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The Effect of Price, Promotion, Product Quality, and Service Quality on Customer Satisfaction with Gofood Services in West Jakarta

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ABSTRACT

This study aims to analyze the influence of Price, Promotion, Product Quality, and Service Quality on Customer Satisfaction. Population in this research is GoFood services in West Jakarta. The sample used is 250 respondents, calculated based on the Hair at al approach. The sampling method uses purposive sampling. The Method of data collection using a survey method, with the research instrument is a questionnaire. The data analysis method using Partial Least Square 3.2.9. This study proves that price has a positive and significant effect on customer satisfaction. Promotion has a positive but not significant effect on customer satisfaction. Product quality has a positive and significant effect on customer satisfaction. Service quality has a positive and significant effect on customer satisfaction.

Keywords: Price; Promotion; Product Quality; Service Quality; Customer Satisfaction.

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RESEARCH BACKGROUND

The use of technology in Indonesia has grown rapidly, especially in recent decades. In the era of globalization, the use of mobile technology has increased significantly, enabling people to conduct various activities online. One widely accepted digital platform is Gojek, which is now integrated into various aspects of Indonesian life, including its GoFood food delivery service (Shiddiqi et al., 2022).

Launched in 2015, GoFood ranks as the most widely used digital food ordering platform by Indonesian consumers. Its superior features, such as Contactless Delivery, GoFood Self-Pickup, GoFood Plus, and flexible payment options like Gopay, OVO, Dana, and cash payments, have made this service increasingly popular (Pratiwi, 2015).

The growth of this food delivery service is also driven by the increasing number of competitors in the industry. According to a 2023 Rakuten Insight survey, GoFood is the most popular app with a usage rate of 75%, followed by GrabFood (57%) and ShopeeFood (28%). Other applications such as Fast Food Delivery Apps, Kulina, and Traveloka Eats are only used by a small portion of the Indonesian population (Hanafi, 2024).

Table 1. Usage of Online Food Applications in Indonesia (2023)

Application	Percent (%)
GoFood	75%
GrabFood	57%
Shopee Food	28%
Fast Food Delivery Apps	3%
Kulina	1%
Traveloka Eats	1%
Others	1%

Source: Rakuten Insight (statista.com)

Survey results show GoFood's dominance in the Indonesian food delivery market. Strong support from local consumers makes GoFood the market leader and a pillar of the Gojek ecosystem (Nurhayati, 2022). This superiority is also driven by various factors influencing customer preferences, ranging from various discounts and promotions, easy payment methods, to a comprehensive menu selection (Antara News, 2022).

However, market dominance does not guarantee a problem-free service. Some issues frequently reported by users include high delivery fees, inconsistent food quality, inconsistent delivery times, and price discrepancies between the app and direct payments to drivers. Furthermore, inappropriate promotions, unusable vouchers, and excessive advertising after feature updates are also factors that can potentially decrease customer satisfaction (Kompas.com, 2025; Gojek, 2025).

This phenomenon suggests that GoFood customer satisfaction is influenced by various factors, including price, promotions, product quality, and service quality. Most previous studies have only highlighted one or two factors, so more comprehensive research is needed that includes all four variables.

Based on this, this study aims to analyze the influence of price, promotion, product quality, and service quality on GoFood customer satisfaction in West Jakarta. The results are expected to provide practical contributions to companies in formulating digital marketing strategies and add to the academic literature on consumer behavior in the digital age.

Furthermore, the intensifying competition among online food delivery platforms highlights the

urgency for companies like GoFood to continuously improve their service performance. By identifying key determinants of customer satisfaction, businesses can adapt more effectively to consumer expectations, strengthen their competitive advantage, and maintain customer satisfaction in an increasingly dynamic digital marketplace.

LITERATURE REVIEW

Marketing Management

According to Ariyanto et al. (2020), marketing management is a crucial aspect in maintaining business continuity because marketing strategy is the heart of a business. Aji et al. (2021) explain that marketing functions encompass exchange, physical functions, and the provision of resources necessary for smooth business operations.

According to Haque-Fawzi et al. (2022), marketing strategy is a company's efforts to market products through specific plans and tactics to achieve goals such as increasing sales and creating value.

Price

According to Mulyana (2019), price is the amount of money consumers must pay to obtain a product or service. Harris et al. (2024) emphasize that price reflects consumers' perceptions of the value and benefits received. Research by Permatasari et al. (2022) also shows that appropriate pricing can increase customer satisfaction because it is perceived as fair and commensurate with product quality.

