

## THE EFFECT OF PRICE AND SERVICE QUALITY ON CUSTOMER SATISFACTION OF GOJEK USERS

**M. Aditiya Pratama**

Master of Accounting Science Study Program, Jambi University  
aditmonde34@gmail.com

**Ratih Kusumastuti**

Master of Accounting Science Study Program, Jambi University  
ratihkusumastuti@unja.ac.id

### Abstract

*This study aims to investigate the effect of price and service quality on customer satisfaction of Gojek service users in Jambi City. In a modern society that is increasingly adopting technology, Gojek as an online transportation service provider offers a variety of products and services, leading the market in Indonesia. This study involved 50 students majoring in accounting from Jambi University who often use Gojek services. This research method adopts an associative research approach with analysis involving validity, reliability, normality, multicollinearity, and heteroscedasticity tests, as well as multiple linear regression analysis with SPSS version 23. The results showed that price and service quality have a significant influence on Gojek customer satisfaction. Price and service quality are positive, indicating the importance of setting the right price and improving service quality in increasing customer satisfaction. The coefficient of determination is 82.7%, indicating the model can explain variations in customer satisfaction. A flexible pricing strategy and improved service quality can strengthen relationships with customers and maintain competitiveness in the online transportation service market. By understanding the factors that influence customer satisfaction, companies can continuously improve their services according to local customer expectations and needs.*

**Keywords:** Price, Service Quality, Customer Satisfaction, Gojek

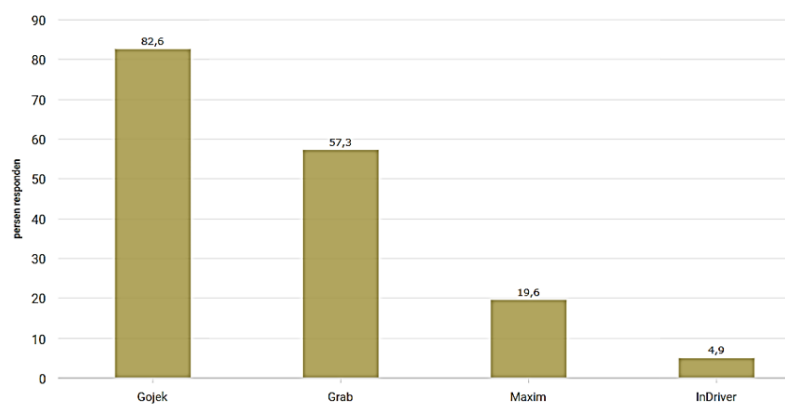
### 1. Introduction

Technological advancements and information development have a significant impact on today's transportation sector (Ushakov *et al.*, 2022). Individuals in modern society are increasingly adopting technology in their daily lives, especially in the context of transportation use (Dewan *et al.*, 2022). They book transportation through online applications using their gadgets. This has changed people's transportation patterns, including in the city of Jambi. One company that utilizes the online application system for

transportation is Gojek. Gojek offers a variety of services and products that make it easy for customers. In order to maintain its competitiveness against similar companies such as Grab, Gojek needs to emphasize service quality and set prices that are in line with the value provided to customers (Oktarini, 2020).

Solikha & Suprpta (2020) explain that Gojek is an online transportation service provider, mainly for motorcycles, with experienced drivers in various cities in Indonesia. They offer services such as Go-Food for ordering food, Go-Mart for shopping for daily necessities, and various other features. Although Gojek is well known by the public they need to pay attention to customer convenience, safety, and satisfaction in transportation. Customer satisfaction has the potential to create customer loyalty and help Gojek maintain its position as a market leader through the implementation of attractive strategies in terms of price and service quality.

