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The Influence of Facilities, Service Quality, and Price Perception on Customer Satisfaction at PT. Grab Indonesia

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Abstract

The influence of facilities, service quality, and price perception on customer satisfaction at PT. Grab Indonesia is a literature review article within the scope of economics and business. The purpose of this article is to formulate hypotheses regarding the relationships between variables that will be used in future research. The research object includes online literature from sources such as Google Scholar, Mendeley, and other academic online media. The research method involved 100 respondents using a Non- Probability Sampling technique with a purposive approach, employing quantitative descriptive analysis. The results of this article indicate that: 1) facilities do not have a significant impact on customer satisfaction; 2) service quality has a significant impact on customer satisfaction; and 3) price perception has a significant impact on customer satisfaction.

INTRODUCTION

In recent years, the technology industry in Indonesia has grown rapidly, transforming various sectors, including transportation. Transportation is the movement of objects from one place to another for a specific purpose. The growth of the sector is driven by technological advancements, more environmentally friendly lifestyle changes, and supportive government policies, which have led to a major shift in conventional transportation and opened up new business opportunities. The rise of ride-hailing companies like Grab has drastically changed the way people use transportation. (Nur et al., 2021; Faeni et al., 2023)

Although PT Grab Indonesia leads the market in application-based transportation services, there are still challenges in maintaining customer satisfaction. To evaluate the effectiveness of the facility, service quality, and price, the researcher conducted a pre-survey of 30 Grab app users.

Table 1: Results of the Pre-Survey of Customer Satisfaction Research on Grab Customers

No	Question	Yes	No
1.	You find the Grab app easy to access and use	127	0
2.	You have experienced the Grab app error (inaccessible, slow, or crash) in bad weather or when demand is high	99	28
3.	You are considering switching to another app when the Grab app is often disrupted at times of high demand	101	6
4.	You experience a mismatch in your driver's identity (motorcycle type or plate) when using Grab services	121	6
5.	You feel uncomfortable when the identity of the driver who arrives does not match the information listed in the application	124	3
6.	You consider switching to another app when the driver provides information regarding the driver's license plate or identity does not match Application	116	11
7.	You have experienced significant price changes when using Grab services during peak hours or during rainy hours	121	6
8.	Price changes that occur when demand increases affect your decision to switch to another app	127	0

Source: Primary Data processed by the Author 2025

Of the 127 respondents, many felt that the Grab app was easy to access, but 24 respondents considered switching to another app due to the instability of the app during high demand and driver identity mismatches. A total of 16 respondents felt uncomfortable with the issue of driver identity, while 127 respondents would switch if prices changed during peak hours or rain. Fierce competition in the digital transportation industry with many competitors offering similar services makes Grab need to improve facilities and services so as not to disrupt customer satisfaction and loyalty.

Based on the background, the purpose of writing this article is to build a hypothesis for further research, namely to formulate: 1) The influence of facilities on customer

satisfaction; 2) The effect of service quality on customer satisfaction; and 3) The influence of price perception on customer satisfaction;

Research Questions

Based on the background description that has been explained, the formulation of the problem in the research at PT. Grab Indonesia is as follows:

1. Is there an influence of facilities on customer satisfaction at PT. Grab Indonesia?
2. Is there an effect of service quality on customer satisfaction at PT. Grab Indonesia?
3. Is there an influence of price on customer satisfaction at PT. Grab Indonesia?
4. Is there an influence of facilities, service quality, and price on customer satisfaction at PT. Grab Indonesia?

METHOD

Research is defined as a process of collecting and analyzing data that is carried out systematically and logically to achieve certain goals. The data collection and analysis in question is by using scientific methods, both quantitative and qualitative, experimental or non-experimental, interactive or non-interactive, depending on the research objectives and results that are to be known so that they also affect the paradigm that surrounds it (Harahap, 2020; Faeni, 2024).

The approach used in this study is a quantitative approach. A quantitative approach is a type of research in which the researcher determines the topic to be researched, formulates the questions specifically, limits the scope of the questions, collects measurable data from participants, and analyzes the numbers using objective and unbiased methods. (Cresweel, 2013; Faeni, 2024).

Due to the large and unknown population number, the sample size was determined using the formula Hair et., al.

$$\begin{aligned} N &= (5 \text{ to } 10 \times \text{the number of indicators used}) \\ &= 7 \times 18 = 127 \text{ responds} \end{aligned}$$

From the calculation above, it was obtained that the number of samples to be studied was 98 rounded up to 100 respondents.

After the data is collected, it will be processed through several tests, including validity and reliability tests, to find out whether the research instrument can be used or not. Then the normality test, the linearity test, the multicollinearity test, the heteroscedasticity test, the multiple regression analysis test, the t test, the f test, and the determination coefficient test.

