THE EFFECT OF QUALITY OF SERVICES AND PRICES ON THE GOJEK CUSTOMER SATISFACTION IN PALEMBANG CITY

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ABSTRACT
The purpose of this study is to determine whether quality of service and price have an effect on customer satisfaction of Gojek users in Palembang City. The research data used is primary data by distributing questionnaires to all Gojek online motorcycle taxi users in Palembang in January 2019 to May 2019. The number of samples used was 150 respondents. The analysis technique used is multiple regression which was previously tested for validity and reliability. The results obtained are quality of service and price have a significant positive effect on customer satisfaction of Gojek in Palembang City.

Keyword: Quality of service, Price, Customer Satisfaction, Gojek, Palembang.

INTRODUCTION
In this modern era, people have diverse activities and to fulfill these activities the community needs transportation as a supporting tool / tool in carrying out its activities. Therefore, transportation service entrepreneurs are competing to attract consumers with improved service, ease of booking, fleet comfort, punctuality and so on. In Indonesia, many motorbikes are also found to perform functions as public vehicles, namely transporting people or goods and with agreed costs, this type of transportation is known as ojek.

Along with the development of technology today, there are applications that introduce motorcycle taxi ordering services using technology and consuming service standards. Previously, motorcycle taxis used regional base-based systems in confusion and alley mouths. Ojek riders from other regions cannot "carelessly" hang in an area without permission from ojek riders in the area. To use motorcycle taxi services, service users must pay cash and often often bargain. At present, many online motorcycle taxi service providers are known as Gojek, Uber, Grab, and others. All provide services that are almost the same starting from delivering people at different costs, but with the same magnification system that is through mobile phone applications or websites.

More and more online motorcycle taxis have an impact on increasing competition. Factors that are the cause of this is the existence of price competition and the many alternative choices of online motorcycle taxi services. This makes consumers more selective. Consumers will choose one of the alternative choices according to what they want. Anticipating this

situation, online motorcycle taxi companies, especially Gojek, must be able to create customer satisfaction.

One of the factors that influence customer satisfaction is the quality of service. According to Lupiyoandi (2011), quality of service has an effect on customer satisfaction, where good service will have a big impact on customer satisfaction. Although service / service is an item that does not materialize, service can be assessed based on one's experience and reasoning. Consumer satisfaction can be achieved if the performance or results are felt in accordance with consumer expectations. So, whether or not the service provided by the company will affect customer satisfaction.

The second factor that affects consumer satisfaction is price. Prices are things that can be controlled and determine whether or not a product is accepted by consumers. Prices are solely dependent on company policy but by considering various things. Cheap or expensive prices of a product are very relative. Companies must always monitor prices set by competitors so that prices determined by the company are not too high or vice versa.

Pricing strategies are very important to attract consumers' attention. The right price is the price that matches the quality of the product or service offered and that price can provide satisfaction to consumers. Marketers strive to achieve certain targets through pricing components. Some companies try to increase profits by setting low prices to attract new businesses.

One of the developing transportation service companies in Palembang is Gojek. PT. Gojek Indonesia was founded in 2011 by NadiemMakarim and Michaekangelo Moran. The company is engaged in transportation services as an intermediary to connect motorcycle taxi drivers with customers. In January 2015, the company launched a location-based search-based Gojek mobile application for Android and iOS (Apple) mobile phones. Through this application, motorcycle taxi drivers can see the orders that enter and place their orders to be responded to, and customers can monitor the position of motorcycle taxi drivers who respond to orders. Gojek has operated almost all regions of Indonesia. Gojek services and services develop not only as a person transportation (transport), but also can be used as a delivery agent, document, or package (instant courier), as partners of online and offline companies that require delivery on the same day (shopping), even those who the latest can be used as a food delivery.

Based on the background of the problem described above, the research problem formulation is Quality of service and Price conducted on Gojek customers as well as the results or conclusions from several studies on factors that influence performance (research gap). This is indicated by findings regarding the influence of Quality of service and Price on Customer Satisfaction.

Previous studies that examined the influence of Quality of service on Customer Satisfaction include those carried out by Brigitte (2019) and Agus (2018) who found that quality of service is one of the most important things in creating customer satisfaction. While the research from Abdul (2019) shows that Quality of service has a positive and not significant effect on Customer Satisfaction.