Promotion

According to Gunawan & Susanti (2019), promotion is a marketing communication activity aimed at conveying information and influencing consumers. Syahputra (2019) added that promotions can increase consumer appeal through discounts, bonuses, and advertising. Research by Widodo & Setyawan (2023) states that appropriate promotions have a significant impact on customer satisfaction.

Product Quality

Sudaryono (2016), in Nurfauzi et al. (2023) defines product quality as a consumer's overall evaluation of the performance of a product or service. Razak (2019) explains that product quality includes durability, reliability, and conformance to specifications. According to Nurfauzi et al. (2023), products that meet expectations will increase customer satisfaction and loyalty.

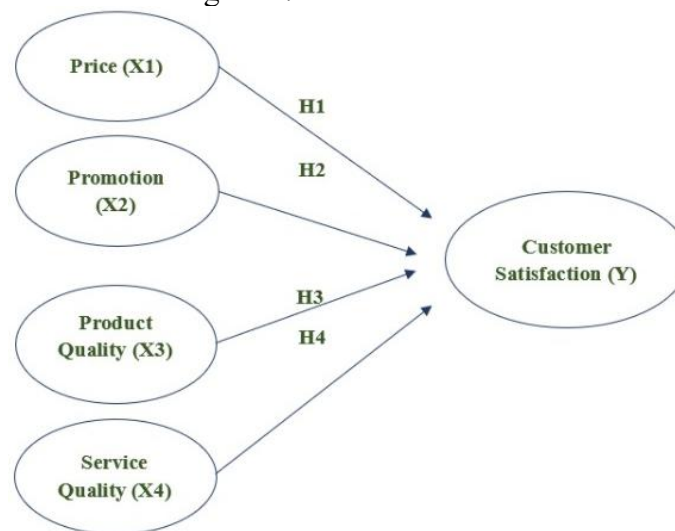
Service Quality

Tanady & Fuad (2020) explain that service quality consists of the dimensions of reliability, responsiveness, assurance, empathy, and tangibles. Tjiptono (2011), in Mutiara et al. (2021) adds that quality service can enhance the overall customer experience. According to Mutiara et al. (2021), good service quality can create customer satisfaction and foster long-term relationships.

Customer Satisfaction

According to Trilaksono & Prabowo (2023), customer satisfaction is a feeling of pleasure or disappointment after comparing product performance to expectations. Sasongko (2021) states that customer satisfaction can increase loyalty and strengthen long-term relationships with a company.

Figure 1. Framework



Description:

H1: Price (X1) has an effect on Customer Satisfaction (Y).

H2: Promotion (X2) has an effect on Customer Satisfaction (Y).

H3: Product Quality (X3) has an effect on Customer Satisfaction (Y).

H4: Service Quality (X4) has an effect on Customer Satisfaction (Y).

METHOD

Time and Place of Research

This research was conducted on GoFood services in West Jakarta. The research process took place from April 2024 to June 2024. The focus of the research was to analyze the influence of price, promotion, product quality, and service quality on GoFood customer satisfaction.

Research Design

This research method used a quantitative approach with a causal research approach. The quantitative approach is based on the philosophy of positivism, namely research that uses a population or sample, and statistically oriented data collection techniques to test established hypotheses (Mulyadi et al., 2016).

Measurement Scale

The research instrument was designed as a questionnaire using a Likert scale of 1–5, where 1 indicates "strongly disagree" and 5 indicates "strongly agree" Sedikides & Gregg (2008) in Sumartini et al. (2020).

Population and Sample

The research population was all GoFood service users in West Jakarta. The sampling technique used purposive sampling, with respondents being active GoFood users and having experience ordering food through the app. The sample size was determined using Hair Jr et al. (2010) model, which required multiplying the number of indicators by five. With 39 indicators, a minimum of 195 respondents was obtained, which was then increased to 250 respondents for greater representativeness.

Data Analysis Method

The data analysis method used was Partial Least Squares (PLS) with the help of SmartPLS 3.2.9 software. PLS is a variance-based Structural Equation Modeling (SEM) technique used to analyze relationships between latent variables. Model testing included evaluating the outer model (construct validity and reliability) and the inner model (hypothesis testing between variables) (Ghozali, 2016; J. Hair Jr et al., 2019).