Hamid & Susanti (2023) explain that prices in online transportation services can affect customer satisfaction and company success. Promo offers such as rebates, discounts, vouchers, and bonuses also play an important role in shaping customer satisfaction. Key aspects of price management include price lists, discount offers, price reductions, and payment terms. Meanwhile, increasing the level of customer satisfaction with service quality can be achieved by the company's ability to provide services that meet consumer expectations and needs. Hanifa et al (2019) explain in their research that the factors that influence customer loyalty include satisfaction and barriers to moving. Satisfaction with price is key in encouraging customers to be loyal to Gojek. If customer expectations of prices are met, it will make them loyal customers. Rezki et al (2019) also added that the level of satisfaction with Gojek customers can be influenced by 2 factors, namely, price factors and service quality factors. Especially in online motorcycle taxi transportation services such as Grab.



**Figure 1 Online Transportation Services Used by Respondents (August-September 2022)**

Source: Ahdiat (2022)

According to research conducted by the Institute for Development of Economics and Finance (INDEF), Gojek is now the most favorite online transportation service among Indonesian consumers. The survey showed that Gojek received a consumer satisfaction score of 3.39 on a scale of 0-4, indicating that users of the Gojek app were very satisfied with their experience. This score is higher than its main competitor, Grab, which received a satisfaction score of 3.27. This study aims to investigate whether there is an influence between two key factors, namely customer satisfaction of Gojek users in Jambi City which is influenced by service quality and price. Similar research has previously been conducted by Riri Oktariani in 2020, who examined Gojek customers in Tangerang City. The results obtained show that service quality has a positive effect on customer satisfaction, while price has a negative effect on customer satisfaction (Oktarini, 2020). In contrast, another study by Febry Setiawan in 2022 in Bandung City found different results, where service quality and price had a significant and positive effect on Gojek customer satisfaction (Setiawan et al., 2022).

Previous research on the effect of price and service quality on customer satisfaction of Gojek users in Jambi City has also been conducted in 2020 by Rizkon Ariyandi (Ariyandi et al., 2020). The results showed that service quality and price together had a significant influence on Gojek customer satisfaction in Jambi City, involving 150 respondents in Jambi City. In this case, researchers are interested in assessing the extent to which Gojek provides services that meet or exceed customer expectations, while price includes the extent to which customers feel that the price they pay for the service matches what they receive in 2023 in Jambi City. This study has a different sample from previous studies, using two criteria for respondents, namely students majoring in accounting at Jambi University and students who often use Gojek services.

This research can provide further insight into how factors such as safety and environmental impact can affect customer perceptions of Gojek's service quality. Sustainability strategies implemented by the company can also be integrated into understanding customer satisfaction, creating added value in consumers' views of Gojek. By delving deeper into the factors that influence customer satisfaction, this research can provide a more holistic view of the Gojek user experience in Jambi City, and thus, provide valuable insights for companies to continuously improve and customize their services according to local customer needs and expectations.

## **2. Literature Review**

### **2.1 Price**

Price is one element of the marketing mix that generates revenue, while the others generate costs (Dileep & Mathew, 2017). Ingenbleek (2014) argues that price is any form of monetary cost sacrificed by consumers to obtain, own, or take advantage of a number of combinations of goods and services from a product. Companies must set selling prices for

the first time, especially when developing new products. Setting the selling price has the potential to become a problem because the decision to set the selling price is quite complex and must pay attention to various aspects that affect it. In the explanation of Sianipar (2019), it is stated that price is the amount of money that must be paid by customers to obtain a product. The company has control over this variable, and its influence can be felt by consumers in receiving products. Pricing decisions are influenced by company policies that consider various factors (Javad *et al.*, 2012). Price is the only element in the marketing mix that generates revenue, while the other elements are only cost elements (Schlosser & Chenavaz, 2023). Price affects the level of sales, the level of profit, and the market share that can be achieved by the company. A successful company is judged by how much it can benefit from the price it determines for selling its products or services, so a successful company is one that has high profits (Toni *et al.*, 2017).

