

Influence of Information System Quality and Price on Customer Loyalty GoBeng Online Transportation Services in the City of Bengkalis

Laila Fitri¹, Wan Junita Raflah²

Program Study D4 Administrasi Bisnis Internasional Politeknik Negeri Bengkalis

lailafitriahoi0501@gmail.com¹, junita@polbeng.ac.id²

Abstract

This study aims to determine the effect and how much influence the information systems quality and price on customer loyalty GoBeng online transportation services in the City of Bengkalis partially and simultaneously. This research uses quantitative methods. The results showed that: There is a positive and significant influence on the information systems quality on customer loyalty GoBeng online transportation services in the City of Bengkalis, with a value of $t_{count} > t_{table}$ that is $2.019 > 1.98472$ and a significant value of $0.046 < 0.05$. There is a positive and significant effect of price on customer loyalty of GoBeng online transportation services in the City of Bengkalis, with a value of $t_{count} > t_{table}$, namely $3.595 > 1.98472$ and a significance value of $0.001 < 0.05$. There is a positive and significant influence on the information systems quality and prices on customer loyalty of GoBeng online transportation services in the City of Bengkalis, with a value of $F_{count} > F_{table}$, namely $21,962 > 3.90$ and a significant value of $0.000 < 0.05$.

Keywords : Information System Quality, Price, Customer Loyalty

1. INTRODUCTION

At this time technology and communication cannot be separated from human life, these two things are very important to make work easier. As in the densely populated area of Bengkalis City, To meet customer satisfaction with transportation services, it is necessary to have service providers who provide services that are not only good and quality but also innovative. So that transportation service companies make innovations that make it easier for people and shorten travel time, namely by presenting online motorbikes in the midst of society. In the City of Bengkalis online transportation service providers are known as GoBeng.

As in the densely populated area of Bengkalis City, and considering the outbreak of the Corona Virus Disease (Covid-19) that has hit the entire country and even the world, including the City of Bengkalis, people in the City of Bengkalis panic and result in people having to limit social interactions between themselves. With these various problems emerging, more and more transportation service sector businesses have the opportunity to do business. To meet customer satisfaction with transportation services, it is necessary to have service providers who provide services that are not only good and quality but also innovative. So that transportation service companies make innovations that make it easier for people and shorten travel time, namely by presenting online motorbikes in the midst of society.

GoBeng was founded in 2019 with the names of the founders M. Agung Suganda and Muhammad Intan Permata who are students State Polytechnic of Bengkalis. However, this gobeng is more managed and controlled by M. Agung Suganda. With the existence of GoBeng in Bengkalis City, it is hoped that it can make it easier for pedestrians who come to Bengkalis, as we know that many foreigners come to Bengkalis, especially students who come from outside Bengkalis who do not bring vehicles. As well as with Gobeng it also adds to customer confidence because in this day and age most people choose things that are more effective and efficient, and can guarantee their safety. And this online gojek also aims to

increase the creativity of the children of the Bengkalis area that in modern times like now ojegs no longer need to look for available ojek bases.

Therefore, to simplify and speed up your movement, we, the founders of GoBeng, hope that this can be the best solution for you. There are two services provided by GoBeng, namely Food Delivery, and shuttle taxis provided by GoBeng at different costs, but with the same ordering system, namely via telephone, SMS, or WhatsApp. For Food Delivery, the rate set is Rp. 3,000/portion, while for shuttle taxis the fare is Rp. 10,000/person. GoBeng started operating on September 2, 2019, with 8 drivers. At this time, GoBeng has not provided an online ordering system based on Android and IOS, but GoBeng provides a tool for customers to find out the latest information that can be obtained through Instagram with the name @gojekbengkalis. M. Agung Suganda as the founder and manager of GoBeng also said that at this time I really hope that GoBeng can help make it easier for people in the City of Bengkalis to meet their online service needs during the Corona Virus Disease (Covid-19) Outbreak, especially for people who want to limit social interactions.

