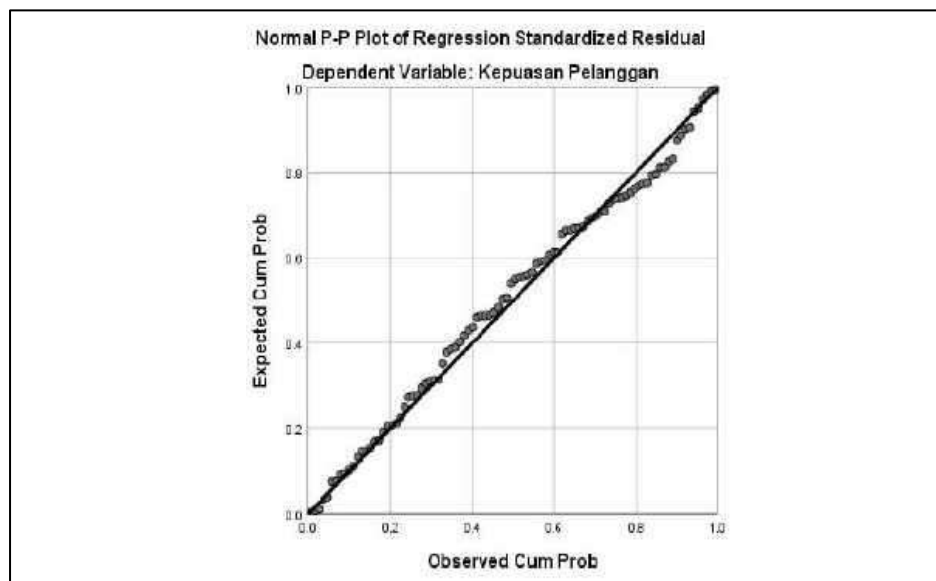
Table 4.5 Results of Normality Test with Kolgomorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	3.19379917
Most Extreme Differences	Absolute	.061
	Positive	.061
	Negative	-.054
Test Statistics		.061
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed data, 2023

Based on the table above, it can be seen that the Asymp. Sig. (2-tailed) value is $0.200 > 0.05$, which means the residual data is normally distributed and can be analyzed further. Another normality test is using a probability plot graph.

b. Probability Plot Graph



Source: Processed data, 2023

Figure 4.1

Normality Test Results with Probability Plot

From the image above, the results show that the data in this study is normally distributed, where the data is spread around the diagonal line.

and follows the direction of the diagonal line. Therefore, it can be concluded that the data comes from a normally distributed population and meets the assumptions of the normality test.

2. Multicollinearity Test

The multicollinearity test is used to see if there is a linear relationship or high correlation between each independent variable in the regression model. A good linear regression model should not have a correlation between the independent variables. A statistical tool often used to test for multicollinearity disorders is the variance inflation factor (VIF). According to Ghozali (2016:106) "The criteria for being free from multicollinearity symptoms are a VIF value <10 and a Tolerance value >0.10 ". The results of the multicollinearity test are as follows:

Table 4.6

Multicollinearity Test Results Collinearity Statistics

Coefficientsa								
Model		Unstandar dized Coefficients		Standar dized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Toler ance	V IF
	(Con stant)	9, 307	1, 789		5 ,202	.000		
	Price	.2	.0	.286	3		.462	2

		71	84		,237	002		,164
	Quali	.3	.0	.583	6		.462	2
	ty of	84	58		,610	000		,164
	Service							
a. Dependent Variable: Customer Satisfaction								