Price factor is also very important to create satisfaction for a consumer. Previous research examining Price on Customer Satisfaction was conducted by Vivian (2019); Aprilia (2018); Agus (2018) and Ahmad (2018) in their research showed that there is a price that positively and significantly affects price customer satisfaction. Whereas research from Abdul (2019); Ida

(2016) and Ingrid (2016) show that Price to Customer Satisfaction has a positive and insignificant influence.

LITERATURE REVIEW
Quality of service
Quality of service is a measure of how well the level of service provided is able to match customer expectations (Tjiptono, 2012: 157). According to Zeithaml (1988), quality of service is a consumer's assessment of service overall excellence or superiority. Therefore, the higher the performance of public transportation services, the more positive the perception of passengers about the quality of public transport services and vice versa.

Price
The amount of money set for a product or service or the amount of money that consumers exchange to obtain benefits from using or owning a product or service Kotler and Armstrong (2012: 345).

Customer Satisfaction
Customer Satisfaction is the level of one's feelings after comparing (performance or results) that is felt compared to expectationsSunyoto (2013: 35). From the definition if the service provided is not in accordance with the expectations of Gojek customers and if the expectations are set too low, the consumer will feel dissatisfied and disappointed, if the performance goes according to expectations, the customer will be satisfied, the customer will be out of expectation. feel happy and very satisfied.

RESEARCH METHODOLOGY
The design of this study is causal research because it aims to examine the cause and effect relationship between two variables, namely the independent variable Quality of service and Price and the dependent variable Customer Satisfaction (Sugiyono, 2012: 59).

In this study, the authors used qualitative data in the form of questionnaire statements which were quantified using the Likert scale which was shown to measure attitudes, opinions and perceptions of a person or group of people about social phenomena (Sugiyono, 2012). The Likert Scale consists of five levels of answers which can be seen as follows:

a. Very Disagree   (STS) : Rated with weight 1
b. Disagree   (TS)   : Rated with weight 2
c. Neutral   (N)   : Rated with weight 3
d. Agree   (S)   : Rated with weight 4
e. Strongly Agree   (SS)   : Rated with weight 5

The population in this study were all customers of Gojek online motorcycle taxi transportation in Palembang in January 2019 to May 2019.The number of samples in this study was determined based on the opinion of Hair (2015) which found that the appropriate sample size was between 100 and 200. It was also explained that the minimum sample size was 5 observations for each estimated parameter and a maximum of 10 observations of each estimated parameter. In this study, the number of questions in the questionnaire was 30, so the number of samples was 5 times the number of questions or as much as 5 x 30 = 150 respondents. So that the

number of samples used in this study were 150 respondents.

ANALYSIS TECHNIQUES

Test of Research Instruments

Data collection in the form of using a questionnaire as a research instrument must meet two criteria, namely valid and reliable. For that, before the questionnaire was distributed, in a study it was necessary to test the validity and reliability of the questionnaire. The results of the research in the form of answers to problem solving depend on the quality of the data being analyzed and the instruments used to collect the data. All independent and dependent variables will be analyzed using the SPSS Application Program (Statistical Package for the Social Scales) of IBM SPSS Version 23.

Validity test

According to Kuncoro (2013: 34) a measurement scale is called valid when doing what should be done and measuring what should be measured. If the measurement scale is invalid then it is not useful for the researcher because it does not measure or do what should be done. Validity tests how well an instrument is made to measure the particular concept you want to measure. Valid means that the instrument can be used to measure what should be measured. To be able to measure the reliability, the SPSS application can be used to calculate it. The results of the validity of each question in the questionnaire can be seen in the number of numbers contained in the corrected item total correlation column. The basis of decision making is:

1) If r count is positive and r count> r table, then the item or variable is valid. But if the r count is positive and r count <r table then the item or variable is invalid.
2) If r count> r table, but it is negative, then the item or variable is invalid

Reliability Test

Reliability shows consistency and stability of a score (measurement scale). Reliability is different from validity because validity focuses on consistency problems, while reliability pays more attention to the issue of accuracy. Thus, reliability includes two main things, namely size stability and internal consistency of size. Reliability of a measurement shows the number of measurements without bias (error free) and therefore can guarantee measurements that are consistent across time and across various items on the instrument. The method used in this reliability testing is to use the alpha cronbach's alpha method where one questionnaire is considered reliable if cronbach's alpha> 0.60 (Kuncoro, 2013: 46).