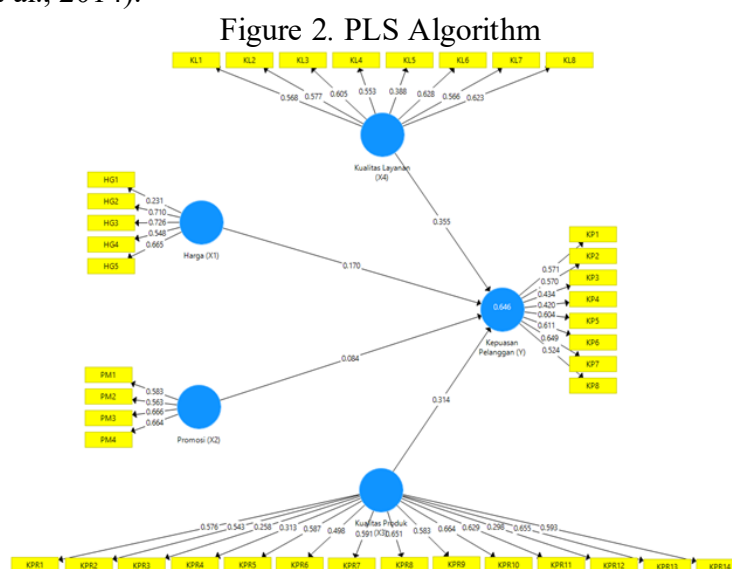
RESULTS AND DISCUSSION

Data Quality Test Results

1. Outer Model

a. Convergent Validity

The results of the convergent validity test showed that most indicators had outer loading values > 0.70 , thus being declared valid. Several indicators with factor loadings below 0.70 were eliminated from the model and modified. After modification, the retained indicators met the convergent validity criteria with AVE values > 0.50 and Composite Reliability > 0.70 (J. Hair et al., 2014).



Source: Output PLS, 2025

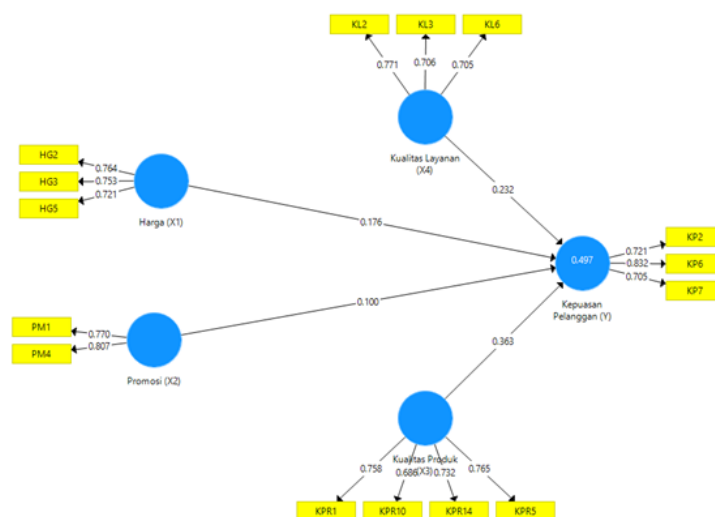
Based on the Figure 2 and Table 2, most of the indicators with loading factor values < 0.70 were eliminated from the model, including KP1, KP3, KP4, KP5, KP8, HG1, HG4, PM2, PM3, KPR2, KPR4, KPR6–KPR13, KL1, KL4, KL5, and KL7. Specifically, the KPR10 indicator (0.686) can still be considered for retention if it is theoretically relevant

Table 2. PLS Modified Algorithm Results

Variable	Indicator	Outer Loading	Description
Customer Satisfaction (Y)	KP2	0.721	Valid
	KP6	0.832	Valid
	KP7	0.705	Valid
Price (X1)	HG2	0.764	Valid
	HG3	0.753	Valid
	HG5	0.721	Valid
Promotion (X2)	PM1	0.770	Valid
	PM4	0.807	Valid
Product Quality (X3)	KPR1	0.758	Valid
	KPR5	0.765	Valid
	KPR10	0.686	Considered
	KPR14	0.732	Valid
Service Quality (X4)	KL2	0.771	Valid
	KL3	0.706	Valid
	KL6	0.705	Valid

Source: Output PLS, 2025

Figure 3. PLS Algorithm Results



Source: Output PLS, 2025

The results of the modified convergent validity test in Figure 3 and Table 2 show that most indicators have met convergent validity with loading factor values above 0.70. However, indicator KPR10 (0.686) is still retained because it meets AVE and CR criteria and is theoretically relevant.

b. Discriminant Validity

Discriminant validity testing was conducted using cross-loading, the Fornell-Larcker Criterion, and the Heterotrait-Monotrait Ratio (HTMT). The results showed that all indicators had the highest factor loadings on their respective constructs compared to other constructs. The $\sqrt{\text{AVE}}$ values were also higher than the inter-construct correlations, and all HTMT values were <0.90 . Thus, the model met the criteria for discriminant validity

Table 3. Discriminant Validity Test Results (Cross loadings)