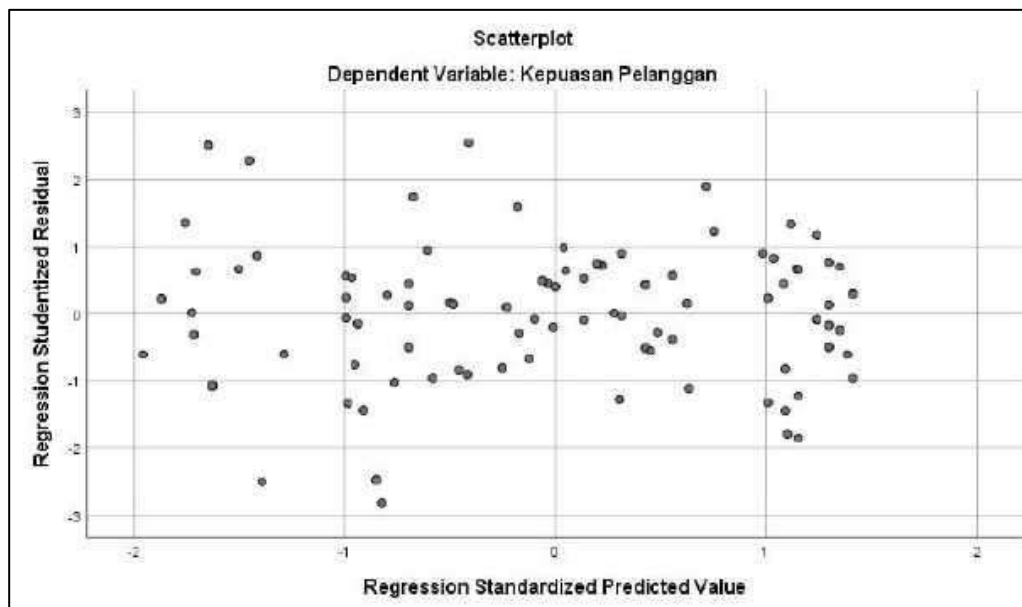
Source: Processed data, 2023

Based on table 4.6 above, it can be seen that the tolerance value of the price and service quality variables is $0.462 > 0.10$ and the VIF value of the price and service quality variables is $2.164 < 10$, so it can be concluded that that variables price And quality service No happen multicollinearity symptoms.

3. Heteroscedasticity Test

The Heteroscedasticity Test aims to test whether in the regression model there is inequality in the variance of the residuals from one observation to another observation.

In this study, scatter plots were used to measure this. The results of this study



can be seen in the following table:

Source: Processed data, 2023

Figure 4.2
Heteroscedasticity Test Results with Scatter Plot Graph

Based on Figure 4.2 above, it can be seen that the points on the scatter plot graph do not have a clear distribution pattern or do not form any particular patterns. Therefore, it can be concluded that there is no heteroscedasticity disturbance in the

regression model, so this regression model is suitable for use.

C. Quantitative Analysis

Quantitative analysis is intended to determine the magnitude of influence and analyze its significance. This analysis examines the influence of two independent variables on the dependent variable. This quantitative analysis includes linear regression analysis, correlation coefficient analysis, coefficient of determination analysis, and hypothesis testing. The results of the quantitative analysis in this study are described as follows:

1. Linear Regression Analysis

a. Simple Linear Regression Analysis

Simple linear regression analysis is used to determine whether the pattern of the dependent variable can be predicted through the independent variables. The following are the results of the simple linear regression processed using SPSS Version 26:

Table 4.7 Results of Simple Linear Regression Test of Price Variable (X1) on Customer Satisfaction (Y)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
	(Constant)	12,713	2,066		6,153
	Price	.677	.069	.713	9,862

a. Dependent Variable: Customer Satisfaction

Source: Processed data, 2023

Based on the results in table 4.7 above, the following simple linear regression equation can be obtained:

$$Y = 12.713 + 0.667X_1$$

Information:

X_1 = Price

Y = Customer Satisfaction

If the value $X_1 = 0$ you will get $Y = 12.713$

This means that the value (a) or constant is 12.713, this value shows that when the price (X_1) is 0 (zero) or does not increase, customer satisfaction (Y) will remain at 12.713. The regression coefficient value (b) is 0.667 (positive), which indicates a unidirectional influence, which means that every 1 (one) unit increase in price will increase customer satisfaction by 0.667 units.