Customer loyalty in general can be defined as one's loyalty to a product, both certain goods and services. According to Wantara (2015) states that loyalty is a deep commitment to buy or reuse a product or service consistently in the future, thus encouraging the purchase of the same brand even though there are situational influences and marketing efforts that have the potential to cause behavior to shift to other manufacturers. This shows that loyalty is not only determined by customer decisions, but also the efforts of business actors that can make customers loyal.

Purpose of the study are to determine the influence and how much influence the quality of information systems on customer loyalty GoBeng online transportation services in the City of Bengkalis, to determine the influence and how much influence price on customer loyalty GoBeng online transportation services in the City of Bengkalis, and to determine the influence and how much influence the quality of information systems and prices on customer loyalty GoBeng online transportation services in the City of Bengkalis.

This research is, relevant research was conducted by Prawinata, H and Rahmawati, D (2018) with the title "The Influence of Information System Quality, Price and Service Quality on Customer Satisfaction at Gojek Services in Yogyakarta City". The results showed that: There is a positive and significant influence on the quality of information systems on customer satisfaction at Gojek services in Yogyakarta City. This is indicated by the regression coefficient which is positive, namely 0.667, the tcount value is greater than the t table, namely $20.303 > 1.652$ and a significance value of $0.00 < 0.05$. There is a positive and significant effect of price on customer satisfaction at Gojek services in Yogyakarta City. This is indicated by the regression coefficient that is positive, namely 0.765, the tcount value is greater than the table, namely $14.118 > 1.652$ and a significance value of $0.018 < 0.05$. There is a positive and significant effect of service quality on customer satisfaction at Gojek services in Yogyakarta City. This is indicated by the regression coefficient that is positive, namely 0.546, the tcount value is greater than the ttable, namely $16.562 > 1.652$ and a significance value of $0.00 < 0.05$. There is a positive and significant influence on the quality of information systems, prices and service quality simultaneously on customer satisfaction at Gojek services in Yogyakarta City. This is indicated by the regression coefficient which is positive, namely 0.379, 0.222 and 0.206, the value of Fcount is greater than Ftable, namely $193.777 > 3.040$ and a significance value of $0.00 < 0.05$.

According to Hutahaeen (2015) "an information system is a system within an organization that brings together the needs of daily transaction management, supports operations, is managerial, and strategic activities of an organization and provides certain outsiders with the required reports". Price is defined by Kotler and Armstrong (2016) as "Price the amount of money charged for a product or service, or the sum of the value that customers exchange for the benefits or having or using the product or service". According to

Tjiptono & Diana, 2015 Customer loyalty is a combination of the possibility of repeated purchases made by customers at a later date with the same product or service and at various price levels.

2. LITERATURE REVIEW

In writing this proposal, several previous studies that are relevant or in accordance with the title of the proposal are needed and will be used as reading material or a basic basis for making the proposal.

