



Price, service quality and trust on online transportation towards customer satisfaction

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ABSTRAK

Transportasi online yang memungkinkan orang bebas memilih dan memesan layanan transportasi dengan smartphone mereka berkembang sangat pesat di Indonesia akhir-akhir ini. Penelitian ini bertujuan untuk menguji variabel-variabel yang memengaruhi kepuasan pelanggan dalam transaksi transportasi online, meliputi harga, kualitas layanan dan kepercayaan. Desain penelitian ini adalah kuantitatif dengan jumlah sampel sebanyak 100 responden yang diperoleh melalui teknik purposive sampling. Selanjutnya, data dari sampel yang diperoleh melalui kuesioner tersebut diolah dengan teknik analisis regresi linier berganda. Hasil temuan dari penelitian ini adalah kualitas layanan dan kepercayaan memiliki pengaruh yang signifikan terhadap kepuasan pelanggan, sedangkan variabel harga tidak berpengaruh signifikan terhadap kepuasan pelanggan, terutama dalam layanan transportasi daring. Hasil temuan selanjutnya adalah bahwa variabel harga, kualitas layanan dan kepercayaan secara simultan memiliki pengaruh yang signifikan terhadap kepuasan pelanggan transportasi daring. Implikasi praktis yang perlu dilakukan penyedia layanan adalah pemberian kualitas layanan yang kompeten, seperti memperhatikan kebersihan serta kerapian mobil, memberikan respon layanan yang responsif dengan waktu kehadiran yang tepat disertai peningkatan kemampuan pengemudi. Selain itu kepercayaan pelanggan perlu dijaga melalui pemberian kenyamanan, kepuasan dan layanan yang bertanggung jawab.

ABSTRACT

Recently, online transportation that enables people to freely choose and order transportation services with their smartphones is growing very rapidly in Indonesia. This study aims to test the variables that

affect customer satisfaction of online transportation with regard to price, service quality, and trust. This quantitative study uses 100 respondents selected by the purposive sampling technique. Next, this study analyzes the data generated using the multiple regression analysis. The results show that service quality and trust significantly affect customer satisfaction, but price does not exhibit a significant influence on customer satisfaction. Further, price, service quality, and trust simultaneously exhibit significant influences on online transportation's customer satisfaction. Thus, this study practically implies that offering competent service quality, such as emphasizing cars' cleanliness and tidiness, providing responsive services and timely presence complemented by the enhancement of drivers' skills. Besides, firms have to maintain customers' trust by offering convenient, satisfying, and responsible services.

INTRODUCTION

Online transportation develops rapidly currently in Indonesia and even allows people to be able to order easily using their smartphone (Kristo, 2017). It is undeniable in matters the internet and technology that enables telecommuting would change consumer behavior recently (Dutzik, Madsen, & Baxandall, 2013). Through online transactions, consumers can easily compare products and services. Online transactions also make consumers have freedom in choosing products and services, hereinafter, according to Degeratu, Rangaswamy and Wu (2000) online information will make brand names more valuable.

One thing that has an essential role in online transactions is trust (Grabner-Kraeuter, 2002). Trust variable itself has a significant influence on consumer satisfaction Pradina and Kusnilawati (2012) especially in online transactions. Lack of trust will prevent people from making e-commerce transactions, especially in terms of financial and personal information that must be submitted to the relevant merchant via the Internet (Y. D. Wang & Emurian, 2005). Trust is defined as a person's willingness to be sensitive to the actions of others based on the expectation that others will take certain actions on the people who trust them (Mayer, Davis, & Schoorman, 1995). Furthermore, Sari and Kustijana (2012) also found that along with trust, a service quality has a positive and significant influence on customer satisfaction. Or in other words, service quality is also a factor that becomes the antecedent of customer satisfaction formation (Akbar & Parvez, 2009). That statement also supported by Han and Hyun (2015), which states that the service quality significantly affects consumer satisfaction.

Consumer satisfaction, also influenced by the price variable, as well as by the two variables discussed earlier, namely trust and service quality. This statement is

supported by the results of research from Miranthi and Idris (2017), which states that in addition to service quality, prices significantly influence customer satisfaction, in this case, customers who use transportation services. That statement was also stated by several other researchers regarding the findings, which stated that service quality and price significantly influence service user satisfaction (Bei & Chiao, 2001; Haryanto, 2013; Prasetio, 2012). But on the other hand, in contrast, the Bilgies (2016) study produced findings that the price variable had no effect on customer satisfaction. Furthermore, regarding the research gap related to service quality, it was also stated by Isra and Trenggana (2017) that found that the variables tangible, empathy, reliability, and assurance, which are indicators of service quality, proved to have no significant effect on customer satisfaction.