Table 4.8 Results of Simple Linear Regression Test of Service Quality Variable (X2) on Customer Satisfaction

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
	(Constant)	11,785	1,697		6,945
	Quality of Service	.523	.041	.792	12,595

a. Dependent Variable: Customer Satisfaction

Source: Processed data, 2023

Based on the results in table 4.8 above, the following simple linear regression equation can be obtained:

$$Y = 11.785 + 0.523X_2$$

Information:

X_2 = Quality of service

Y = Customer satisfaction

If the value of $X_2 = 0$ we will get $Y = 11.785$

This means that the value (a) or constant is 11.785, this value indicates that when the service quality (x_2) is 0 (zero) or does not increase, customer satisfaction (Y) will remain at 11.785. The regression coefficient value (b) is 0.523 (positive), which indicates a unidirectional influence, which means that every 1 (one) unit increase in service quality will increase customer satisfaction by 0.523 units.

b. Multiple Linear Regression Analysis

Multiple linear regression can be used to determine the extent to which price and service quality, the independent variables, influence customer satisfaction, the dependent variable. The following are the results of multiple linear regression tests processed using SPSS Version 26:

Table 4.9

Results of Multiple Linear Regression Test of Price Variable (X1) and Service Quality (X2) on Customer Satisfaction (Y)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
	(Constant)	9,307	1,789		5,202
	Price	.271	.084	.286	3,237
	Quality of Service	.384	.058	.583	6,610

a. Dependent Variable: Customer Satisfaction

Source: Processed data, 2023

Based on table 4.9 above, the results of the multiple linear regression equation calculation can be obtained as follows:

$$Y = 9.307 + 0.271X_1 + 0.384X_2$$

1) The constant of 9.307 means that if the price and service quality variables have a value of 0 (zero) or do not increase, then customer satisfaction will remain at 9.307.

2) The regression value of X_1 is 0.271 (positive), meaning that if the price variable (X_1) increases by 1 (one) unit with the assumption that the service quality variable (X_2) remains constant, then customer satisfaction (Y) will increase by 0.271 units.

3) The regression value of X_2 is 0.384 (positive), meaning that if the service quality variable (X_2) increases by 1 (unit), assuming the price variable (X_1) remains constant, then customer satisfaction (Y) will increase by 0.384.

2. Correlation Coefficient Analysis

Correlation coefficient analysis is intended to determine the level of strength of the relationship between independent variables and dependent variables.

Table 4.10 Guidelines for Interpreting Correlation Coefficient Test Results

Correlation Coefficient Value Interval	Relationship Level
0.000 – 0.199	Very Low
0.200 – 0.399	Low
0.400 – 0.599	Currently
0.600 – 0.799	Strong
0.800 – 1.000	Very strong

Source: Sugiyono (2017:184)

The following are the results of the correlation coefficient calculations processed using the SPSS Version 26 program:

Table 4.11 Results of Partial Correlation Coefficient Test Between Price (X_1) and Customer Satisfaction (Y)

Correlations			
		Price	Customer satisfaction
Price	Pearson Correlation	1	.713**
	Sig. (2-tailed)		.000
	N	96	96
Customer satisfaction	Pearson Correlation	.713**	1
	Sig. (2-tailed)	.000	
	N	96	96
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Processed data, 2023

Based on the test results in Table 4.20 above, the price correlation coefficient (X1) was 0.713, falling within the 0.600–0.799 range, indicating a strong correlation. This indicates a positive (strong) correlation.

Table 4.12 Results of Partial Correlation Coefficient Test Between Service Quality (X2) and Customer Satisfaction (Y)

Correlations			
		Quality of Service	Customer satisfaction
Quality of Service	Pearson Correlation	1	.792**
	Sig. (2-tailed)		.000
	N	96	96
Customer satisfaction	Pearson Correlation	.792**	1
	Sig. (2-tailed)	.000	
	N	96	96
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Processed data, 2023

Based on the test results in Table 4.21 above, the service quality correlation coefficient (X1) was 0.792, falling within the 0.600–0.799 range, indicating a strong correlation. This indicates a positive (strong) correlation.