- a. Relevant research was conducted by (Prawinata and Rahmawati, 2018) with the title "The Influence of Information System Quality, Price and Service Quality on Customer Satisfaction at Gojek Services in Yogyakarta City", this research was conducted to determine the effect of Quality. Information Systems, Prices and Service Quality on Customer Satisfaction at Gojek services in Yogyakarta City. The population in this study were Gojek customers in the city of Yogyakarta. The sample in this study were 200 respondents. The data collection method in this study used a questionnaire. The analysis prerequisite test includes normality test, linearity test, multicollinearity test, and heteroscedasticity test. The data analysis technique used to test the hypothesis is simple regression analysis and multiple regression analysis. The results showed that: There is a positive and significant influence on the quality of information systems on customer satisfaction at Gojek services in Yogyakarta City. This is indicated by the regression coefficient which is positive, namely 0.667, the tcount value is greater than the t table, namely $20.303 > 1.652$ and a significance value of $0.00 < 0.05$. There is a positive and significant effect of price on customer satisfaction at Gojek services in Yogyakarta City. This is indicated by the regression coefficient that is positive, namely 0.765, the tcount value is greater than the table, namely $14.118 > 1.652$ and a significance value of $0.018 < 0.05$. There is a positive and significant effect of service quality on customer satisfaction at Gojek services in Yogyakarta City. This is indicated by the regression coefficient that is positive, namely 0.546, the tcount value is greater than the t table, namely $16.562 > 1.652$ and a significance value of $0.00 < 0.05$. There is a positive and significant influence on the quality of information systems, prices and service quality simultaneously on customer satisfaction at Gojek services in Yogyakarta City. This is indicated by the regression coefficient which is positive, namely 0.379, 0.222 and 0.206, the value of Fcount is greater than Ftable, namely $193.777 > 3.040$ and a significance value of $0.00 < 0.05$.
- b. Research by (Aji, 2017) entitled "The Effect of Service Quality, Price on Customer Loyalty and Customer Satisfaction as Intervening Variables in Delivery Service Companies in Solo", this study was used to analyze the effect of service quality and price on consumer loyalty and customer satisfaction. as an intervening variable in the Shipping Service Company in Solo. Data were collected using a questionnaire and a sample of 100 respondents. Tests were carried out using SPSS software analysis tools and the methods used were regression analysis and data instruments. The findings showed that service quality and price had a significant effect on customer satisfaction. And customer satisfaction mediates between service quality and price has a significant effect on Customer Loyalty.
- c. Research by (Monica, 2018) with the title "The Influence of Price, Location, Building Quality and Promotion on Buying Interest in Taman Safira Bondowoso Housing." The result of this research show that price, place, building quality and promotion positive significantly influence on consumer decision. The results of coefficient determination shows that 77,9% of buying interest influenced by price, place, building quality and promotion. While the remaining 22,1% is influenced by other variables outside the model.

3. RESEARCH METHOD

The research location at the City of Bengkalis, and the time of this research was conducted in November – December 2020. The object in this study are customers or consumers who have used GoBeng online transportation services in the City of Bengkalis. The type of data in this study use quantitative data, source of the data used for this study namely primary data and secondary data. The population in this study are people who have used GoBeng services in the City of Bengkalis. The amount of samples is rounded up to 100 respondent. The sampling technique in this study is to use non-probability sampling, namely purposive sampling. On research use of data collection techniques namely questionnaire. The collected data will be processed data processing. This study uses a likert scale as a measurement scale. Data analysis methods are descriptive statistics, classical assumption and analysis of multiple regression used t test and F test. Research models in this study using a dual paradigm model with two independent variables X_1 and X_2 with one dependent variable Y . This hypothesis of this research are there is a positive and significant influence between information system quality and price partially or simultaneously on customer loyalty.

Table 1. Definition of Variable and Indicators

Variable	Operational Definition	Indicators	Scale
Information System Quality (X_1)	Hutahaean (2015) "An information system is a system within an organization that meets the daily transaction management needs, supports operations, is managerial, and strategic activities of an organization and provides certain outsiders with the required reports."	Doll and torkzadeh in the journal Amalia, S. M and Pratomo, D (2016) - Completeness - Accuracy - Convenience - Accuracy	5 point likert scale
Price (X_2)	Kotler and Amstrong (2016) "Price the amount of money charged for a product or service, or the sum of the value that customers exchange for the benefits or having or using the product or service"	Kotler and Amstrong (2016) - Price affordability - Price match with product quality - Price match with benefits - Price according to ability or price competitiveness	5 point likert scale
Customer Loyalty (Y)	Tjiptono & Diana (2015) "customer loyalty is a combination of the possibility of repeated purchases made by customers at a later date with the same product or service and at various price levels. "	Kotler & Keller (2015) - Repeat Purchase - Retention - Referalls	5 point likert scale

Source: Processed Data, 2020

4. RESULT AND DISCUSSION

Respondent data obtained will be tested with classical assumption test. The classical assumption test used consist of data normality test used Kolmogorov-Smirnov test statistical value are normally distributed shows the significant value of 0.191. Based on multicollinearity test result that that regression model is dependent from multicollinearity. Based on the heteroscedasticity test used, the Glejser test that the significant value for information system quality is 0.026 and the significant value for price is 0.001, meaning that this value is greater than 0.05. So it can be concluded that there is no heteroscedasticity problem. Based on the data linearity test, it is known that all the research variable instruments are stated to be linear. The quality of the information system has a significance of $0.051 > 0.05$ and the price has a significance of $0.428 > 0.05$ so that it is declared linear. Based on the multicollinearity test, all research variable instruments can be stated that there is no

multicollinearity. For the quality of information systems and prices, the tolerance value is $0.597 > 0.10$ and the VIF value is $1.675 < 10$, so it is stated that there is no multicollinearity.