RESEARCH DATA ANALYSIS

Analysis of Multiple Linear Regression

To find out the effect or direct relationship between two variables or more independent variables with one dependent variable, multiple linear regression analysis techniques are used. In this study, the variables Sevice Quality (X1) and Price (X2) on Customer Satisfaction (Y). Multiple linear regression analysis using the regression equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

Y   = Customer Satisfaction
X_1 = Variable Quality of service
X_2 = Price Variable
a   = Constant
b_1 = Regression Coefficient
e   = Error

Correlation Coefficient (R) and Determination Coefficient (R^2)

Analysis of the correlation coefficient (R) is needed to find out how the relationship between the influence of the independent variables on varaibel dependent, (Sugiyono, 2007: 182). The correlation coefficient (R) obtained will be interpreted based on the following criteria:

Table 1. Interpretation of the Correlation Coefficient (R)

Coefficient Interval	Level of Relationship
0,00 – 0,19	Very Weak
0,20 – 0,39	Weak
0,40 – 0,59	enough
0,60 – 0,79	Strong
0,80 – 1,00	Very Strong

Source: Sugiyono (2017: 108)

The coefficient of determination (R^2) is often also called the multiple coefficient of determination which is almost the same as the coefficient (R). (R^2) explains the proportion of variation in the dependent variable (Y) which is explained by the independent variable (more than one variable: X; I = 1,2,3,4 ..., k) together. (Sanusi, 2011: 136).

The coefficient of determination (R^2) is used to find out how much the percentage of the influence of the independent variables together on the dependent variable. The coefficient of determination (R^2) is between zero and one. A small value of R^2 means the ability of independent variables to explain the dependent variables is very limited. The value of R^2 which approaches one means that the independent variables almost all the information needed to predict variations in the dependent variable (Ghozali, 2013: 97).

HYPOTHESIS TESTING

Feasibility Test Model (Test F)

The F test is used to assess the feasibility of the formed regression model. Testing is done by comparing the value of F table with F count. In determining the F table value, the significance level used is 5% with the degree of freedom (df) numerator = k-1, and n-k = df the denominator, the number of respondents is n and the number of variables is k. The criteria used are H0 is rejected and Ha is accepted if F count > F table

Individual Parameter Significance Test (t Test)

This test was conducted to determine the effect and significance of each independent variable on the dependent variable. Partial testing of the hypothesis of the regression coefficient is done by comparing between t count with t table. To determine the value of t table is determined by a significance level (α) of 5% with a degree of magnitude df = n-k, where n is the number of respondents and k is the number of variables. The testing criteria used are as follows If t count> t table, then H0 is rejected and Ha is accepted

RESULTS
Test of Research Instruments
Validity test

In knowing how much accuracy and accuracy of a measuring instrument in performing its measuring function is called the validity test. In this study the validity test used is Pearson product moment correlation, namely by correlating each question with a total score, then the results of the correlation are compared with the critical rate of a significant level of 5% (Prayitno, 2013: 90). In this study, testing of validity is carried out on three variables, namely quality of service (X1) and price (X2) which are independent variables (X), as well as the customer satisfaction variable (Y).

The validity of the instrument was searched by comparing the value of the Pearson Product Moment correlation found in the results of data processing with the help of the SPSS program seen in the CITS column (Corrected Item-Total Correlation) with the value r in the PMM (Person Product Moment) table. The critical value of the correlation table (r-table) with n as many as 150 respondents at a significance level of (α) 5% is 0.1603 in table r Pearson Product Moment. The criteria for decision making:

- If the value of r count> r tabel (0.1603), then it is declared valid,
- If the value of r count < r tabel (0.1603), then it is declared invalid

After further data processing, the results obtained can be seen in Table 2 as follows:

Table 2. Validity Test Results

Indicator	*Product Moment Pearson's*	Sig.		α	Information
X1.1	0,330	0,00	<	0,05	Valid
X1.2	0,477	0,00	<	0,05	Valid
X1.3	0,617	0,00	<	0,05	Valid
X1.4	0,618	0,00	<	0,05	Valid
X1.5	0,689	0,00	<	0,05	Valid
X1.6	0,733	0,00	<	0,05	Valid
X1.7	0,720	0,00	<	0,05	Valid
X1.8	0,240	0,00	<	0,05	Valid
X1.9	0,684	0,00	<	0,05	Valid
X1.10	0,707	0,00	<	0,05	Valid
X2.1	0,516	0,00	<	0,05	Valid

