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The Influence of Service Quality and Customer Value on Customer Satisfaction

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Abstract

This study aims to assess the impact of service quality and consumer value on customer satisfaction at PT. Grab Indonesia. The research utilized a descriptive method, employing a Google Form questionnaire designed for random online data collection. The study gathered responses from 114 participants, representing an unknown total population of Grab users. Purposive sampling was applied, with a focus on evaluating the service quality provided by driver partners to enhance consumer satisfaction, comfort, and driver ratings. The collected data was then processed and analyzed. The research revealed that service quality, consumer value, and customer satisfaction all received ratings in the very good category. However, the study did not find any significant influence of service quality on GrabBike customer satisfaction. Consumer value was found to have a partial impact on customer satisfaction, while both service quality and consumer value were observed to partially influence GrabBike customer satisfaction.

Keywords

Service Quality, Consumer Value, Customer Satisfaction, GrabBike, Purposive Sampling.

1. Introduction

In this era of globalization, the business world is rapidly evolving in response to the advancing economic conditions (Parente et al., 2018). The competitive environment necessitates critical thinking and the optimal utilization of a business's resources to anticipate business risks (Calma & Cotronei-Baird, 2021). Competition in the business world continually fosters creative ideas that can develop products and services that provide added value to customers. In fact, people have

increasingly diverse and growing needs. They desire convenience and speed in obtaining what they want. With the advent of the internet, the flow of information is rapid, and individuals can easily access everything they need wherever and whenever they are (Sunarya & Jamaludin, 2022).

The emergence of online transportation businesses, such as Grab, has made significant changes to the social lives of people, particularly in big cities like Bandung (Waruwu & Adhiutama, 2017). These app-based transportation companies have become the preferred choice for many consumers, engaging in fierce competition with each other by offering various services aimed at creating customer satisfaction. Before consumers decide to choose a product or service from a producer or service provider, they naturally compare which offer delivers better consumer value. A satisfied consumer is one who feels they are receiving value from the producer or service provider (Chiou, 2004). Consumer value is related to the process of giving and receiving experienced by consumers. If the benefits received are higher than the costs incurred, consumers will be satisfied. Conversely, if the benefits received are smaller than the costs incurred, consumers will feel dissatisfied or disappointed.

PT. Grab Indonesia is a company engaged in online-based transportation services. Grab was founded in 2011 by Anthony Tan and Tan Hooi in Malaysia and made its debut in Indonesia in June 2012. Grab offers a wide range of transportation services, including GrabTaxi, GrabCar, GrabBike, and GrabExpress, to meet consumer needs. GrabBike is one of the providers of online transportation services, particularly for motorcycles, and utilizes internet technology based on applications in its operations. The GrabBike application can be downloaded on smartphones with iOS and Android operating systems. By using the GrabBike application on their smartphones, consumers can request pick-up and drop-off services. Despite offering easy access through online application-based bookings, GrabBike is not without its problems.

There is a noticeable trend indicating that consumer satisfaction is not yet at its optimal level at GrabBike. This can be attributed to factors such as subpar service quality and consumers perceiving a lack of benefits or value (Adhikara & Wicaksono, 2017). In particular, the service quality provided by GrabBike drivers still has room for improvement, with several common weaknesses becoming apparent. These issues include delays in pick-up times, intentional order cancellations by drivers, discrepancies between driver profiles and the information registered in the application, incorrect motorcycle plate information, and drivers' often unfriendly demeanor towards consumers (Hansen et al., (2020); Caesaron et al., 202).

It's important to recognize that addressing these issues is not solely about improving service quality and ethical behavior. It also begins with each individual, where the commitment to providing the best possible experience for consumers is paramount (Hansen & Linh, 2020). This approach ensures that consumers feel not just satisfied but genuinely happy with the service. Observations have shown that when consumers are satisfied and content, they are more inclined to provide feedback on the service and driver partners (Berezina et al., 2016). These reviews serve as valuable tools for driver partners to enhance their services, encouraging courteous behavior and maintaining ethical standards in their field.