This analysis is to determine the direction of the relationship between the independent variable and the dependent variable with each independent variable positively or negatively.

In testing the validity of researchers using an online questionnaire then extracted to Microsoft Excel and processed using SPSS with a significant level of 5%. In this study, the sample used was 100 respondent, so to find out the r_{table} the value of df is 98 so in this research the author used r_{table} 0.1966. Therefore, to perform the calculation, the question items are grouped first, after testing according to the above procedure, it turns out that all items in the statement in this statement are valid. That the correlation coefficient of all statements is greater than the critical value seen from the critical Pearson correlation table. As follows :

Table 2. Validity Test

No	Variable	Indicator	r_{hitung}	Greater than	r_{tabel}	Status
1	Information System Quality (X ₁)	Completeness	0.437	>	0.1966	Valid
			0.507		0.1966	Valid
			0.569		0.1966	Valid
		Accuracy	0.593		0.1966	Valid
			0.49		0.1966	Valid
			0.483		0.1966	Valid
		Convenience	0.638		0.1966	Valid
			0.512		0.1966	Valid
			0.555		0.1966	Valid
		Exactness	0.58		0.1966	Valid
			0.64		0.1966	Valid
			0.583		0.1966	Valid
2	Price (X ₂)	Price affordability	0.417	>	0.1966	Valid
			0.524		0.1966	Valid
			0.441		0.1966	Valid
		Price match with product quality	0.557		0.1966	Valid
			0.613		0.1966	Valid
			0.62		0.1966	Valid
		Price match with benefits	0.574		0.1966	Valid
			0.516		0.1966	Valid
			0.642		0.1966	Valid
		Price according to ability or price competitiveness	0.67		0.1966	Valid
			0.512		0.1966	Valid
			0.615		0.1966	Valid
3	Customer Loyalty (Y)	Repeat Purchase	0.573	>	0.1966	Valid
			0.429		0.1966	Valid
			0.68		0.1966	Valid
		Retention	0.604		0.1966	Valid
			0.485		0.1966	Valid
			0.628		0.1966	Valid
		Referrals	0.624		0.1966	Valid
			0.531		0.1966	Valid
			0.613		0.1966	Valid
					0.1966	Valid

Source: Processed Data, 2020

From Table 4.11 it can be seen that for all variables, they have their respective r_{count} values and the r_{table} value for all variables is 0.1966. For the indicator completeness and first item the r_{count} value is 0.437, meaning $0.437 > 0.1966$ so the first item has suitability or is valid. Of all the items in Table 4.11 have a value of $r_{\text{count}} > r_{\text{table}}$, so that all items have suitability or validity.

Table 3. T test result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	6.314	4.388	1.439	.153
	Information System Quality (X_1)	.209	.103	2.019	.046
	Price (X_2)	.377	.105	3.595	.001
a. Dependent Variable: Customer Loyalty (Y)					

Source: Processed Data, 2020

Based on Table 2 showed variable Information System Quality Variable (X_1) has a positive and significant effect on customer loyalty. This can be seen from the significant Quality of Information Systems (X_1) $0.046 < 0.05$, and the value of $t_{\text{table}} = t(\alpha/2; n-k-1) = t(0.05/2; 100-2-1) = (0.025; 97) 1.985$. It means that the value of t_{count} is greater than t_{table} ($2.019 > 1.985$), then H_0 is rejected and H_1 is accepted. So that the hypothesis which says there is an influence of Information System Quality on Customer Loyalty is partially accepted. Based on the results of the tests that have been carried out, GoBeng needs to maintain the quality of the information system that has been previously provided and needs to improve again by providing additional accurate information so that customers feel safe when using these services, so that customers do not switch to using other services and who have never used GoBeng services, can be interested in these services.