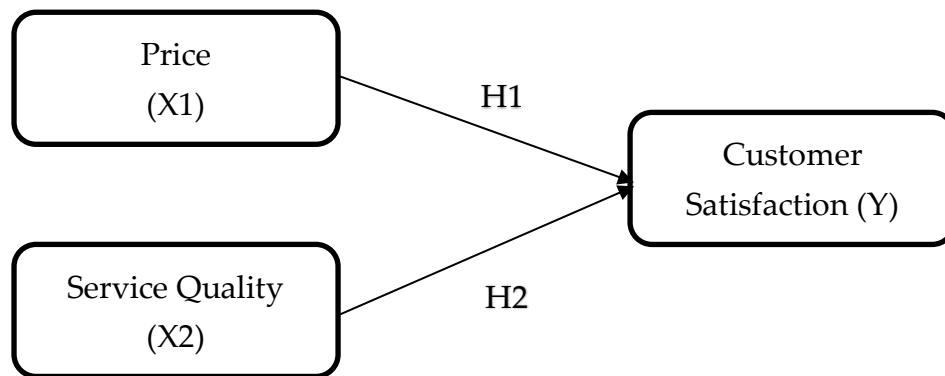
## 2.2 Service Quality

Cesariana et al (2022) describe that service quality can be defined as the level of excellence that meets consumer expectations. When a company provides services that are responsive and in accordance with consumer expectations, this contributes to the level of consumer satisfaction and increases the likelihood of consumers making purchases at that place. It is imperative that the company provide the best quality of service so that it can survive and retain the trust of customers (Mendoza, 2021). The creation of customer satisfaction can provide benefits, including a harmonious relationship between the company and the customer; the customer will make repeat purchases until the creation of customer loyalty; and a word-of-mouth recommendation that benefits the company (Lie *et al.*, 2019). According to Jasin *et al.*, (2023) the quality of service can be interpreted as focusing on meeting needs and requirements as well as on timeliness to meet customer expectations. Service quality applies to all types of services provided by the company when the client is with the company. According to Zakiririn (2021) quality is the completeness of the features of a product or service that has the ability to provide satisfaction to a need.

## 2.3 Customer Satisfaction

Tjiptono, 2008 cited in Kusuma & Marlina (2021), customer satisfaction is a positive feeling that arises when consumers achieve what they want. The more mature consumers become, the more they care about the level of satisfaction or dissatisfaction. As competition intensifies, manufacturers must try to meet customer needs, and every company must look for new opportunities to attract customers. Consumer satisfaction is the difference between what consumers expect (expected value) and the situation provided by the company in an effort to meet consumer expectations (Meirovich, 2020). Angelova & Zekiri (2011) also define consumer satisfaction as an evaluation of

consumption that is chosen as an alternative when the product or service at least meets or exceeds consumer expectations. Consumer satisfaction is a condition where the needs, desires, and expectations of consumers for products and services are in accordance with or fulfilled by the appearance of the products and services (Norawati, 2021). Satisfied consumers will consume these products continuously, encourage consumers to be loyal to these products and services, and happily promote these products and services by word of mouth (White, 2010). Basically, consumer satisfaction is a situation where the needs, desires, and expectations of consumers can be met through the products consumed or services received (Rusmana, 2023). Satisfaction can also be seen in consumers' responses to the evaluation of perceived discrepancies between initial expectations (or certain performance standards) and the actual performance of products felt after obtaining products and services (Lee *et al.*, 2021).



**Figure 2 Framework**

H1: There is a significant influence between price and the level of customer satisfaction in Jambi City.

H2: There is a fairly influential relationship between service quality and the degree of Gojek customer satisfaction in Jambi City.

### 3. Research Methods

This study adopts an associative research approach with the intention to evaluate whether price and service quality have an impact on customer satisfaction in using Gojek services. The main data was collected through the use of questionnaires distributed through Google Form, making it easier for respondents to fill in. A total of 50 undergraduate students majoring in accounting from Jambi University became the research sample with the application of purposive sampling technique, where respondents must meet various specific criteria:

1. Accounting student from Jambi University
2. Students who often or have used Gojek services

In this study, an analytical method was applied that involved checking classical assumptions, such as multicollinearity, normality, and heteroscedasticity tests. Furthermore, to test the hypotheses, multiple linear regression analysis was carried out, involving the evaluation of the coefficient of determination (R<sup>2</sup>), partial test (T test), and simultaneous test (F test). In the data collection process, respondents who are undergraduate students majoring in accounting from Jambi University are asked to fill out a questionnaire through the link provided using google form.