Quoting data from the Grab application, comments from users and consumers reflect feedback from transportation service consumers during the period from May to July 2023. This dataset is reliable and directly represents consumers' experiences. While some feedback points out areas

where the service may be lacking, such as issues with service quality or driver rudeness, it's important to note that not all evaluations are negative. Consumers play a crucial role as evaluators, contributing to a better understanding of the experiences of fellow consumers.

2. Literature Review

Service quality is a multidimensional construct that encompasses various facets of service delivery, including reliability, responsiveness, assurance, empathy, and tangibles. The expectation that higher service quality leads to increased consumer satisfaction is grounded in extensive research and is supported by theories such as the SERVQUAL model (Parasuraman, Zeithaml, & Berry, 1988). Numerous studies have examined the link between service quality and consumer satisfaction in diverse settings, ranging from hospitality and healthcare to e-commerce and transportation services. For example, in the airline industry, service quality factors like on-time performance, in-flight service, and baggage handling have been found to significantly impact passenger satisfaction (Lee et al., 2016).).

In the context of online retail, factors such as website usability and the ease of returns have been identified as determinants of customer satisfaction (Dianat et al. 2019). Moreover, the impact of service quality on consumer satisfaction has been studied in the context of emerging service providers like ride-sharing platforms. Research on ride-sharing services like Uber and Grab has indicated that factors such as driver behavior, vehicle cleanliness, and ride comfort influence passengers' overall satisfaction (Lierop et al., 2018). These findings highlight the consistent relationship between service quality and consumer satisfaction across a wide array of industries.

Consumer value, in this context, refers to the perceived benefits and utility that consumers derive from a product or service relative to its cost. It encompasses both the functional aspects (e.g., quality, performance) and emotional aspects (e.g., trust, enjoyment) of the consumer experience. This hypothesis is grounded in the notion that consumers are not only seeking products or services but are also seeking value and benefits that meet their needs and expectations (Zeithaml, 1988). A wealth of literature supports the significance of consumer value in driving consumer satisfaction. In the field of marketing, studies have consistently found that perceived value positively influences customer satisfaction and loyalty (Anderson & Sullivan, 1993). This relationship is particularly relevant in industries characterized by intense competition and commoditization, where providing superior value can be a key differentiator (Sweeney & Soutar, 2001).

For instance, research in the context of mobile telecommunications services has shown that factors such as pricing, network coverage, and additional services contribute to consumers' perceptions of value (Shah et al., 2020). Similarly, in the context of online shopping, consumers' satisfaction is often influenced by their perceptions of the value offered by e-commerce platforms, including product quality, pricing, and customer service (Özkan et al., 2020). In the contemporary landscape of digital platforms and e-commerce, understanding how consumers perceive value and how it impacts their satisfaction is of paramount importance. The influence of consumer value on consumer satisfaction is not only applicable to traditional goods and services but also

extends to the sharing economy, where consumers seek value in the form of convenience, cost savings, and personalized experiences (Nadeem et al., 2020).

Hypothesis 1:
H0: βyx1 = 0: There is no influence of service quality on consumer satisfaction.
H1: βyx1 ≠ 0: There is an influence of service quality on consumer satisfaction.

Hypothesis 2:
H0: βyx2 = 0: There is no influence of consumer value on consumer satisfaction.
H1: βyx2 ≠ 0: There is an influence of consumer value on consumer satisfaction.