Table 4.13

Results of the Simultaneous Correlation Coefficient Test Between Price (X1) and Service Quality (X2) on Customer Satisfaction (Y)

Model Summary									
Model	R	Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.816 ^a	.66	.658	3.22796	.66	.92	3	0	.00
a. Predictors: (Constant), Service Quality, Price									

Source: Processed data, 2023

Based on the test results in table 4.13 above, it can be seen that the coefficient value of the price variable (X1) and service quality (X2) is 0.816, which falls into the interval 0.800 – 1.000 with a very strong relationship level, meaning that the level of relationship between price (X1) and service quality (X2) and customer satisfaction (Y) has a positive (very strong) relationship level.

3. Analysis of the Coefficient of Determination

The coefficient of determination (R^2) is used to see the ability of the independent variable to explain the dependent variable, where the R square value provides almost all the information about how much percentage the independent variable contributes to the influence of the dependent variable. The following are the

calculation results: coefficient determination processed with the SPSS Version 26 program:

Table 4.14 Results of Partial Determination Coefficient Test Between Price (X1) and Customer Satisfaction (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.713a	.509	.503	3,892
a. Predictors: (Constant), Price				

Source: Processed data, 2023

Based on the test results in table 4.14, it can be seen that the coefficient of determination value is indicated by the R square value of 0.509, which means that the price variable (X1) contributes to the customer satisfaction variable (Y) by 50.9%, while the remaining 49.1% is influenced or explained by other variables outside the variables studied.

Table 4.15 Results of Partial Determination Coefficient Test Between Service Quality (X1) and Customer Satisfaction (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.792a	.628	.624	3,387
a. Predictors: (Constant), Service Quality				

Source: Processed data, 2023

Based on the test results in table 4.15, it can be seen that the coefficient of determination value is indicated by the R square value of 0.628, which means that the service quality variable (X2) contributes to the customer satisfaction variable (Y) by 62.8%, while the remaining 37.2% is influenced or explained by other variables not examined in this study.

Table 4.16 Results of the Coefficient of Determination Simultaneously Between Price (X1) and Service Quality (X2) on Customer Satisfaction (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.816a	.666	.658	3.22796
a. Predictors: (Constant), Service Quality, Price				

Source: Processed data, 2023

Based on the test results in table 4.16, it can be seen that the coefficient of determination value is indicated by the R square value of 0.666, which means that the price variables (X1) and service quality (X2) simultaneously contribute to the customer satisfaction variable (Y) by 66.6%, while the remaining 33.4% is influenced or explained by other variables not examined in this study.

4. Hypothesis Testing

Hypothesis testing aims to determine whether a hypothesis is accepted or rejected. Therefore, it can be concluded that hypothesis testing is a temporary

answer to a research problem, until it can be proven through data and empirically tested. Hypothesis testing in this study was conducted through:

a. Partial Hypothesis Testing (t-Test)

Hypothesis testing conducted using the t-test aims to show how far the price variable (X1) and service quality (X2) influence customer satisfaction (Y) is carried out using the t-test (partial test). In this study, a significance criterion of 0.05 was used by comparing the calculated t-value with the t-table, namely as follows:

- 1) If $t_{hitung} < t_{tabel}$, then H_0 is accepted and H_{a1} is rejected.
- 2) If $t_{hitung} > t_{tabel}$, then H_0 is rejected and H_{a1} is accepted

To determine the calculated t value, it is calculated using the formula as follows:

following:

$$Df = a - 2 ; n - k$$

Information;

α = Sign value: (0.05)

n = Number of Samples: (96) respondents

k = Number of research variants: 2 (free), 1 (bound)

$$Df = (0.05: 2) ; 96 - 3, \text{ then } Df = 0.025; 93$$

If we look at the distribution of the t-table values (t-table attached), the t-table value is 1.986.