## 4. Research Results And Discussion

### 4.1 Results

In this section, the results of research that have been processed through statistical calculations and discussions that are analyzed with theory and previous research will be described.

#### 4.1.1 Validity Test

From the results of validity testing, it is evident that the questionnaire items used in this study show rcount values that exceed rtable values, indicating that their validity is confirmed.

**Table 1 Validity Test Results**

Statement	Pearson Correlation	Sig.	Description
Price1	0,679	0,000	Valid
Price2	0,725	0,000	Valid
Price3	0,676	0,000	Valid
Price4	0,784	0,000	Valid
Price5	0,784	0,000	Valid
Price6	0,700	0,000	Valid
Price7	0,700	0,000	Valid
Quality1	0,839	0,000	Valid
Quality2	0,780	0,000	Valid
Quality3	0,871	0,000	Valid
Quality4	0,886	0,000	Valid
Quality5	0,930	0,000	Valid
Quality6	0,916	0,000	Valid
Quality7	0,930	0,000	Valid
Satisfaction1	0,793	0,000	Valid
Satisfaction2	0,873	0,000	Valid
Satisfaction3	0,761	0,000	Valid
Satisfaction4	0,882	0,000	Valid
Satisfaction5	0,905	0,000	Valid

Source: Data processed

Based on the results of the validity test, it can be seen that each statement in this research questionnaire has a calculated *r* value that is higher than the *r* table value, indicating that the questionnaire can be considered valid.

#### 4.1.2 Reliability Test

**Table 2 Reliability Test Results**

Variables	Cronbach's Alpha	Items	Description
Price (X1)	0,844	7	Reliable
Quality (X2)	0,951	7	Reliable
Satisfaction (Y)	0,898	5	Reliable

Source: Data processed

The reliability test results show that all variables, namely price (X1) with a value of 0.844, service quality (X2) with a value of 0.951, and customer satisfaction (Y) with a value of 0.898 have a Cronback Alpha that exceeds 0.6.

#### 4.1.3 Normality Test

**Table 3 Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		50
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.57645389
Most Extreme Differences	Absolute	.114
	Positive	.112
	Negative	-.114
Test Statistic		.114
Asymp. Sig. (2-tailed)		.102 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data processed

From the results of testing normality in this study using the Kolmogorov-Smirnov method, it was found that the Sign value of the Residual was 0.102, exceeding the significance value of 0.05. In conclusion, it can be suggested that the distribution of residuals shows similarities to a normal distribution.

#### 4.1.4 Multicollinearity Test

**Table 4 Multicollinearity Test Results**

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Price	.389	2.570
	Service Quality	.389	2.570

a. Dependent Variable: Customer Satisfaction

Source: Data processed

The results in Table 4 of the multicollinearity test in this study note that both variables have a tolerance value of 0.389, which exceeds the threshold value of 0.10, and a VIF value of 0.570 which is lower than 10. This means that there are no multicollinearity symptoms in the data obtained.

#### 4.1.5 Heteroscedasticity Test

**Table 5 Heteroscedasticity Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.513	.982		1.540	.130
	Price	-.066	.068	-.226	-.977	.334
	Service Quality	.050	.047	.248	1.073	.289

a. Dependent Variable: Abs\_Res

Source: Data processed

The Spearman rank method was used to test for heteroscedasticity. The results of this test show that if the significance value is  $> 0.05$ , then there is no heteroscedasticity in the data. From the data above, it is found that the significance value for the price variable is 0.334, while for the service quality variable is 0.289. Therefore, it can be concluded that there is no significant indication of heteroscedasticity in the data.

#### 4.1.6 Multiple Linear Regression Test

In table 5, there is a constant with a value of -1.840. The regression coefficient for the price variable (X1) shows a positive value of 0.367, while the regression coefficient for the service quality variable (X2) is 0.421, which illustrates its positive nature. Furthermore, the regression coefficient for the service quality variable (X1) is 0.150 and is also positive. This



result says that the level of customer satisfaction tends to increase in line with the improvement in service quality, confirming the positive relationship between the two.