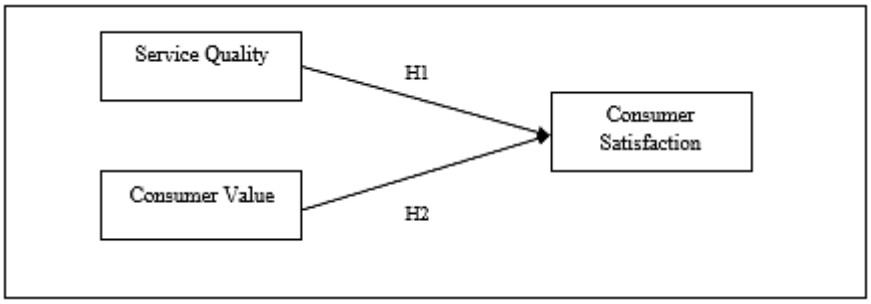

Figure 1. Framework

3. Research Method

The research method used in this study involves the utilization of a Google assessment form. This form is designed for the random online completion of questionnaires, which is accessible to consumers using the Grab application in the Central Mukodar area. Respondents can complete the questionnaire from anywhere, as it is not constrained by factors such as distance, time, or location. The assessment form is focused on evaluating GrabBike services.

The unit of analysis refers to the subject or entity under investigation in the research. It can encompass individuals, groups, objects, or social events/settings, such as the activities of individuals or groups that serve as research subjects. In this research, the unit of analysis is the individual, specifically consumers who are users of the Grab application in the Central Mukodar area. The population in this research comprises Grab users within the Central Mukodar area, with the exact population size being unknown. Sampling is employed when studying the entire population is impractical due to constraints such as limited funds, resources, and time. This study utilizes non-probability sampling, specifically purposive sampling, as the chosen technique for sample selection.

Purposive sampling involves the selection of samples based on specific criteria that align with the research objectives, enabling the researcher to choose samples that closely match the research needs. It is particularly useful when various constraints prevent the use of random sampling. In this research, purposive sampling is employed to ensure that samples are highly relevant to the study. This process involves consumers evaluating the quality of service provided by GrabBike

driver-partners to enhance satisfaction, comfort, and the overall assessment of driver-partners. The target audience comprises users of GrabBike services in the Central Mukodar area.

This research relies on primary data, which is collected through the use of a closed questionnaire. The questionnaire consists of written statements presented to respondents, who are asked to provide responses based on their actual experiences. The questionnaire utilizes a rating scale format, with statement items accompanied by columns indicating different levels of satisfaction: Very Good (*Sangat Sangat Baik* or SSB), Good (*Sangat Baik* or SB), Neutral (N), Not Good (*Kurang Bagus* or KB), and Very Poor (*Sangat Kurang Bagus* or SKB). The research hypotheses will be tested using the t-test and F-test.

4. Results and Discussion

Table 1. Validity Test Results

Question Items	*r* Count	*r* Critical	information	Question Items	*r* Count	*r* Critical	information
X1.1	0,699	0,3	Valid	X2.13	0,783	0,3	Valid
X1.2	0,703	0,3	Valid	X2.14	0,712	0,3	Valid
X1.3	0,786	0,3	Valid	X2.15	0,642	0,3	Valid
X1.4	0,859	0,3	Valid	X2.16	0,724	0,3	Valid
X1.5	0,832	0,3	Valid	X2.17	0,797	0,3	Valid
X1.6	0,851	0,3	Valid	X2.18	0,716	0,3	Valid
X1.7	0,874	0,3	Valid	Y1.19	0,699	0,3	Valid
X1.8	0,732	0,3	Valid	Y1.20	0,703	0,3	Valid
X1.9	0,756	0,3	Valid	Y1.21	0,786	0,3	Valid
X1.10	0,706	0,3	Valid	Y1.22	0,859	0,3	Valid
X2.11	0,576	0,3	Valid	Y1.23	0,832	0,3	Valid
X2.12	0,579	0,3	Valid	Y1.24	0,851	0,3	Valid

The study conducted validity tests for three variables: service quality (X1), consumer value (X2), and consumer satisfaction (Y). The validity results indicate that all items within these variables are valid, as their calculated r-values range between 0.699 and 0.874, surpassing the critical r-value of 0.5 (> 0.5). This demonstrates that all statement items within these variables are considered valid, ensuring the reliability of the measurement instrument.