X2.2	0,480	0,00	<	0,05	Valid
X2.3	0,621	0,00	<	0,05	Valid
X2.4	0,589	0,00	<	0,05	Valid
X2.5	0,618	0,00	<	0,05	Valid
X2.6	0,533	0,00	<	0,05	Valid
X2.7	0,249	0,00	<	0,05	Valid
X2.8	0,628	0,00	<	0,05	Valid
X2.9	0,625	0,00	<	0,05	Valid
X2.10	0,656	0,00	<	0,05	Valid
Y.1	0,533	0,00	<	0,05	Valid
Y.2	0,477	0,00	<	0,05	Valid
Y.3	0,412	0,00	<	0,05	Valid
Y.4	0,412	0,00	<	0,05	Valid
Y.5	0,572	0,00	<	0,05	Valid
Y.6	0,581	0,00	<	0,05	Valid
Y.7	0,501	0,00	<	0,05	Valid
Y.8	0,584	0,00	<	0,05	Valid
Y.9	0,639	0,00	<	0,05	Valid
Y.10	0,367	0,00	<	0,05	Valid

Source: Data Processed from Questionnaire, 2019

Based on Table 2 it is known that each indicator (item) in each quality of service and price variable (independent variable) while customer satisfaction (dependent variable) has the result of Product Moment Pearson's value with a significance value of $0,000 < 0,05$, so that the indicator (items) used in this research variable can be stated as appropriate or relevant and can be used as items in data collection.

Test of Reliability

The next test is the reliability test conducted to see how far the measurement of a result is relatively consistent. A good question or statement is a statement or question that is clear, easy to understand, and has the same interpretation even though it is conveyed to different respondents and at different times. Test reliability using Cronbach's Alpha. An instrument is said to be reliable if Cronbach's Alpha is greater than 0.60 (Prayitno, 2013: 97). The instrument reliability test of the study was carried out on five variables of leadership (X_1) and organizational culture (X_2) which were independent variables, while employee performance (Y) was a dependent variable. The criteria for decision making:
• If the reliability coefficient (Cronbach's Alpha)> 0.60 then the measured variable can be said to be reliable

Table 3. Research Variable Instrument Reliability Test Results

Variable	Cronbach's Alpha	Cutt Off	N of Item	Information

Quality of service (X1)	0,788	> 0,60	10	**Reliable**
Price (X2)	0,744	> 0,60	10	**Reliable**
Customer Satisfaction (Y)	0,675	> 0,60	10	**Reliable**

Source: Data Processed from Questionnaire, 2019

Based on the results of the instrument reliability test of the research variables in Table 3, the results of the reliability test of the independent quality of service (X$_1$) and price (X$_2$) variables indicate that the data obtained is reliable because Cronbach's Alpha value is 0.788, 0.744 while the customer dependent variable reliability test results satisfaction (Y) shows that the data obtained is reliable because the value of Cronbach's Alpha is 0.675.

HYPOTHESIS TESTING

Analysis of Multiple Linear Regression
Regression analysis is useful to find out the causal relationship that occurs between quality of service (X$_1$) and price (X$_2$) variables together on customer satisfaction (Y). The following are the results of the regression calculation.

$$Y = a + b_1 X_1 + b_2 X_2$$
$$Y = 25,025 + 0,178\,X_1 + 0,199\,X_2$$

From the linear regression equation above, it can be seen that the positive constant value of 25,025 shows that there is a positive influence between the independent variable quality of service (X1) of 0.178, and there is a positive influence between the independent variable price (X2) of 0.199 on the dependent variable of customer satisfaction (Y) So from that the customer is very influenced by the independent variable quality of service and price (X). Besides that, there are other factors that also influence customer satisfaction but are not included in this study.

Feasibility Test Model (Test F)
The results of the calculation of F-test analysis (ANNOVA), are used to determine the effect of quality of service (X$_1$) and price (X$_2$) variables on customer satisfaction (Y). The testing criteria include:
- No significant effect if the probability level F (sig F)> 0.05
- Significant effect if the probability level F (sig F) <0.05

The following are the results of ANNOVA testing which can be seen in Table 4.