**Table 6 Multiple Linear Regression Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.840	1.435		-1.282	.206
	Price	.367	.099	.361	3.711	.001
	Service Quality	.421	.068	.599	6.164	.000

a. Dependent Variable: Customer Satisfaction

Source: Data processed

#### 4.1.7 Feasibility Test

**Table 7 Model Feasibility Test Results (F Test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	582.805	2	291.402	112.469	.000 <sup>b</sup>
	Residuals	121.775	47	2.591		
	Total	704.580	49			

a. Dependent Variable: Customer Satisfaction  
 b. Predictors: (Constant), Service Quality, Price

Source: Data processed

The data in the t table shows that the significance level is <0.05, illustrating the same effect between price and service quality on Gojek customer satisfaction.

#### 4.1.8 Coefficient of Determination

**Table 8 Results of the Coefficient of Determination (R<sup>2</sup>)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909 <sup>a</sup>	.827	.820	1.60965

a. Predictors: (Constant), Service Quality, Price

Source: Data processed

In table 8, it can be seen that Adjusted R<sup>2</sup> has a value of 0.827. This value shows that the model that has been compiled is able to explain about 82.7% of the variation in the

service quality and brand image variables. Conversely, the remaining 17.3% of the variation in the model cannot be explained by other factors not considered.

#### 4.1.9 Partial Test

**Table 9 T Statistical Test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.840	1.435		-1.282	.206
	Price	.367	.099	.361	3.711	.001
	Service Quality	.421	.068	.599	6.164	.000

a. Dependent Variable: Customer Satisfaction

Source: Data processed

The results in the T test table above reveal that the significance for price (X1) is  $0.001 < 0.05$ . In addition, the t count is  $3.711 > 1.676$ . This finding indicates that price has an influence on customer satisfaction. In other words, the price level offered can affect the level of customer satisfaction. Similarly, the t count for service quality (X2) is  $6.164 > 1.676$ , and the Sig value. Service quality is  $0.001 < 0.05$ . This indicates that an increase in the level of customer satisfaction is significantly related to positive service quality. Therefore, if Gojek improves the quality of service they provide, the level of customer satisfaction will also increase substantially.

## 4.2 Discussion

### 4.2.1 The Effect of Price on Gojek Customer Satisfaction

The results in Table 9 reveal that the price coefficient has a value of 3.711 in relation to Gojek customer satisfaction, with a significance value (P value) of around 0.001. In the context of this study, the significance level  $\alpha$  has been set at 0.05. By considering that the P value of 0.001 is smaller than the  $\alpha$  significance level of 0.05, it can be concluded that there is an influence between price and the level of Gojek customer satisfaction. Therefore, hypothesis H1 is accepted.

This study states the finding that price has great significance, especially in companies in the service sector. This highlights the importance of proper pricing and good pricing policies in influencing customer satisfaction, as well as emphasizing the important role of price variables in the business context. As mentioned by Anggraini & Budiarti (2020), price refers to the amount of money that must be paid by consumers in exchange

for obtaining the desired product or service. Therefore, price reflects the value that consumers have to pay. This finding makes a significant contribution in understanding that price really has a significant impact on the level of consumer satisfaction.

The findings from the study suggest that a flexible pricing policy strategy that can be tailored to the added value provided to customers can be an effective approach. In addition, further studies can explore how price variables interact with other factors to better understand the dynamics of their influence on customer satisfaction. Thus, companies can optimize their pricing strategies to achieve higher levels of customer satisfaction, which in turn can improve their performance and competitiveness in the market.

#### **4.2.2 The Effect of Service Quality on Gojek Customer Satisfaction**

Analysis from Table 9 reveals that the coefficient of service quality on Gojek customer satisfaction has a value of 6.164, with a P value of around 0.000. In this research framework, the significance level  $\alpha$  (alpha) has been set at 5% or 0.05. With a P value of 0.000, which is smaller than  $\alpha$  (0.05), it can be concluded that the service quality variable has a positive and significant impact on the level of Gojek customer satisfaction, so the alternative hypothesis H2 is accepted.