The reliability tests were conducted on three variables: Service Quality (X1), Consumer Value (X2), and Consumer Satisfaction (Y). The results indicated high levels of reliability for all three variables. The Cronbach's Alpha values were 0.928 for Service Quality, 0.839 for Consumer Value, and 0.851 for Consumer Satisfaction. These values, all exceeding the threshold of 0.7, demonstrate that the variables are highly reliable, indicating that the measurement instruments used in the study consistently measure what they are intended to measure.

Table 2. Reliability of Consumer Value Variables

Reliability Statistics			
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Service Quality	.928		10
Consumer Value	.839	.844	8
Consumer Satisfaction	.851	.854	6

The normality test is a statistical analysis used to determine whether a data distribution exhibits normal properties. Based on the results of data processing shown in Figure 4.1, it can be concluded that the random sample follows a normal distribution, with a significance value of 0.2, which is greater than 0.1.

Table 3. One Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			114
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		4.43661142
Most Extreme Differences	Absolute		.108
	Positive		.080
	Negative		-.108
Test Statistic			.108
Asymp. Sig. (2-tailed)[c]			.002
Monte Carlo Sig. (2-tailed)[d]	Sig.		.002
	99% Confidence Interval	Lower Bound	.001
		Upper Bound	.004
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

To detect multicollinearity in regression, one should examine the Variance Inflation Factor (VIF) and the Tolerance value. These measures indicate the extent to which each independent variable is explained by other independent variables. In simpler terms, each independent variable is treated as a dependent variable and regressed against the other independent variables. Tolerance measures the variability of a selected variable that is not explained by other independent variables. Based on Table 4, it can be concluded that the tolerance value is 0.949, which is greater than 0.10. Additionally, the VIF (Variance Inflation Factor) value is 1.054, which is less than 10. Therefore, it can be interpreted that there is no multicollinearity between the two independent variables.

Table 4. Test Results from Multicollinearity

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.179	.515		2.288	.024		
	SQ_Service	.081	.063	.100	1.283	.202	.949	1.054
	SQ_ ConsumerValue	.569	.077	.573	7.380	.000	.949	1.054
a. *Dependent Variable: SQ_ Consumer Satisfaction*								

The autocorrelation test is a part of the classical assumption test aimed at determining the relationship between research that occurred in period 't' and errors in the previous period ('t-1') within a regression model. A good regression model is one that is free from autocorrelation. The

coefficient of determination (R^2) measures the model's ability to explain variations in the dependent variable, ranging from zero to one. A low R^2 indicates limited explanatory power of the independent variable, while a value close to one suggests that the independent variables provide nearly all the information needed to predict variations in the dependent variable. To mitigate bias, the adjusted R^2 value is used, which can change with the addition of an independent variable.

Based on Table 4 and data processed using IBM SPSS Statistics 27, the Durbin-Watson value is 1.877, while the upper limit value of Durbin-Watson (dU) is 1.566. Therefore, it can be concluded that the Durbin-Watson value falls within the range of 1.566 to 2.434, indicating the absence of autocorrelation and enabling further analysis.

A good regression model is one that is homoscedastic, meaning it does not exhibit heteroscedasticity (Ghozali, 2018: 137). To detect heteroscedasticity, the Glejser test can be conducted by regressing the absolute value of the residuals on the independent variable. The hypotheses used are as follows: H0: $\beta 1 = 0$ (no heteroscedasticity problem); H1: $\beta 1 \neq 0$ (heteroscedasticity problem exists) If the significance value between the independent variable and the absolute residuals is greater than 0.05, then there is no heteroscedasticity problem. The Glejser test is used to determine the presence or absence of heteroscedasticity.