Based on the explanations and findings from previous researches that stated there is significant influence between price, service quality and trust towards customer satisfaction, then through this study, researchers want to modify those independent variables from the previous studies. The modification is about combining variables price and service quality Akbar and Parvez (2009), Bei and Chiao (2001), Han and Hyun (2015), Haryanto (2013), Miranthi and Idris (2017), and Prasetio (2012) with variable trust Pradina and Kusnilawati (2012), Sari and Kustijana (2012) towards customer satisfaction particularly in online transportation. Based on those modification explanations, then the purpose of this study is to find out whether price, service quality, and trust influence the satisfaction of online transportation customers. In addition, through this study, it is expected to be able to re-test specifically for the contrasting findings gap by Bilgies (2016), Isra and Trenggana (2017) regarding their research results that found variables and service quality have no significant influence on customer satisfaction. In detail, Bilgies (2016) who found that price variable has no influence on customer satisfaction, while she conducts a study on beauty care clinic that not only sell products but are also supported by experienced doctors and beauticians to give optimum result's service (Billagio, 2018). Thus, Isra and Trenggana (2017) found that variable service quality has no significant influence on customer satisfaction in one of an online transportation company in Bandung City.

The online transportation chosen in this learning is Go-Jek, especially Go-Car. Go-Jek was chosen because this operator is the market leader in online transportation competition, where from the results of a survey conducted by the Indonesian Consumers Foundation, it was found that 72.6 percent of respondents chose to use GoJek, followed by Grab, Uber and My Bluebird respectively 66.9 percent, 51 percent, and 4.4 percent (YLKI, 2017). Thus, Go-Car selected as an object rather than Go-Ride since this service informed as services that more convenient and comfortably than go-ride Gojek (2017) that is also relating to service quality variable that tested in this

study.

Moreover, this study confirms the influence of price, service quality and trust on customer satisfaction as a theoretical contribution to similar research fields, while the practical contribution provided is to offer perspective for online transportation management regarding the need to pay attention to price, service quality and trust in running online transportation business, especially in order to create customer satisfaction. In addition, those three variables was chosen since according to the result from a focus group that conducted by Alonso, Barreda, dell'Olio and Ibeas, (2018) the main variables found against using the taxi as transportation are the price or cost and also service quality, such as the availability at certain locations and also about waiting times. In transportation service business, service quality really matters in creating customer satisfaction either for online transportation Archarworarit (2015), and Hussein (2016) or offline transportation (Kim, Chung, Park, & Choi, 2017; Techarattanased, 2015; Wong & Szeto, 2018). Thus, as well as price and service quality, variable trust also plays as a critical role in determining overall customer satisfaction in online transportation, particularly in cab industry (Sari & Kustijana, 2012; Sharma & Das, 2017)

LITERATURE REVIEW

Price

Price is defined as the amount of money billed for a product or service, or the amount of value exchanged by customers to benefit from owning or using a product or service (Philip Kotler & Armstrong, 2008). Prices is important factors that influence purchasing decisions in online stores Wisnumurti (2015), while Pitaloka and Widyawati (2016) defines price as a factor that can influence consumers in buying a product or service that they want. Harini (2008) also said that price is the value of money that a person needs to obtain a number of products and services. Moreover, Alma (2004) defines price as the value of an item expressed in money. From some of the above understanding, it can be concluded that price is the value of something that must be paid for services or benefits that have been received by consumers. In line with that statement, Husein (2002) stated that prices are a number of values issued by consumers with the benefits of owning or using a product or service whose value is determined by the buyer and seller through bargaining or determined by the seller for a similar price to a buyer. Therefore, the price becomes the consideration of consumers if they will make a purchase decision for a product. Not only from the consumer side, a business person must also consider the price that will be offered for a product sold. Furthermore, business actors must be able to place prices that are comparable to the

products they sell.