Indicator	Price (X1)	Promotion (X2)	Product Quality (X3)	Service Quality (X4)	Customer Satisfaction (Y)
HG2	0,764	0,398	0,344	0,452	0,326
HG3	0,753	0,441	0,287	0,471	0,363
HG5	0,721	0,389	0,346	0,516	0,207
PM1	0,367	0,770	0,771	0,372	0,341
PM4	0,317	0,807	0,706	0,362	0,309
KPR1	0,265	0,419	0,758	0,355	0,418
KPR5	0,344	0,721	0,765	0,498	0,363
KPR10	0,512	0,832	0,686	0,529	0,364
KPR14	0,375	0,705	0,732	0,402	0,272
KL2	0,456	0,455	0,397	0,771	0,370
KL3	0,463	0,435	0,383	0,706	0,304
KL6	0,483	0,473	0,358	0,705	0,295
KP2	0,487	0,503	0,335	0,765	0,721
KP6	0,214	0,336	0,303	0,313	0,832
KP7	0,415	0,364	0,470	0,372	0,705

Source: Output PLS, 2025

According to Hair et al. (2019), the cross-loading test confirmed that all indicators had the highest loadings on their respective constructs, thus meeting discriminant validity. Most outer loadings were above 0.70, while the indicator with a loading of 0.686 was retained because its AVE and CR remained above the minimum threshold, thus ensuring construct validity and consistency.

Table 4. Discriminant Validity Test Results (Fornell Lacker Criterion)

	Price (X1)	Promotion (X2)	Product Quality (X3)	Service Quality (X4)	Customer Satisfaction (Y)
Price (X1)	0.746				
Promotion (X2)	0.404	0.789			
Product Quality (X3)	0.642	0.435	0.736		
Service Quality (X4)	0.434	0.494	0.498	0.728	
Customer Satisfaction (Y)	0.550	0.444	0.635	0.539	0.755

Source: Output PLS, 2025

Based on Table 4, each indicator has the highest loading factor on its construct compared to other constructs, so that all indicators are declared discriminantly valid and are able to differentiate each construct consistently.

Table 5. Heterotrait Monotrait Ratio (HTMT) Test Results

Variable	Price (X1)	Promotion (X2)	Product Quality (X3)	Service Quality (X4)	Customer Satisfaction (Y)
Price (X1)					
Promotion (X2)	0.812				
Product Quality (X3)		0.819			
Service Quality (X4)	0.749		0.788		
Customer Satisfaction (Y)	0.887	0.893		0.895	

Source: Output PLS, 2025

The results of the HTMT test show that all ratio values are <0.90 , thus fulfilling the discriminant validity criteria and indicating that the constructs in the model can be distinguished well.

c. Construct Reliability dan Validity

Table 6. Construct Reliability and Validity Test Results

Variable	Composite Reliability	Average Variance Extracted (AVE)
Price	0.790	0.557
Promotion	0.767	0.622
Product Quality	0.825	0.542
Service Quality	0.771	0.530
Customer Satisfaction	0.798	0.570

Source: Output PLS, 2025

Based on Table 6, all variables have Composite Reliability values >0.70 and AVE >0.50 , which indicates that the constructs in the model are reliable and meet convergent validity, so they are suitable for further structural testing.

2. Inner Model

a. R-Square

After the Outer Model is declared valid and reliable, the next step is to test the Inner Model by looking at the R^2 value as a measure of the proportion of the influence of the independent variable on the dependent variable.

Table 7. R-Square Results

Construct	R-Square	R-Square Adjusted
Customer Satisfaction	0.497	0.489

Source: Output PLS, 2025

Based on Table 7, the R^2 value for Customer Satisfaction is 0.497 with an adjusted R^2 of 0.489. This indicates that 48.7% of the variation in Customer Satisfaction is explained by Price, Promotion, Product Quality, and Service Quality, while the remaining 50.3% is influenced by other factors outside the model.

b. Goodness of Fit Model (GOF)

Goodness of fit is assessed using Q^2 , where a Q^2 value > 0 indicates the model has predictive relevance, while $Q^2 \leq 0$ indicates the model is less predictive.