Table 2: List of Questionnaire Questions

No.	Question Item	Code
Customer Satisfaction Variables		
1.	Grab provides the services I need on time when I need them	Y ₁
2.	The Grab app provides a wide selection of payment methods that facilitate transactions, such as GoPay, credit/debit cards, and cash payments	Y ₂
3.	The fares provided by the Grab app are clear and easy to understand	Y ₃
4.	The services I receive from Grab are in accordance with the fare I pay	Y ₄
5.	Grab drivers provide safe and comfortable service during the journey	Y ₅
6.	The vehicles used by Grab drivers are always clean and terawatted	Y ₆
Facility Variables		
1.	The Grab app is easy to use for new users	X _{1.1}
2.	I was able to quickly understand how to use the Grab app so that I became skilled in using it	X _{1.2}
3.	The Grab app provides complete features to support the needs of the customers (e.g., food ordering, transportation, freight delivery, etc.)	X _{1.3}
4.	The Grab app provides customers with adequate security facilities (e.g., trip tracking and emergency report features)	X _{1.4}
5.	Vehicles used by Grab drivers have safety features that are adequate (e.g.: lights, horns, and brakes are working properly)	X _{1.5}
6.	Helmets provided by Grab drivers are in accordance with safety, comfortable, and terawatt standards	X _{1.6}
Service Quality Variables		
1.	Grab drivers provide timely service according to customer needs	X _{2.1}
2.	Grab drivers deliver to their destinations precisely and accurately	X _{2.2}
3.	Grab drivers process orders quickly and immediately contact customers to confirm the order and location	X _{2.3}
4.	Grab drivers arrive immediately after receiving orders through the Grab app	X _{2.4}
5.	Grab drivers help customers quickly deliver to their destinations	X _{2.5}
6.	Grab drivers are polite and friendly in providing service	X _{2.6}
7.	Grab drivers provide driving safety equipment, such as helmets, that customers are comfortable to use	X _{2.7}
8.	Grab drivers use shoes while providing driving services	X _{2.8}
9.	Grab drivers have complied with the rules in driving a motorcycle well	X _{2.9}
10.	Grab provides a complaint service available on the Grab app	X _{2.10}
Price Perception Variables		
1.	The price of Grab services is not too expensive and is within my means.	X _{3.1}
2.	The price of Grab services is comparable to the benefits I get	X _{3.2}
3.	The price offered by Grab is in accordance with the quality of service I received	X _{3.3}
4.	The price of Grab services is according to the specifications of the service I use	X _{3.4}
5.	The price of Grab services is in line with my needs and benefits	X _{3.5}
6.	The price of Grab's service matches my expectations as a user	X _{3.6}

RESULTS AND DISCUSSION

Result

Validity Test

For the value of r the table is taken using the formula $df = n - 2$. The data we have is with 30 respondents with a total of 20 statements to be tested. Then the r table is known: $df = 30 - 2 = 28$. The result of the table r was obtained as 0.1918 with a probability value (sig) < 0.05 .

Table 3: Validity Test Results (X_1)

Statement	R Count	R Table	Information
X _{1.1} Statement	0,706	0,3610	Valid
X _{1.2} Statement	0,633	0,3610	Valid
X _{1.3} Statement	0,470	0,3610	Valid
X _{1.4} Statement	0,794	0,3610	Valid
X _{1.5} Statement	0,845	0,3610	Valid
X _{1.6} Statement	0,810	0,3610	Valid

Source: Primary Data processed with SPSS 25 (2025)

Based on table 3. The results of the validity test of all items of the facility statement have R calculated $> R$ table which has a value of 0.3610. Therefore, it can be concluded that the validity test results on the facility statement indicator are said to be valid or valid for use in the test instrument.

Table 4: Validity Test Results (X_2)

Statement	R Count	R Table	Information
X _{2.1} Statement	0,629	0,3610	Valid
X _{2.2} Statement	0,735	0,3610	Valid
X _{2.3} Statement	0,774	0,3610	Valid
X _{2.4} Statement	0,748	0,3610	Valid
X _{2.5} Statement	0,712	0,3610	Valid
X _{2.6} Statement	0,834	0,3610	Valid
X _{2.7} Statement	0,516	0,3610	Valid
X _{2.8} Statement	0,706	0,3610	Valid
X _{2.9} Statement	0,773	0,3610	Valid
X _{2.10} Statement	0,713	0,3610	Valid

Source: Primary Data processed with SPSS 25 (2025)

Based on table 4. The validity test results of all items of the service quality statement have R calculated $> R$ table which has a value of 0.3610. Therefore, it can be concluded that the results of the validity test on the statement indicator are declared valid or valid to be used in the test of the research instrument.

Table 5: Validity Test Results (X₃)

Statement	R Count	R Table	Information
X _{3.1} Statement	0,845	0,3610	Valid
X _{3.2} Statement	0,936	0,3610	Valid
X _{3.3} Statement	0,841	0,3610	Valid
X _{3.4} Statement	0,762	0,3610	Valid
X _{3.5} Statement	0,874	0,3610	Valid
X _{3.6} Statement	0,885	0,3610	Valid

Source: Primary Data processed with SPSS 25 (2025)

Based on table 5. The validity test results of all items of the service quality statement have R calculated > R table which has a value of 0.3610. Therefore, it can be concluded that the results of the validity test on the statement indicator are declared valid or valid to be used in the test of the research instrument.