Service Quality

Service quality is a customer's evaluation of service performance's perfection. Service quality determines whether perceived service delivery meets, exceeds or fails to meet customer expectations (Cronin Jr & Taylor, 1992; Oliver, 1993; Zeithaml, Berry, & Parasuraman, 1993). Thus, service quality is dynamic which means it is changing according to customer demands (Mowen & Minor, 2002). Service quality is a service that practiced by internal and external customers to the providers; it includes all types of facilities and infrastructure provided, equipment, and hospitality of service providers as well as provided service products (Ali, 2018; Fernandes & Fernandes, 2018). Moreover, Narteh (2018) states that the quality of services is determined by the difference between customer expectations, service provider performance, and actual service evaluations received. Service quality is a measurement of how well the level of service performance provided by a company compared to an expectations of the consumers (Parasuraman, Zeithaml, & Berry, 1985).

Furthermore, service quality is considered as adequate if expectations are met, but it is assumed to be unsatisfactory if it does not meet customer expectations (Ali, 2018). There are five dimensions to measure service quality Wilson, Zeithaml, Bitner and Gremler (2012), which are (1) physical evidence (tangibles), that focuses on the elements that represent the physical services; (2) Reliability that is the ability to provide services; (3) Responsiveness is the willingness to help and provide fast service and appropriate to customers; (4) Assurance, which is the ability to create trust and confidence for customer; (5) Empathy that emphasizes on customer's treatment as an individual.

Trust

Trust is someone's willingness to rely on others where we have confidence in him. Trust is a mental condition based on one's situation and social context. Trust reflects the cumulative effects from time to time on customer loyalty in high involvement, products of high market services (Chiou & Droge, 2006). Chen and Huang (2013) explained trust as believing that the information obtained is accurate, transparent and reliable. When a person takes a decision, he will prefer decisions based on choices from people he is more trusting than those who are less trusted (Moorman, Deshpande, & Zaltman, 1993). Garbarino and Lee (2003) mentioned trust in service marketing places more emphasis on individual attitudes that refer to consumer confidence in the quality and reliability of the services it receives. Furthermore, Mowen and Minor (2002) defined trust is all knowledge possessed by consumers and all conclusions that consumers make about objects, attributes, and benefits. Moreover,

Bierly III and Gallagher (2007) stated that when trust between partners is high, they will trust each other so that the chances of someone taking advantage of themselves will decrease.

Customer Satisfaction

Kotler and Keller (2009) mentioned customer satisfaction is a feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the product that is thought about the expected performance. Then, Hartatie and Haksama (2018) said that consumer satisfaction is the level of consumer feeling after comparing what he receives and his expectations. If a customer feels satisfied with the value provided by a product or service, it is very likely to be a customer for a long time. Customer satisfaction is the level of one's feelings after comparing the results perceived with what is expected. A customer will experience various levels of satisfaction if the performance of the product or service is produced according to expectations (Kotler, 2000). For this reason, for the company to have more value in the eyes of customers, the company must make customer satisfaction its main goal. To be concluded, customer satisfaction is the level of consumer feeling after comparing after what is received with what is expected (Hartatie & Haksama, 2018).

The Relationship between Price and Customer Satisfaction

Husein (2002) explains that prices are a number of values issued by consumers with the benefits of owning or using a product or service whose value is determined by the buyer and seller through bargaining or determined by the seller for a similar price to a buyer. Price becomes the consumers' consideration if they will make a purchase decision for a product (Husein, 2002). Soleh, Harini and Djamaludin (2018), and Susilo, Haryono and Mukeri (2018) explained that there is a positive influence of price to customer satisfaction. Hartatie and Haksama (2018) states that consumer satisfaction is the level of consumer feeling after comparing what he receives and his expectations. If a consumer think that the service's price is affordable, the service's price fit with the expectation; it may increase the customer satisfaction. So, the first hypothesis is stated.

H1: Price influence positively to customer satisfaction.

The Relationship of Service Quality and Customer Satisfaction

Service quality is a service that practiced by internal and external customers to the providers; it includes all types of facilities and infrastructure provided, equipment, and hospitality of service providers as well as provided service products (Fernandes & Fernandes, 2018). Kotler (2000) mentions the quality of service is the totality of the

characteristics of goods and services that show their ability to satisfy customer needs, both apparent and hidden. Sari and Kustijana (2012) founds that service quality had a positive and significant effect on customer satisfaction. Besides, Soleh et al. (2018), and Susilo et al, (2018) explained that there is a positive influence of service quality to customer satisfaction. Subroto (2013) also mentioned that service quality influenced the customer's satisfaction in Gramedia Book Store. If a consumer highly perceived service quality, the more customer satisfaction will increase. These arguments confirm the close relationship between service quality and customer satisfaction. Then, the second hypothesis is:

H2: Service quality influence positively to costumer satisfaction.