1) Price Influence (X1) Towards Customer Satisfaction (Y)

In this study, the hypothesis formulation made is as follows:

$H_{01}: \rho = 0$ No There is a partial influence between price and customer satisfaction of the Grab application in South Tangerang.

$H_{a1}: \rho \neq 0$ There is an influence between price and customer satisfaction of the Grab application partially in South Tangerang.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 4.17 Results of Hypothesis Test (t-Test) of Price Variable (X1) on Customer Satisfaction (Y)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	12,713	2,066		6,153	.000
	Price	.677	.069	.713	9,862	.000

a. Dependent Variable: Customer Satisfaction

Source: Processed data, 2023

Based on the table, it can be seen that the t-table value is $9.862 > t_{count} 1.986$ with a significance of $0.000 < 0.05$, so H_{01} is rejected. H_{a1} is accepted, indicating that price has a positive and significant effect on customer satisfaction of the Grab

application in Tangerang City.

2) The Influence of Service Quality (X2) Towards Customer Satisfaction (Y)

In this study, the hypothesis formulation made is as follows:

$H_{02}: \rho = 0$ There is no influence between service quality and customer satisfaction of the Grab application partially in Tangerang City.

$H_{a2}: \rho \neq 0$ There is a partial influence between service quality and customer satisfaction of the Grab application in Tangerang City.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 4.18 Results of Hypothesis Testing (t-Test) of Service Quality Variable (X2) on Customer Satisfaction (Y)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
	(Constant)	11,785	1,697		6,945
	Quality of Service	.523	.041	.792	12,595

a. Dependent Variable: Customer Satisfaction

Source: Processed data, 2023

Based on the table, it can be seen that the t-value is 12.595 > t-table 1.986 with a significance of $0.000 < 0.05$, so H_{02} is rejected. H_{a2} is accepted, indicating that service quality has a positive and significant effect on customer satisfaction of the Grab application in Tangerang City.

b. Simultaneous Hypothesis Testing (F Test)

Simultaneous hypothesis testing (F-test) is used to determine whether there is a joint influence of the independent variables on the dependent variable. This test is conducted using the F-distribution by comparing the calculated F-value with the F-table value. To determine the F-value, the numerator and denominator degrees of freedom are required, with the following formula:

Df (numerator) = k - 1 = 2; Df (denominator) = n - k

n = Number of research samples: (96) respondents

k = Number of research variables

Df (numerator) = 3 - 1 = 2; Df (denominator) = 96 - 3

So, F table (2; 93) F table value is 3.094 (F table attached), with the following criteria:

1) H_{03} is accepted and H_{a3} is rejected if $F_{count} < F_{table}$, meaning that simultaneously the independent variables do not have a positive and significant effect on the dependent variable.

2) H_{03} is rejected and H_{a3} is accepted if $F_{count} > F_{table}$, meaning that simultaneously the independent variables have a positive and significant effect on the dependent variable.

In this research, the hypothesis formulation made is as follows:

$H_{03}: \rho=0$ There is no influence between price and service quality simultaneously on customer satisfaction of the Grab application in Tangerang City.

$H_{a3}: \rho \neq 0$ There is a simultaneous influence between price and service quality on customer satisfaction of the Grab application in Tangerang City.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 4.19 Results of Simultaneous Hypothesis Testing (F Test) of Price (X1) and Service Quality (X2) on Customer Satisfaction (Y)

ANOVA					
Model		Sum of Squares	Df	Mean Square	F
on	Regressi	1928,800	2	964,400	92,55
	Residual	969,034	93	10,420	
	Total	2897.833	95		
a. Dependent Variable: Customer Satisfaction					
b. Predictors: (Constant), Service Quality, Price					

Source: Processed data, 2023

Based on the table above, the calculated F value is $92.555 > F$ table 3.094 with a significance level of $0.000 < 0.005$, so H_{03} is rejected and H_{a3} is accepted, meaning that simultaneously price and service quality have a positive and significant effect on customer satisfaction of the Grab application in Tangerang City.