Table 4. ANNOVA: Independent Variable Influence (X) Together on Dependent Variables (Y)

Model		Sum of Squares	Df	Mean Square	F	Sig.
		ANNOVA[b]				
1	Regression	449,937	2	224.969	11.742	**.000[a]**
	Residual	2816.356	147	19.159		
	Total	3266.293	149			
Independent variable : *Quality of service* and *Price*						

Dependent Variable : *Customer Satisfaction*

Source: Data Processed from Questionnaire, 2019

Based on the results in Table 4 above, it can be seen the results of the simultaneous testing (F test) in the ANNOVA table obtained F count of 11.742 greater than the F table value at the confidence level of 94%. To get the results from F table can be calculated using the formula F table = F (n - k), then F table = 150 - 3 = 147, then it can be seen from the result table 3.08% (F count 11.742> T table 2.67) and level of value significant probability F = 0,000 smaller than Alpha 0.05 (Sig. F = 0,000 <α 0,005). So it can be seen from the table above, it can be concluded that the quality of service (X_1) and price (X_2) variables together have a significant effect on customer satisfaction (Y).

Individual Parameter Significance Test (t Test)

The t test means testing the coefficient of regression partially (individually). This test is conducted to determine the partial significance of the independent variables on the dependent variable assuming the other independent variables are considered constant. For the purposes of this test, see whether the coefficient values obtained are real or not between T-counts at the confidence level of 5% or α = 0.05. The results of the t test can be seen in Table 5 as follows.

Table 5. Regression coefficients

Coefficients Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
1		B	Std. Error	Beta		
	(Constant)	25.025	3.041		8.229	**0,000**
	Quality of service	0,178	0,066	0,235	2.711	**0,008**
	Price	0,199	0,087	0,198	2.292	**0,023**
Dependent Variable : *Customer Satisfaction*						

Source: Data Processed from Questionnaire, 2019

Based on the results of the t-test analysis calculation in Table 5, it can be described as follows:
1. Quality of service variable (X1), has a beta value of 0.178 with a significant value of 0.008 which is smaller than 0.05. This means that the quality of service variable has a positive and significant influence on customer satisfaction.
2. Price variable (X2), has a beta of 0.199 with a significance value of 0.023 which is smaller than 0.05. This means that the price variable has a positive and significant influence on customer satisfaction.

DISCUSSION

Effect of Quality of service (X1) on Customer Satisfaction (Y)

Quality of service has a positive and significant effect on customer satisfaction. From the results of the study obtained coefficients for quality of service variables of 0.178 with a

significant value of 0.008 where this value is significant at the 0.05 significance level because it is smaller than 0.05. Thus, that quality of service has a positive and significant effect on customer satisfaction.

Quality of service is a benchmark in determining customer satisfaction or not a service user, because through the quality of service will be able to assess performance and feel satisfied or not consumers with services that are given by service providers. Good quality of service, the decisions of many consumers will have a positive impact because the quality of service can provide more value to customer satisfaction.

Based on the results of research and interviews with several respondents in the field, found results that consumers were satisfied with the services provided by Gojek to consumers. The quality of the Gojek application is quite good and modern but still needs to be improved. The Gojek application is sometimes inaccessible and even if the application sometimes crashes, it causes consumers to feel disturbed in using the application. In addition, the services provided by Gojek drivers need to be improved to increase consumer satisfaction with the services that have been provided which will have an impact on consumer loyalty to Gojek.

Based on the respondents' dominant data is the average age> 30 years as many as 61 respondents and the minority respondents were women as many as 114 respondents. The people who are consumers of Gojek feel that the quality of services provided by Gojek (drivers and employees) has been very good at serving consumers even though there are still a number of services provided are not maximized such as Gojek applications which are sometimes difficult to access. The results of the study on quality of service variables showed very good results on Gojek customer satisfaction in Palembang.

These findings are in accordance with the results of research from Brigitte (2019); Vivian (2019); Agus (2018); Ahmad (2018); Dealisna (2018); Freekly (2018); Ghalih (2018); Heri (2018); Iqbal (2018); Jihan (2018); Limintang (2018); Novia (2018); Randy (2018); Reza (2018); Stephaldi (2018); Wardatul (2018); Galih (2018) said that quality of service has a positive and significant effect on customer satisfaction. While the research results from Abdul (2019) state that quality of service has a positive and not significant effect on customer satisfaction.