The Relationship between Trust and Customer Satisfaction

According to Mowen and Minor (2002) trust is all knowledge possessed by consumers and all conclusions that consumers make about objects, attributes, and benefits. Trust in service marketing places more emphasis on individual attitudes that refer to consumer confidence in the quality and reliability of the services it receives (Garbarino & Lee, 2003). Sari and Kustijana (2012) produced findings that trust has a positive and significant effect on customer satisfaction. Susilo et al. (2018) mentioned that trust positively influenced customer satisfaction. If a consumer have a positive beliefs in certain things Ashley and Leonard (2009), it is going to lead the strong satisfaction. Further, the highly believing that information obtained is accurate, transparent and reliable Chen & Huang (2013), it is also contribute on developing the satisfaction. Trust reflects the cummulative effects from time to time on customer loyalty (Chiou & Droge, 2006). The more trust or trust increases, the more customer satisfaction increases, hereafter, Mayer et al. (1995) stated there are three factors that shape a person's trust in others, namely ability, benevolence, and integrity when the three factors can be provided by Go-car drivers, customer satisfaction will be created. Based on argumentation and previous research, the third hypothesis is stated.

H3: Trust influence positively to customer satisfaction.

Hence, based on those explanations, there is one more hypothesis that can be conluded, which is customer satisfaction simultaneously was influenced by three variables including price Soleh et al. (2018), Susilo et al. (2018), service quality Archarworarit (2015), Hussein (2016), Kotler (2000), Sari and Kustijana (2012), Soleh et al. (2018), Subroto (2013), Susilo et al. (2018) and trust (Ashley & Leonard, 2009; Sari & Kustijana 2012; Sharma & Das, 2017). Thus, the fourth hypothesis is:

H4: Price, service quality, and trust influence customer satisfaction simultaneously.

Research Model

The research model in this study is described in Figure 1.

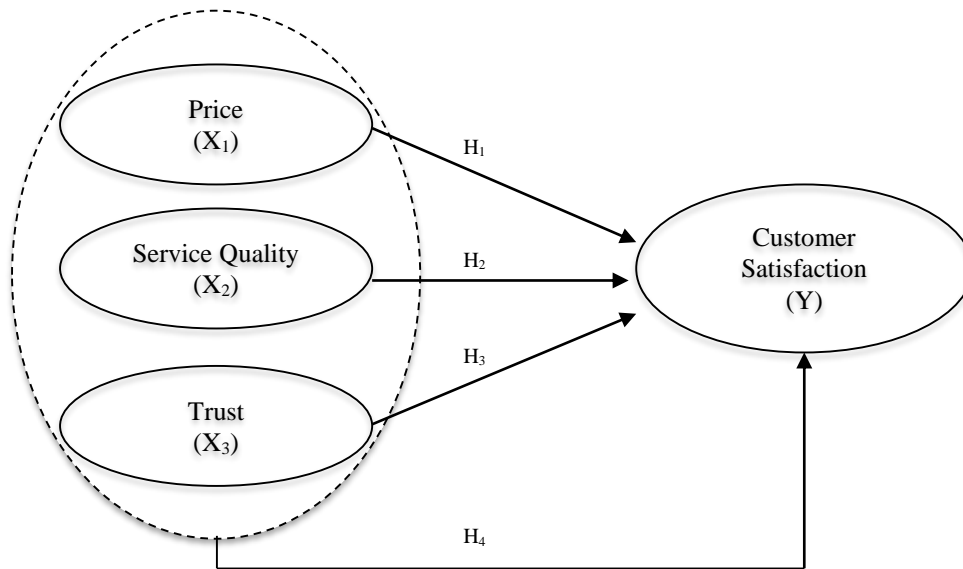


Figure 1
Research Model

METHODS

This research is a quantitative study that uses questionnaires to obtain primary data. Thus, the sample of this study gathered using purposive sampling technique among the general public who live in the Semarang city as its population. In addition, Semarang city was chosen as the object since it is a capital city in Central Java and listed in the third rank of most livable city index in Indonesia Tribunnews (2018), which can be interpreted as the city that potentially targeted as the place that has a lot of activities and mobilities, thus indeed need a lot transportation services.