This finding shows that the outstanding service quality of Gojek companies plays a crucial role in increasing the level of customer satisfaction. The company's ability to meet customer needs, even exceeding expectations, creates a level of consumer satisfaction with the services provided (Kusuma & Marlana, 2021). Therefore, companies can take lessons from these results to further prioritize and improve aspects of their service quality. For example, training and developing employees in providing friendly, efficient, and responsive services can be an effective step in improving customer perceptions of service quality.

In addition, it is also important to understand that customer satisfaction is not just about meeting expectations, but also about creating positive experiences that can form long-term customer loyalty. Therefore, companies can consider differentiation strategies through innovation in services, actively listening to customer feedback, and continuously striving to improve service quality standards. In this way, companies can build strong relationships with customers and enhance their reputation in the market.

## **5. Conclusions**

The final results of the study confirm that both price and service quality have a positive and significant impact on the level of Gojek customer satisfaction. This shows the importance of price policy in influencing customer satisfaction, especially in the transportation service sector. High service quality also plays a crucial role in increasing customer satisfaction, and the services provided by Gojek companies can meet customer

expectations. Therefore, this study provides evidence that both price and service quality have a significant impact on Gojek customer satisfaction. These findings have major implications for service companies such as Gojek, emphasizing the need to maintain and improve customer satisfaction as the main key to success.

In order to improve Gojek's service quality and customer satisfaction, several recommendations can be proposed. First, the company needs to ensure that its pricing policy remains competitive and in line with customer expectations. This strategy can involve offering promos or discounts that are tailored to market dynamics and provide added value to customers. Second, special attention should be paid to improving service quality. Continuous efforts should be made to provide better services, including quick response to customer complaints, training for drivers, and maintenance of vehicles so that they are always in optimal condition. Third, in addition to price and service quality, companies can conduct further analysis to understand other factors that could potentially affect customer satisfaction. This could involve exploring aspects such as delivery speed, safety, and convenience. By implementing these recommendations, it is expected that the company can strengthen its relationship with customers and maintain its competitiveness in the online transportation service market.

## References

- Angelova, B., & Zekiri, J. (2011). Measuring customer satisfaction with service quality using American Customer Satisfaction Model (ACSI Model). *International journal of academic research in business and social sciences*, 1(3), 232-258
- Anggraini, F., & Budiarti, A. (2020). The Effect of Price, Promotion, and Service Quality on Customer Loyalty Mediated by Customer Satisfaction in Gojek Consumers. *Journal of Economic Education (JUPE)*, 8(3), 86-94. <https://doi.org/10.26740/jupe.v8n3.p86-94>
- Ariyandi, R., Dahmiri, D., & Sari, N. (2020). The effect of service quality and price on customer satisfaction of Gojek transportation services in Jambi City. *Journal of Management Dynamics*, 8(2), 73-84. <https://doi.org/10.22437/jdm.v8i2.16869>
- Cesariana, C., Juliansyah, F., & Fitriyani, R. (2022). Modeling Purchasing Decisions Through Consumer Satisfaction in the Marketplace: Product Quality and Service Quality (Literature Review of Marketing Management). *Journal of Education Management and Social Sciences*, 3(1), 211-224. <https://doi.org/10.38035/jmpis.v3i1.867>
- De Toni, D., Milan, G. S., Saciloto, E. B., & Larentis, F. (2017). Pricing strategies and levels and their impact on corporate profitability. *Revista de Administração (São Paulo)*, 52, 120-133.
- Dewan, N., Hossain, M. B., Kim, G. G., Dunay, A., & Illés, C. B. (2022). Transportation Mobile Applications Adoption Behavior Does Affect Overseas Residents' Life Satisfaction: Involvement as A Moderator. *Cogent Business & Management*, 9(1), 2096998.
- Dileep, M. R., & Mathew, V. (2017). Marketing of tourism industry: Enhancing services