Effect of Price (X2) on Customer Satisfaction (Y)

Price has a positive and significant effect on customer satisfaction. From the results of the study obtained the coefficient for the price variable of 0.199 with a significant value of 0.023 where this value is significant at the 0.05 significance level because it is smaller than 0.05. Thus, that price has a positive and significant effect on customer satisfaction.

Price is a sum of money that is billed for a product or service or the amount of value that is exchanged by customers to benefit from owning or using a product or service (Kotler and Armstrong, 2012: 345). Consumers will first look at the prices listed on a product because before buying consumers, they have thought about the right savings system. In addition, consumers can think about the price offered in accordance with the product / service purchased / used. Thought is important because for consumers to make a consideration to buy or use services.

Based on the results of research and interviews with several respondents in the field, found results that consumers were satisfied with the services provided by Gojek to consumers.Gojek often provides attractive promos to consumers such as payment discounts using Gopay which sometimes the discount is not much different if the payment is made using

cash (cash). In addition, to top up gopay balances for some consumers it still feels less convenient, because if the balance top-up is through the driver, some drivers sometimes don't have enough balance to top up the balance on gopay.

Based on the respondents' dominant data is the average age> 30 years as many as 61 respondents and the minority respondents were women as many as 114 respondents. The people who are consumers of Gojek feel that the price given by Gojek has been very good in serving consumers even though there are still some indicators of prices that have not been maximized such as payment promos using gopay and cash (cash) which are still not too profitable and top-up balances that are still not make it easier for people who are consumers of Gojek. Therefore, Gojek needs to increase more on the promos given, such as discounts if payment using Gopay is more profitable compared to cash payments (cash) in addition to top-up balances multiplied through the driver that makes it easier for consumers. The results of the research on Price variables show very good results for Gojek customer satisfaction in the city of Palembang.

These findings are consistent with the results of research from Brigitte (2019); Vivian (2019); Agus (2018); Ahmad (2018); Aprilia (2018); Dealisa (2018); Ghalih (2018); Heri (2018); Iqbal (2018); Jihan (2018); Lumintang (2018); Novia (2018); Reza (2018); Stephaldi (2018); Tri (2018); Wardatul (2018) supports that Price has a positive and significant effect on Customer Satisfaction. Whereas research from Abdul (2019); Ida (2016) and Ingrid (2016) state that Price has a positive and not significant effect on Customer Satisfaction.

CONCLUSION

This study examines whether quality of service and price can influence customer satisfaction. The test results using multiple linear regression analysis with two independent variables namely quality of service and price and one dependent variable customer satisfaction shows that:

1. Variable quality of service has a positive and significant effect on Gojek customer satisfaction in Palembang.
2. Variable prices have a positive and significant effect on Gojek customer satisfaction in Palembang.
3. Independent variables that have a positive and significant influence are quality of service and price variables on customer satisfaction. But there is one variable that has the dominant effect, namely quality of service variable which has a positive and significant effect on Gojek customer satisfaction in Palembang.

SUGGESTION

Based on the results of the research, discussion, and conclusions above, some suggestions can be proposed to get better results as follows:

1. ForGojek Parties

   a. Quality of service provided by Gojek (drivers and employees) has been very good, but the quality of service provided needs to be improved again such as the display and quality of Gojek applications that are still sometimes not good which causes consumers to still feel the quality of Gojek applications is not maximized. Therefore, Gojek needs to improve the quality of Gojek applications which are sometimes inaccessible by increasing the power of consumers who access the Gojek application so that applications can be easily and quickly

accessed by consumers. Applications that are sometimes inaccessible will cause consumers to be inefficient to use and if not addressed, consumers will prefer other online motorcycle taxi applications.

b. The price offered by Gojek is already very good, although the price offered by Gojek is sometimes more expensive compared to other online motorcycle taxis. In addition, payment using gopay still does not benefit consumers, because payment uses gopay and cash (cash) is not much different which results in consumers feeling that promos to make payments using Gopay have not been too profitable for consumers. Top-up gopay balances that still don't make it easier for consumers that cause consumers to still choose to make payments using cash (cash). The position of gopay on Gojek needs to be increased again by providing special offers that attract and benefit consumers so that consumers still make Gopay the first choice in making payment transactions that will be efficient and do not need to do cash transactions.

2. For Further Researchers

For further researchers who are interested in researching this research, it is better to examine the company's image, consumer loyalty and so on and can expand the sample to strengthen and produce good research.

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