Furthermore, the criteria of the sample are (1) the general public who live in the city of Semarang; (2) Ever used Go-Car services; and (3) Having an age range between 17-56 years (the consideration was because, in this age, people already have income and able to travel alone). The number of samples is determined using the following formula since the population in this study is not known with certainty (Lemeshow, Hosmer, Klar, & Lwanga, 1997):

$$n = \frac{Z^2}{4(moe)^2} \dots\dots\dots 1$$

Description:

n : Number of samples

Z : The normal distribution rate is 5percent, which is 1.96

moe : margin of error maximal, which is the maximum error rate of sampling that can still be tolerated at 10percent.

Based on the calculation with the formula, the minimum number of samples is:

$$n = \frac{1.96^2}{4(0.1)^2} = 96.04 \dots\dots\dots 2$$

From the calculation results obtained the number of samples amounted is 96 respondents, but in this study, the number of samples was rounded to 100 respondents.

Operational definitions and empirical indicators of the three independent variables (including trust, service quality, and price) along with the dependent variable (customer satisfaction) in this study can be seen further in Table 1 (Appendix). Furthermore, all of those primary data that were obtained using questionnaires referring to those empirical indicators were analysed using multiple linear regression analysis technique. Thus, the hypotheses are accepted or proved to have a significant effect while the significance value (sig) is found less than $\alpha = 0.05$.

ANALYSIS AND DISCUSSION

This study analyzed 100 respondents as it samples with the criteria those who domiciled in Semarang with an age range between 17 and 56 years. Furthermore, regarding age, the majority of the respondents in this study were between 17 and 36 years, which is 65percent of the total respondents. In general, the respondents used as research samples were dominated by respondents (76 percent) who had income between 1 to 5 million rupiahs per month, followed by the percentage of respondents who earn less than 1 million and greater than 5 million, respectively as 13percent and 11 percent. Moreover, judging from the type of work, it is known that 37 percent of respondents are self-employed, 32 percent have jobs as private employees, 19 percent of respondents are college students, and 12 percent of respondents have jobs as civil servants.

Validity and reliability tests are first carried out before testing the research hypothesis. The validity of the test results using Pearson Correlation that the details can be seen in Table 3 (Appendix). The result shows that all indicators of a variable price, service quality, and trust are valid, except for the two indicators of quality of service, the X₁₁, and X₁₃. Both indicators that invalid were valued R-count of 0.126

and 0.183 which is smaller than the R-table with the number of respondents was 100 at the 0.05 significance level that is equal to 0.196. Therefore, those two indicators were eliminated in the next test. Whereas, the reliability test in Table 4 (Appendix) shows that all variables are reliable with Cronbach's Alpha values > 0.600.

Hypothesis Testing

To test the hypothesis about the effect of trust, service quality and price on customer satisfaction, multiple linear regression analysis techniques were used. Table 2 shows that the coefficient of determination (Adjusted R Square) is 0.104, which means that the influence of price variables (X₁), service quality (X₂), and trust (X₃) only affects 10.4 percent on customer satisfaction (Y), while the rest (89.6percent) is influenced by other variables outside the variables in this study.

Table 2
Summary of Statistics Hypotheses Testing Results

Description	Adjusted R Square	Coefficient Value β	Sig. (≤ 0.05)	Result
Coefficient of Determination Predictors: Price, ServQual, Trust Dependent: CustSatisfaction	0.104			The effect of predictors to dependent is 10.4percent
Hypothesis 1: Price towards Customer Satisfaction		0.086	0.290	Not supported
Hypothesis 2: Service Quality towards Customer Satisfaction		0.028	0.026	Supported
Hypothesis 3: Trust towards Customer Satisfaction		0.367	0.002	Supported
Hypothesis 4: Simultaneous Variables towards Customer Satisfaction			0.004	Supported

Source: Primary Data Processed (2018)

Subsequently, to examine how far the influence of an independent variable individually in explaining the variation of variables, T-Test was used. Based on the significance (Sig.) column in Table 2, it can be concluded that there are two variables

that have a positively significant influence on customer satisfaction, namely service quality, and trust variables, where the significance values are 0.026 and 0.002, which means smaller than $\alpha = 0.05$. While the price variable proved to have no significant effect on customer satisfaction as indicated by a significance value of 0.290 which means greater than $\alpha = 0.05$.