Table 5. Results from Heteroscedasticity

Coefficients[a]								
Model		Unstandardized oefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.151	.370		3.109	.002		
	SQ_Service	-.048	.045	-.101	-1.051	.296	.948	1.054
	SQ_ ConsumerValue	-.090	.055	-.157	-1.640	.104	.948	1.054
a. Dependent Variable: Consumer Satisfaction								

Based on Table 5, it is evident that in the Glejser method, the significance value for the variable 'Sq_Service' is 0.296. This result indicates the absence of heteroscedasticity problems because the significance level of the independent variable exceeds 0.05. Similarly, the significance value for the variable 'Sq_Consumer Value' is 0.104, showing no issues with heteroscedasticity as the independent variable surpasses the 0.05 threshold. Therefore, it can be concluded that the two transformed variables are valid. The F statistical test assesses whether all independent variables in the model collectively influence the dependent variable. By conducting the F test (simultaneously), we can determine whether the service quality and consumer value variables jointly affect Grabbike satisfaction.

Table 6 indicates that the significance value of the F test is 0.000b, categorizing it as having a significant effect on the variable.

- If the significance value is <0.05, there is a simultaneous influence of variable X on variable Y.
- If the significance value is >0.05, there is no simultaneous influence of variable X on variable Y.

The t test is employed to determine the impact of each independent variable on the dependent variable. It measures the degree of influence that an independent variable has on the dependent variable, tested at a significance level of $\alpha = 0.05$, which implies a 95% probability of correct conclusions or a 5% margin of error. If the probability t value is less than 0.05, the independent variable affects the dependent variable.

- If sig. < 0.05, the hypothesis is accepted (significant).
- If sig. > 0.05, the hypothesis is rejected (not significant)

Table 6. Results of the F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.769	2	8.385	31.835	.000[b]
	Residual	29.235	111	.263		
	Total	46.004	113			

a. Dependent Variable: SQ_Consumer Satisfaction

b. Predictors: (Constant), SQ_ ConsumerValue, SQ_Service

According to Table 7, the significance value of the t-test is 0.202, categorizing it as having no effect on the variable. Despite not passing the t-test, the data remains valid, and it can be concluded that variable X has no significant effect on variable Y.

Table 7. Results of the t test (partial)

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.179	.515		2.288	.024
	SQ_Service	.081	.063	.100	1.283	.202
	SQ_ConsumerValue	.569	.077	.573	7.380	.000

a. Dependent Variable: SQ_Consumer Satisfaction

In the descriptive analysis of this research, the PT Grab Indonesia Service Quality Variable consists of ten (10) statements. The answers to each statement item have been summarized in Table 8. Table 8 reveals that all the weight values from respondents' responses to the statements comprising the consumer value variable are 3.481, with an average weight of 435.125, falling within the 'very good' category. This average aligns with the standard weight value interval of 390 - 481, also classified as 'very good.' The descriptive analysis indicates that the consumer value variable falls within the 'very good' category.

In the descriptive analysis of this research, the Grabbike Consumer Satisfaction Variable at PT. Grab Indonesia consists of six (6) statements. The answers to each statement item have been summarized in Table 9.Table 9 shows that all the weight values from respondents' responses to the statements comprising the consumer satisfaction variable are 2.646, with an average weight of 449, falling within the 'very good' category. This average aligns with the standard weight value interval of 433, also classified as 'very good.' The descriptive analysis indicates that the consumer satisfaction variable falls within the 'very good' category.

Table 8. Recapitulation of Respondents' Responses Regarding Service Quality Variables

No	Statement	Frequency and Weight of Respondent Statements										Actual Score	Information
		SSB(5)		SB(4)		N(3)		KS(2)		SKB(1)			
		F	B	F	B	F	B	F	B	F	B		
1	Driver partners are able to maintain emotional control while driving.	51	255	27	108	18	54	11	22	7	7	442	Very good
2	Driver partners are able to control their patience when consumers need something, for example (stopping at a shop, going to an ATM, going to a minimarket, etc.).	41	205	24	96	22	66	17	34	10	10	411	Very good
3	Assessing consumers so that they can further improve their consistency to maintain service quality.	41	205	24	96	22	66	17	34	10	10	411	Very good
4	Driver partners are able to maintain politeness towards consumer values so that they are considered honest, trustworthy and trustworthy.	47	235	31	124	27	81	5	10	4	4	454	Very good
5	Assessing that consumers prefer the promotions currently taking place on the Grab application.	45	225	28	112	22	66	10	20	9	9	432	Very good
6	It is estimated that consumers will use the Grabbike application more because it is easy to use and easy to order drivers.	44	220	26	104	28	84	9	18	7	7	433	Very good
7	Assessing consumers further increases satisfaction with the performance of driver partners.	48	240	27	108	27	81	7	14	5	5	448	Very good
8	Assessing that consumers are more willing to improve the code of ethics that has been taught by the Grab regulations.	47	235	25	100	26	78	10	20	6	6	439	Very good
Total value, weight of respondents' answers												3.481	
Actual average of the Consumer Value variable												435,125	Very good
Lowest value of the Consumer Value variable												411	Very good
Highest Value of the Consumer Value variable												454	Very good