Variable of price (X_2) has a positive and significant effect on customer loyalty. This can be seen from the significant price (X_2) $0.001 < 0.05$, and the value of $t_{\text{table}} = t(\alpha/2; n-k-1) = t(0.05/2; 100-2-1) = (0.025; 97) 1.985$. It means that the value of t_{count} is greater than t_{table} ($3.595 > 1.985$), then H_0 is rejected and H_2 is accepted. So that the hypothesis which says there is an effect of Price on Customer Loyalty is partially accepted. Based on the results of the tests that have been done, price is a variable that greatly influences customer loyalty. Of course, customers will choose to use services at prices that are in accordance with the benefits and quality provided. Therefore, GoBeng must be consistent in pricing in order to create customer loyalty.

Table 4. F Test Result

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	575.677	2	287.839	21.962	.000 ^b
	Residual	1271.323	97	13.106		
	Total	1847.000	99			
a. Dependent Variable: Customer Loyalty (Y)						
b. Predictors: (Constant), Price (X ₂), Information System Quality (X ₁)						

Source: Processed Data, 2020

The simultaneously test result for the two independent variables, namely information system quality and price on one dependent variable namely the customer loyalty, note that the

significance value is $0.000 < 0.05$ and $F_{\text{count}} > F_{\text{table}}$ the value is $21.962 > 3.09$. It can be interpreted that H_3 is accepted and H_0 is rejected, with H_3 stated that “there is a simultaneously has a positive and significant relationship between the influence of Information Systems Quality and Price on customer loyalty to online transportation services GoBeng in Bengkalis City”. So that from the simultaneous test results it can be seen that together the variables of information system quality and price have a positive and significant effect on customer loyalty.

Table 5. Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.558 ^a	.312	.297	3.620
a. Predictors: (Constant), Price (X2), Information System Quality (X1)				
b. Dependent Variable: Customer Loyalty (Y)				

Source: Processed Data, 2020

Based on the Table 4 above, it can be seen that the results of the calculation of the coefficient of determination $R^2 = 0.297$. This means that the variables of Information System Quality and Price have an effect on Customer Loyalty by 29.7%, while the remaining 70.3% is influenced by other variables not used in this study.

5. CONCLUSION AND SUGGESTION

From the formulation of the problems raised in this study, the result of test and analyzes that have been carried out can be drawn several conclusion, namely variable of information system quality has a positive and significant influence on customer loyalty. From the test results between the variable quality of information systems on the variable of customer loyalty, it can be concluded that the quality of the information system partially has a positive and significant effect on customer loyalty of GoBeng online transportation services in Bengkalis. By giving a positive impression, of course, this will make customers more trusting in GoBeng services so that the information system quality factor can influence customers to use these services continuously. From the test results between the price variable and the customer loyalty variable, it can be concluded that the price partially has a positive and significant effect on customer loyalty of GoBeng online transportation services in the City of Bengkalis. Affordable prices are also one of the factors that cause someone to use these services, customers tend to compare prices for buying a product or service if it is considered in accordance with their income and the price of the product or service is in accordance with the quality of the product, consumers will not hesitate to buy a product or service the. So that by providing affordable and consistent prices in setting prices, the price will greatly affect consumers in using these services.

And from the simultaneous test results between all independent variables on the dependent variable, it can be concluded that the information systems quality and price simultaneously have a positive and significant effect on customer loyalty of GoBeng online transportation services in the City of Bengkalis.

Based on the discussion and conclusions obtained in this study, the authors convey the following suggestions to GoBeng online transportation services, GoBeng must pay attention to and improve the quality of the information system provided to customers, in this case the completeness of information, as well as ease in accessing the information provided. GoBeng must maintain the stability and affordability of the set price, GoBeng is also required to further adjust the price level with the quality of the product and the benefits provided so that

customers will feel satisfied and use GoBeng services continuously. For further researchers, it is expected to add several variables besides the quality of information systems and prices that affect and increase customer loyalty so that various results can be obtained that can affect customer loyalty.

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