The fourth hypothesis, which is testing the three independent variables (including price, service quality and trust) together with the dependent variable (customer satisfaction) can be done by the F-Test. Based on the results in Table 2, obtained a significance value of $0.004 < \alpha = 0.05$, which means that variable price, service quality and trust simultaneously have a significant effect on customer satisfaction.

Relationship Between Price and Customer Satisfaction

The results in Table 2 showed that the price variable had no significant effect on customer satisfaction. This is evidenced by the results of the t-test for the price variable with a significance value of 0.290, which is greater than the value of α ($0.290 > 0.05$). Thus, the first hypothesis, which states there is an influence between price and customer satisfaction is rejected. This means that the results of this study indicate that prices have no effect on customer satisfaction. The result of this study is supported by research findings from Bilgies (2016), which states that prices have no significant effect on customer satisfaction. Related to the results of the study, which stated that prices did not have a significant effect, it was because there was a possibility of respondents' assumption that the price between fellow online transportation did not have a significant difference. The result in this study is supported by Ruslim and Rahardjo (2016), which found that customer satisfaction is influenced by satisfaction, on the other hand, the price has not significantly influenced in customer satisfaction. Other research findings related to prices do not have an influence on customer satisfaction also stated by Ransulangi, Mandey and Tumbuan (2015), which found in their research result that consumers do not pay attention only to prices, but focus more on other factors, such as the quality of products. In line with that statement, Alonso et al. (2018) study also found that taxi service quality, such as waiting and journey time along with safety, accessibility and comfort become the most important factor, then surprisingly, the fare is not as important as the first thought. Price of service that has a low elasticity of price, especially in online transportation fare shows that not really essential compared with price in an auto industry that has the most important effect that is directly proportional to customer experience and satisfaction level (Wang, Du, Chiu, & Li, 2018)

Relationship Between Service Quality and Customer Satisfaction

The result in Table 2 showed that service quality has a significant positive influence on customer satisfaction. This finding matches with the service industries characteristic where service quality becomes one of the essential factors that significantly influence customer satisfaction. Furthermore, service quality mentioned as including staff hospitality Lee, Madanoglu, Ha and Fritz (2018), functional quality Kasiri, Cheng, Sambasivan and Sidin (2017), human service Boo (2017), reliable and responsive customer support Ramamoorthy, Gunasekaran, Roy, Rai and Senthilkumar (2018), and also interaction, environment as well as outcome quality (Lien, Cao, & Zhou, 2017).

This is evidenced by the results of the t-test for service quality variables that have a significant value smaller than the value of α , which is $0.026 < 0.05$. This study proves that the second hypothesis, which states that the service quality has a significant effect on customer satisfaction is accepted. This finding is supported by the results of (Akbar & Parvez, 2009; Sari & Kustijana, 2012; Han & Hyun, 2015; Mirantheni & Idris, 2017; Bei & Chiao, 2001; Haryanto, 2013; Prasetio, 2012). On the other hand, the results of this study are in contrast or inversely proportional to the results of Isra and Trenggana (2017), which found that service quality indicators include tangible, empathy, reliability and assurance are not proven to have an influence on customer satisfaction.

Relationship Between Trust and Customer Satisfaction

Trust has a significant positive effect on customer satisfaction. This is evidenced by the results of the t-test (Table 2) for the trust variable with a significance value of 0.002 that is smaller than α ($0.002 < 0.05$). The results of this study succeeded in proving the third hypothesis, which states that there is an influence between trust on customer satisfaction. Or in other words, it can also be interpreted that trust significantly affects customer satisfaction. Furthermore, the results of this study support previous studies which state that trust has a significant influence on customer satisfaction, such as the research results from Pradina and Kusnilawati (2012), and the results of research that conducted by (Sari & Kustijana 2012).

The hypotheses tested that has been done found that simultaneously the three independent variables in this study include price, service quality and trust have a significant influence on consumer satisfaction of users of online transportation services. However, in partially tested, the test results state that only two variables from

the three independent variables, namely service quality and trust which are proven to have a significant influence on customer satisfaction. In contrast, the variable price in this study shows insignificant results in influencing customer satisfaction using online transportation services. Based on this finding, it can be concluded that price cannot influence the customer satisfaction as a stand-alone variable, but this variable might influence the customer satisfaction while it stands together with other variables, which are service quality and trust in this study. Furthermore, the results that indicate that the price has no significant effect might be also because respondents focus more on the quality of services and trust as an essential component in shaping consumer satisfaction, especially in online services. These results also allegedly arose because respondents with an age between 17-56 years in Semarang City thought that the price of online transportation services in this study was not significantly different, because there was no emphasis on differentiating tariffs for transportation using and what was not using taxi meter.