- through marketing mix elements. In *Strategic Marketing Management and Tactics in the Service Industry* (pp. 304-329). IGI Global.
- Jasin, M., Sesunan, Y., Aisyah, M., Fatimah, C., & Azra, F. (2023). SMEs repurchase intention and customer satisfaction: Investigating the role of utilitarian value and service quality. *Uncertain Supply Chain Management*, 11(2), 673-682.
- Javadi, M. H. M., Dolatabadi, H. R., Nourbakhsh, M., Poursaedi, A., & Asadollahi, A. R. (2012). An analysis of factors affecting on online shopping behavior of consumers. *International journal of marketing studies*, 4(5), 81.
- Kusuma, W., & Marlana, N. (2021). The Effect of Service Quality and Brand Image on Customer Satisfaction of Go-Jek Transportation Services in Surabaya City. *Journal of Commerce Education (JPTN)*, 9(2), 1174-1180.
- Lee, Y. J., Kim, I. A., van Hout, D., & Lee, H. S. (2021). Investigating effects of cognitively evoked situational context on consumer expectations and subsequent consumer satisfaction and sensory evaluation. *Food Quality and Preference*, 94, 104330.
- Lie, D., Sudirman, A., Efendi, E., & Butarbutar, M. (2019). Analysis of mediation effect of consumer satisfaction on the effect of service quality, price and consumer trust on consumer loyalty. *International Journal of Scientific and Technology Research*, 8(8), 421-428.
- Meirovich, G., Jeon, M. M., & Coleman, L. J. (2020). Interaction of normative and predictive expectations in customer satisfaction and emotions. *Journal of Marketing Analytics*, 8, 69-84.
- Mendoza, E. C. (2021). A study of online customers repurchase intention using the 4Rs of marketing framework. *International Review of Management and Marketing*, 11(2), 1.
- Norawati, S., Arman, A., Ali, A., Ihsan, A., & Putra, E. (2021). Analysis of Product Variation, Quality of Service and Their Effect on Customer Satisfaction. *IJEBD (International Journal Of Entrepreneurship And Business Development)*, 4(6), 954-960.
- Oktarini, R. (2020). The Effect of Service Quality and Price on Customer Satisfaction of Gojek Application Service Users in Tangerang City. *Pamulang University Secretariat Journal*, 6 (2), 248. <https://doi.org/10.32493/skr.v6i2.5541>
- Rusmana, F. D., Albayan, A., & Rina, N. (2023). The Influence of Employee Service Quality on Consumer Satisfaction at Syifamart As-syifa Boarding School Viewed from Sharia Economics. *International Journal of Economics, Management and Accounting (IJEMA)*, 1(6), 461-468.
- Schlosser, R., & Chenavaz, R. Y. (2023). Joint dynamic pricing and marketing-mix strategies for revenue management applications with stochastic demand. *International Transactions in Operational Research*.
- Setiawan, F., Dewi, S. W. K., & Musafa. (2022). The Effect of Service Quality and Price on Gojek Customer Satisfaction in Bandung City. *Journal of Management Science*, 4(1), 57-64. <https://doi.org/10.51977/jism.v4i1.695>
- Sianipar, G. J.. (2019). The Effect of Service Quality, Price Perception and Brand Image on Customer Satisfaction of Online Ojek Transportation Service Users (Study on GrabBike Customers in Medan City). *Journal of Management and Business*, 19, 183-196. <https://doi.org/10.54367/jmb.v19i2.576>

- TM Ingenbleek, P. (2014). The theoretical foundations of value-informed pricing in the service-dominant logic of marketing. *Management decision*, 52(1), 33-53.
- Ushakov, D., Dudukalov, E., Kozlova, E., & Shatila, K. (2022). The Internet of Things impact on smart public transportation. *Transportation Research Procedia*, 63, 2392-2400.
- White, C. J. (2010). The impact of emotions on service quality, satisfaction, and positive word-of-mouth intentions over time. *Journal of marketing management*, 26(5-6), 381-394.
- Zakirin, M. (2021). Influence of Product Quality, Service Quality and Completeness on Customer Satisfaction on Mie Soponyono Producer. *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(2), 281-294.