Research Discussion

Based on the statistical test results, it appears that the independent variables partially and simultaneously influence the dependent variable. The influence of both variables is positive and significant. In other words, price and service quality will increase Grab app customer satisfaction in Tangerang City, both partially and simultaneously. This is consistent with the proposed hypothesis and the results of previous research. These variables are explained as follows:

1. Price Influence (X1) Regarding Customer Satisfaction (Y)

Based on the results of the analysis, the equation value $Y = 12.713 + 0.667X_1$ was obtained, the correlation coefficient value was obtained at 0.713, meaning that the two variables have a strong level of relationship. The determination value or contribution of its influence was 0.509 or 50.9% while the remaining 49.1% was influenced or explained by other variables not examined in this study. The hypothesis test obtained a value of $t_{count} > t_{table}$ or $(9.862 > 1.986)$ with a significance of $0.000 < 0.05$, thus H_{01} was rejected H_{a1} was accepted. This means that there is a significant influence of price on customer satisfaction. The results of this study are also in line with research conducted by Ferdinand Napitupulu (2019) entitled The Effect of Price and Product Quality on Customer Satisfaction at PT. Ramayana Lestari Sentosa. The results of the study concluded that price and product quality had a significant influence on customer satisfaction with a contribution of 84.7%, the hypothesis test obtained sig $0.000 < 0.05$, meaning H_{01} was rejected and H_{a1} was accepted.

Furthermore, the results of this study are also in line with research conducted

by Hanum Puspa (2021) entitled *The Effect of Excellent Service and Price on Customer Satisfaction at the Warung Bambu Restaurant and Fishing Spot in Serpong, Tangerang City*. The results concluded that price has a positive and significant effect on customer satisfaction with a contribution of 82.8%. The hypothesis test obtained $t \text{ count} > t \text{ table}$ ($6.778 > t \text{ 1.984}$), meaning H_0 is rejected and H_a is accepted.

Based on the analysis described above, it can be concluded that price (X1) has a positive and significant effect on customer satisfaction (Y) of the Grab app in Tangerang City. Therefore, the hypothesis that price has a positive and significant effect on customer satisfaction of the Grab app in Tangerang City is accepted.

2. The Influence of Service Quality (X2) Towards Customer Satisfaction (Y)

Based on the research results, the equation value $Y = 11.785 + 0.523X_2$ was obtained, the correlation coefficient value was obtained at 0.792, meaning that the two variables have a strong level of relationship. The determination value or contribution of its influence was 0.628 or 62.8%, while the remaining 49.1% was influenced or explained by other variables outside the variables studied. The hypothesis test obtained a calculated t value $> t$ table or ($12.595 > 1.986$) with a significance of $0.000 < 0.05$, so H_0 was rejected H_a was accepted. This means that there is a significant influence of service quality on customer satisfaction.

The results of this study also align with research conducted by Taufik Ismail (2021) entitled *"The Effect of Service Quality on Customer Satisfaction at the Indihome Gegerkalong Office in Bandung City."* The results showed that service quality significantly influenced customer satisfaction, contributing 67.3%. The hypothesis test obtained a significance level of $0.000 < 0.05$, meaning H_0 was rejected and H_a was accepted.

Furthermore, the results of this study align with research conducted by Alvendo Muliwarma (2022) entitled *"The Effect of Service Quality and Price on Customer Satisfaction at Toko Inti Tani Utama Sambi."* The study concluded that service quality and price had a significant impact, contributing 89.3%, and the hypothesis test obtained a sig. $0.000 < 0.05$, meaning H_0 was rejected and H_a was accepted.

Based on the explanation above, it can be concluded that service quality (X2) has a positive and significant effect on customer satisfaction (Y) of the Grab app in Tangerang City. Therefore, the hypothesis that there is a positive and significant effect between service quality and customer satisfaction of the Grab app in Tangerang City is accepted.