CONCLUSION, LIMITATION AND SUGGESTION

Service quality and trust have a significant positive influence on customer satisfaction. On the other hand, the price variable has no significant effect on customer satisfaction, especially in online transportation. Furthermore, simultaneous hypothesis testing between price variables, service quality, and trust results in the finding that there are significant effects of these variables on the satisfaction of online transportation customers.

As a practical implication, service providers need to provide competent quality services, such as paying attention to the cleanliness and tidiness of the car, providing responsive response and services, coupled with the timeliness of attendance and improvement of driver capabilities. In addition, it is necessary to maintain customer trust by providing comfort, customer satisfaction and providing responsible services.

Thus, limitations in this study are not to clearly distinguish between the prices of online transportation services from a company that refers to taxi meter compared with online transportation without taxi meter. For the suggestions, online transportation needs to pay attention to the comfort and trust of its consumers, one of which provides responsible driving services. The next suggestion related to future research is the need to differentiate between prices for online transportation using the taxi-meter as price determination with those without referring to the taxi-meter in determining the price.

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APPENDIX

Table 1
Operational Variables

Variables	Conceptual Variable	Operational Variable
Price	a number of values issued by consumers with the benefits of owning or using goods or services whose value is determined by the buyer and seller through bargaining or set by the seller for a similar price to a buyer (Husein, 2002)	1) Affordability of prices 2) Price suitability with product quality 3) Price suitability with benefits 4) Price competitiveness (Sari & Kustijana, 2012) with modification
Service Quality	Service quality is a measurement of how well the level of service performance provided by a company compared to an expectations of the consumers (Parasuraman et al., 1985)	Tangibles 1) Physical facilities 2) Equipment 3) Neatness Emphaty 4) Attention 5) Understanding 6) Communication Responsiveness 7) Response 8) Fast service 9) Helping Consumers Assurance 10) Driver Knowledge 11) Can be trusted 12) Driver expertise Reliability 13) Driver capability 14) Punctuality (Sari & Kustijana, 2012) with modification
Trust	trust is all knowledge possessed by consumers and all conclusions that consumers make about objects, attributes, and benefits (Mowen, 2002)	1) Comfort 2) Satisfaction 3) Responsible (Sari & Kustijana, 2012) with modification
Customer Satisfaction	Customer satisfaction is the level of consumer feeling after comparing after what is received with what is expected (Umar, 2005).	1) Satisfaction with the service offered 2) Availability of consumers to recommend to others 3) The level of confirmation of consumer expectations (Sari & Kustijana, 2012) with modification

Table 3
The Results of Validity Test
Trust Variable

		X1	X2	X3	TOTAL
X1	Pearson Correlation	1	.606**	.283**	.783**
	Sig. (2-tailed)		.000	.004	.000
	N	100	100	100	100
X2	Pearson Correlation	.606**	1	.258**	.790**
	Sig. (2-tailed)	.000		.010	.000
	N	100	100	100	100
X3	Pearson Correlation	.283**	.258**	1	.721**
	Sig. (2-tailed)	.004	.010		.000
	N	100	100	100	100
TOTAL	Pearson Correlation	.783**	.790**	.721**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Price Variable

		X1	X2	X3	X4	TOTAL
X1	Pearson Correlation	1	.621**	.292**	.481**	.744**
	Sig. (2-tailed)		.000	.003	.000	.000
	N	100	100	100	100	100
X2	Pearson Correlation	.621**	1	.427**	.515**	.801**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X3	Pearson Correlation	.292**	.427**	1	.565**	.691**
	Sig. (2-tailed)	.003	.000		.000	.000
	N	100	100	100	100	100
X4	Pearson Correlation	.481**	.515**	.565**	1	.782**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	.744**	.801**	.691**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