Service Quality falls into the "very good" category, which reflects a driver partner's ability to maintain the quality of service for consumers. This begins with the driver's appearance, which should be neat, clean, and presentable. It's essential for the driver to keep their motorcycle clean and equipped with all the necessary attributes. Furthermore, driver partners must consistently deliver top-notch service, prioritize safety on the road to ensure passengers feel comfortable and secure, and show empathy when consumers face issues. Additionally, drivers should be responsive when customers have complaints and uphold honest, trustworthy, and reliable attitudes.

Consumer ratings also belong to the "very good" category. As a driver partner, it's important to assess how consumers perceive Grabbike services. This assessment involves elevating politeness, honesty, and trustworthiness. Evaluating consumers' views helps driver partners enhance their consistency in delivering quality service, making passengers more satisfied, comfortable, and safe during rides. It's crucial for consumers to maintain emotional control while

on the road and expect driver partners to adhere to high ethical standards and comply with traffic regulations.

Consumer satisfaction, another "very good" category, plays a significant role. When consumers are content with Grabbike services, they are more likely to choose the service again in the future. Satisfied consumers appreciate the quality of service and the comfort provided by the driver. Consumer satisfaction profoundly impacts driver partners' performance. Satisfied customers often give tips or provide a 5-star rating regardless of the trip's distance, showcasing their appreciation.

Table 9. Recapitulation of Respondents' Responses Regarding Consumer Satisfaction Variables

No	Statement	Frequency and Weight of Respondent Statements										Actual Score	Information
		SS(5)		S(4)		N(3)		TS(2)		STS(1)			
		F	B	F	B	F	B	F	B	F	B		
1	Consumers have a sense of satisfaction and comfort with the performance provided by driver partners.	47	235	28	112	23	69	10	20	6	6	442	Very good
2	With appreciation for the performance provided, consumers will usually give tips and 5 stars.	57	285	28	112	22	66	4	8	3	3	474	Very good
3	As a consumer, the costs that have been regulated will have a good impact in the future.	51	255	32	128	25	75	4	8	2	2	468	Very good
4	Consumers prefer lots of price cuts and discounts	46	230	32	128	20	60	8	16	8	8	442	Very good
5	Maintaining service quality, performance, correct driving procedures.	41	205	31	124	28	84	8	16	6	6	435	Very good
6	Maintain trust in driver partners so that they can feel safe and comfortable when driving.	41	205	31	124	26	78	10	20	6	6	433	Very good
Total value, weight of respondents' answers												2.694	
Actual average of the Consumer Satisfaction variable												449	Very good
Lowest Value of the Consumer Satisfaction variable												433	Very good
Highest Value of the Consumer Satisfaction variable												474	Very good

5. Conclusion

The study's findings suggest that service quality alone does not significantly impact customer satisfaction, indicating that the level of service quality provided by the company may not be the primary driver of customer satisfaction. However, consumer value, encompassing factors such as pricing, convenience, and benefits received, does have a partial influence on consumer satisfaction, implying that customers' perception of value contributes to their satisfaction to some extent. Additionally, when service quality and consumer value are considered together, they collectively play a partial role in influencing Grabbike customer satisfaction, highlighting the interplay between these factors in shaping overall satisfaction.

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