3. Price Influence (X1) and Service Quality (X2) on Customer Satisfaction (Y)

Based on the results of the study, it shows that price (X1) and service quality (X2) have a significant effect on customer satisfaction with the equation value $Y = 9.307 + 0.271X_1 + 0.384X_2$. The correlation coefficient value or the level of relationship between the independent variable and the dependent variable is obtained at 0.816, meaning it has a very strong level of relationship. The determination value or contribution of its influence is 0.666 or 66.6% while the remaining 33.4% is influenced or explained by other variables not examined in this study. The hypothesis test obtained a value of $F \text{ count} > F \text{ table}$ or ($92.555 > 3.094$) with a significance of $0.000 < 0.05$, so H_0 is rejected H_a is accepted. This means that

there is a significant simultaneous influence between price and service quality on customer satisfaction. The results of this study are also in line with research conducted by Deni Kurniawan (2021), The Effect of Service Quality and Price on Customer Satisfaction at Mr. Head Barbershop Slipi II Jakarta. Where in the research it resulted in the conclusion that service quality and price have a positive and significant effect on customer satisfaction, the results of the study concluded that service quality and price have a significant effect with an influence contribution of 83.3% with a significance of $0.000 < 0.05$, so H_0 and H_a are rejected and accepted.

Furthermore, the results of this study align with research conducted by Sahrul Hi Posi (2022) entitled "The Influence of Price, Service Quality, and Business Ethics on Customer Satisfaction at Anggy Salon." The study concluded that price and service quality significantly influence customer satisfaction, contributing 73.3%. The t-test and F-test yielded a significance value of $0.000 < 0.05$.

Based on the explanation above, it can be concluded that price (X1) and service quality (X2) have a positive and significant effect on customer satisfaction (Y) of the Grab app in Tangerang City. Therefore, the hypothesis that there is a positive and significant effect between price and service quality on customer satisfaction of the Grab app in Tangerang City is accepted.

CONCLUSION

Based on the description in the previous chapters, and from the analysis and discussion regarding the influence of price and service quality on customer satisfaction of the Grab application in Tangerang City, the following conclusions were obtained:

1. Price (X1) has a positive and significant effect on customer satisfaction, this can be shown by the value of the equation $Y = 12.713 + 0.667X_1$, the correlation coefficient value obtained is 0.713 meaning that the two variables have a strong level of relationship. The value of the coefficient of determination or contribution of its influence is 0.509 or 50.9%. The hypothesis test obtained a value of $t_{count} > t_{table}$ or $(9.862 > 1.986)$ with a significance of $0.000 < 0.05$, then H_{01} is rejected H_{a1} is accepted. This means that there is a positive and significant influence of price on customer satisfaction of the Grab application in Tangerang City.

2. Service Quality (X2) has a positive and significant effect on customer satisfaction, this can be shown by the value of the equation $Y = 11.785 + 0.523X_2$, the correlation coefficient value obtained is 0.792, meaning that the two variables have a strong level of relationship. The value of the coefficient of determination or contribution of its influence is 0.628 or 62.8%. The hypothesis test obtained a value of $t_{count} > t_{table}$ or $(12.595 > 1.986)$ with a significance of $0.000 < 0.05$, so H_{02} is rejected H_{a2} is accepted. This means that there is a positive and significant influence.

between service quality and customer satisfaction of the Grab application in Tangerang City.

3. Price (X1) and service quality have a positive and significant effect on customer satisfaction, this can be shown by the equation value $Y = 9.307 + 0.271X_1 + 0.384X_2$. The correlation coefficient value is 0.816, meaning that price (X1) and service quality (X2) on customer satisfaction have a very strong level of relationship. The coefficient of determination or contribution value of its influence is 0.666 or 66.6%. The hypothesis test obtained the value of $F_{count} > F_{table}$ or $(92.555 > 3.094)$ with a significance of $0.000 < 0.05$,

so Ho3 is rejected Ha3 is accepted. This means that there is a significant simultaneous influence between price and service quality on customer satisfaction of the Grab application in Tangerang City.

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