	Sig. (2-tailed)	,167	,388	,403	,807	,074		,082	,582	,355	,878	,110	,716	,110	,063	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X	Pearson															
7	Correlati on	,341**	,203*	,206*	,208*	,357**	,175	1	,323**	-	,035	-	,151	,088	,025	,566**
	Sig. (2-tailed)	,001	,042	,039	,037	,000	,082		,001	,169	,731	,198	,135	,382	,808	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X	Pearson															
8	Correlati on	,134	,158	,322*	,201*	,299**	-	,323**	1	,275**	,252*	-	,107	-	,154	,491**
	Sig. (2-tailed)	,185	,117	,001	,045	,003	,582	,001		,006	,011	,827	,290	,747	,126	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X	Pearson															
9	Correlati on	,268**	,013	-,153	,015	,292**	-	,275**	1	-	,075	,152	,097	,082	-	,036
	Sig. (2-tailed)	,007	,897	,129	,883	,003	,355	,169	,006		,459	,131	,336	,416	,652	,725
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X	Pearson															
10	Correlati on	-	,124	,489*	,237*	,032	-	,035	,252*	-	1	,044	-	-	-	,363**
	Sig. (2-tailed)	,927	,218	,000	,018	,750	,878	,731	,011	,459		,663	,459	,501	,683	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X	Pearson															
11	Correlati on	,164	,036	,080	,048	-	-	-	-	,152	,044	1	,004	-	,073	,126
	Sig. (2-tailed)	,102	,719	,429	,635	,061	,110	,198	,827	,131	,663		,970	,101	,472	,212
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X	Pearson															
12	Correlati on	,073	,090	,066	,001	,056	,037	,151	,107	,097	,075	,004	1	,198*	,066	,220*
	Sig. (2-tailed)	,471	,376	,514	,994	,577	,716	,135	,290	,336	,459	,970		,049	,517	,028
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X	Pearson															
13	Correlati on	,051	-	-,093	,009	,028	,161	,088	-	,082	-	-	,198*	1	,087	,183
	Sig. (2-tailed)	,618	,335	,359	,927	,781	,110	,382	,747	,416	,501	,101	,049		,391	,069
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X	Pearson															
14	Correlati on	-	-	-,088	-	,050	,187	,025	,154	-	-	,073	-	,087	1	,205*
	Sig. (2-tailed)	,350	,603	,383	,087	,620	,063	,808	,126	,652	,683	,472	,517	,391		,040
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
T	Pearson															
O	Correlati on	,390**	,427**	,526*	,533**	,526**	,369**	,566**	,491**	,036	,363**	,126	,220*	,183	,205*	1
T	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,725	,000	,212	,028	,069	,040	
L	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

** . Correlation is significant at

the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4
Result of Reliability Test

No	Variabel	Cronbach's Alpha	Result
1	Price	0,790	Reliable
2	Service Quality	0,644	Reliable
3	Trust	0,627	Reliable
4	Customer Satisfaction	0,807	Reliable

Table 5
Research Questionnaires

I. Respondent Identity

- 1 Age :
- 2 Occupation :
- 3 Income per-month : ≤ 1 million 1 - 5 million ≥ 5 million

II Instruction for Completing Questionnaires

Give answers to the following statements that according to your opinion, by giving a sign in the column with the following information:

SS: Strongly Agree

S: Agree

N: Neutral

TS: Disagree

STS: Totally Disagree

I have used the Go-Car Service: Yes No

No	Statement	STS	TS	N	S	SS
Price						
1	The tariffs that are imposed by Go-Car are affordable					
2	The tariffs that Go-car applies are worthed with the quality provided					
3	The tariffs that Go-car applies are worthed with the benefit received.					
4	The tariffs of Go-Car is much cheaper than other online taxis					

Service Quality

Tangible

- 1 A condition of the car that is incorporated in the Go-Car is good
- 2 The facilities in the Go-Car are in good condition
- 3 The condition in a Go-Car are neat.

Empathy

- 4 Go-Car drivers care about customer complaints
- 5 Go-Car drivers are fast in handling customer complaints
- 6 Go-Car drivers maintain good communication with customers

Responsiveness

- 7 Go-Car drivers are responsive to solving problem.
- 8 Go-Car drivers are able to provide services quickly
- 9 Go-Car drivers always help customers

Assurance

- 10 Go-Car drivers know all the fastest routes
- 11 Go-Car drivers can be trusted
- 12 Go-Car drivers are good at driving

Reliability

- 13 Go-Car drivers are able to handle all orders
- 14 Go-Car drivers are always on time in their services

Trust

- 1 I feel comfortable when using Go-Car
- 2 I feel satisfied when using Go-Car
- 3 Go-Car is responsible for every service provided

Customer Satisfaction

- 1 I am satisfied with the services provided by Go-Car

- 2 I want to recommend Go-Car to others
 - 3 Go-Car services are in line with my expectations
-