Table 8. Q-Square Results

Endogenous Variables	Q-Predict
Customer Satisfaction (Y)	0.266

Source: Output PLS, 2025

Based on Table 8, the Q-Square value of 0.266 (>0) indicates that the model has quite good predictive relevance.

c. Hypothesis Testing

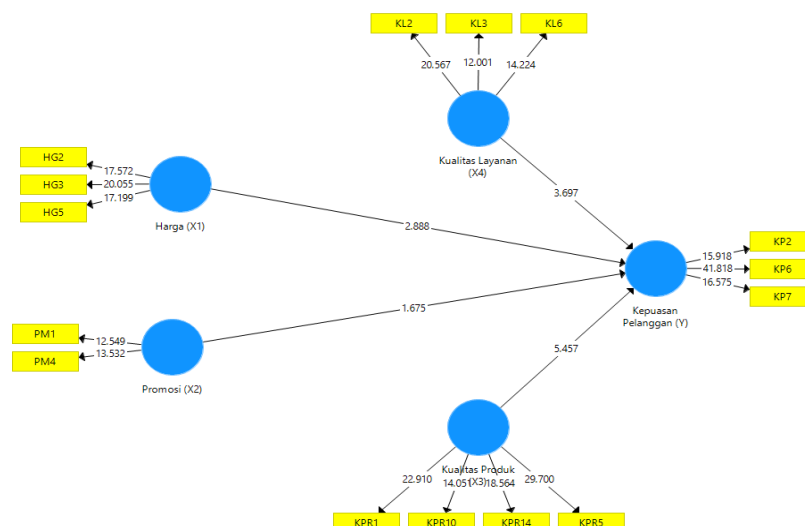
The results of the hypothesis testing using SmartPLS bootstrapping are shown in the following table:

Table 9. Hypothesis Testing Results

Path	Original Sample (O)	Sampel Mean (M)	T-Statistic (O/STDEV)	P-Values	Description
Price → Customer Satisfaction	0.176	0.182	2.888	0.004	Positive - Significant
Promotion → Customer Satisfaction	0.100	0.099	1.675	0.095	Positive - Not Significant
Product Quality → Customer Satisfaction	0.363	0.362	5.457	0.000	Positive - Significant
Service Quality → Customer Satisfaction	0.232	0.237	3.697	0.000	Positive - Significant

Source: Output PLS, 2025

Figure 4. Output Bootstrapping



Source: Output PLS, 2025.

1. The Effect of Price on Customer Satisfaction

The results of the hypothesis test (H1) indicate that price has a positive and significant effect on customer satisfaction, with an original sample value of 0.176, a T-statistic of 2.888 $>$

1.96, and a p-value of 0.004. This means that the more appropriate and affordable the service price is for the quality provided, the higher the customer satisfaction. This finding is consistent with Gofur et al. (2019), Arsyad et al. (2022), and Solikha & Suprpta (2020).

2. The Effect of Promotion on Customer Satisfaction

The results of the hypothesis test (H2) indicate that promotion has a positive but not significant effect on customer satisfaction, with an original sample value of 0.100, a T-statistic of $1.675 < 1.96$, and a p-value of 0.095. This finding differs from research by Yuliyanto (2020), Kumara et al. (2021), and Widodo & Setyawan (2023), which found a significant effect. This indicates that although promotions attract consumer attention, they are not the primary determinant of satisfaction. Satisfaction is largely determined by core service quality, so promotions only play a short-term supporting role.

3. The Effect of Product Quality on Customer Satisfaction

The results of the hypothesis test (H3) indicate that product quality has a positive and significant effect, with an original sample value of 0.363, a T-Statistic of $5.457 > 1.96$, and a p-value of 0.000. This demonstrates that taste, freshness, cleanliness, and order conformity significantly influence customer satisfaction, consistent with the findings of Ibrahim & Thawil (2019), Tamba et al. (2020), and Mahira et al. (2021).

4. The Effect of Service Quality on Customer Satisfaction

The results of the hypothesis test (H4) indicate that service quality has a positive and significant effect, with an original sample value of 0.232, a T-Statistic of $3.697 > 1.96$, and a p-value of 0.000. Factors such as driver responsiveness, on-time delivery, and app usability have been shown to increase customer satisfaction. These findings align with research by Nanincova (2019), Putri & Tamami (2021), and Saripudin et al. (2021).

CONCLUSIONS

The results of the study indicate that Price, Product Quality, and Service Quality have a positive and significant impact on GoFood customer satisfaction, while Promotion has no significant effect. This emphasizes the importance of maintaining competitive prices, meeting product quality expectations, and providing reliable service to enhance customer satisfaction.

Based on these findings, GoFood is advised to, ensure price alignment with food portions, maintain real-time menu stock availability, and improve order reliability through a verification system and driver-partner training. Promotional strategies also need to be strengthened through regular and personalized loyalty programs to encourage customer loyalty.

For further research, it is recommended to expand the scope of the research area, for example, to the (Jabodetabek) area, and add other variables such as Customer Trust, Customer Engagement, Perceived Value, and Brand Image to gain a more comprehensive understanding of the factors influencing GoFood customer satisfaction.

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