Table 6: Validity Test Results (Y)

Statement	R Count	R Table	Information
Statement Y _{.1}	0,743	0,3610	Valid
Statement Y _{.2}	0,480	0,3610	Valid
Statement Y _{.3}	0,836	0,3610	Valid
Statement Y _{.4}	0,786	0,3610	Valid
Statement Y _{.5}	0,805	0,3610	Valid
Statement Y _{.6}	0,713	0,3610	Valid

Source: Primary data processed with SPSS 25 (2025)

Based on table 6. The results of the validity test of all items of the service quality statement have an R calculation of > R table which has a value of 0.1918. Therefore, it can be concluded that the results of the validity test on the statement indicator are declared valid or valid to be used in the test of the research instrument.

Reliability Test

Table 7: Reliability Test Results

Variabel	Cronbach's Alpha	Criterion	Information
Facilities (X ₁)	0,812	0,60	Reliabel
Quality of Service (X ₂)	0,882	0,60	Reliabel
Price Perception (X ₃)	0,924	0,60	Reliabel
Customer Satisfaction (Y)	0,823	0,60	Reliabel

Source: Primary Data processed with SPSS 25 (2025)

In table 7. shows that Cronbach's Alpha value for the facility variable is 0.812, service quality is 0.882, price perception is 0.924, and customer satisfaction is 0.0823. Thus, it can be concluded that the statements in this questionnaire are reliable because Cronbach's Alpha value > 0.60.

Classical Assumption Test (Normality Test)

Table 8: Normality Test Results
One-Sample Kolmogorov-Smirnov Test
Unstandardized
Residual

N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.68917911
Most Extreme Differences	Absolute	.079
	Positive	.079
	Negative	-.045
Test Statistic		.079
Asymp. Sig. (2-tailed)		.125 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Primary Data processed with SPSS 25 (2025)

Based on this data, it can be concluded that the results of the normality test are distributed normally because they have Asymp results. Sig. (2- tailed) of $0.125 > 0.05$.

Classical Assumption Test (Multicollinearity Test)

Table 9: Multicollinearity Test Results

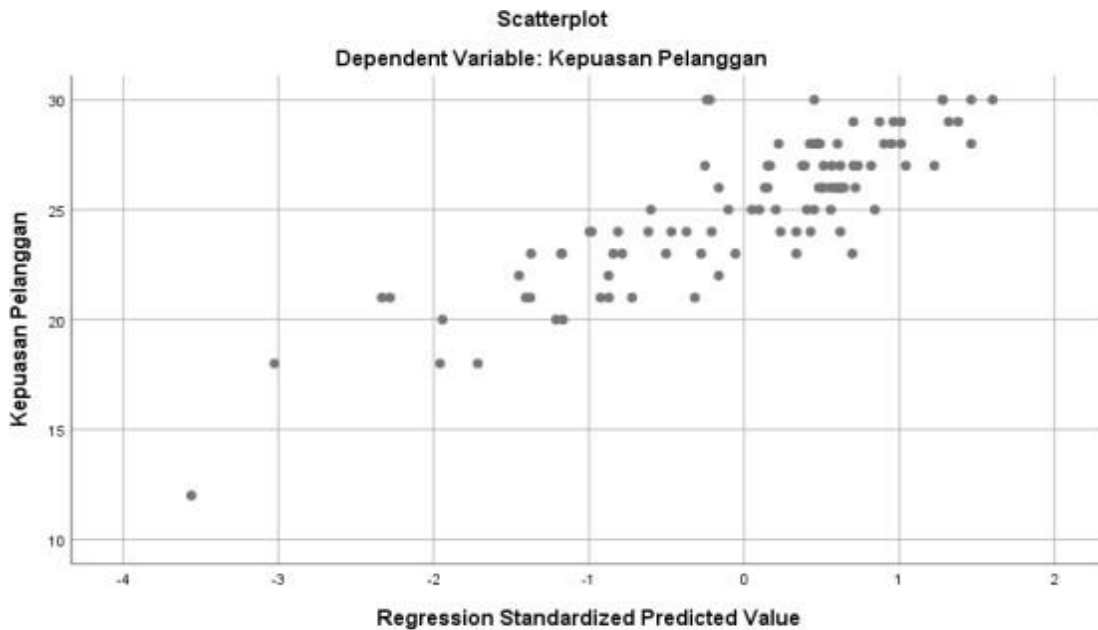
Variabel	Collinearity Statistics		Information
	Tolerance	BRIGHT	
Facilities (X_1)	0,310	3,225	No multicollinearity
Customer Satisfaction (X_2)	0,299	3,344	No multicollinearity
Price Perception (x_3)	0,363	2,758	No multicollinearity

Source: Primary Data processed with SPSS 25, 2025

The data attached in table 9. states that on the free variable the value of VIF < 10 . Where the facility variable has a value of $3.225 < 10$, the customer satisfaction variable has a value of $3.344 < 10$, and the price perception has a value of $2.758 < 10$. Therefore, it can be concluded that all variables in this study have no correlation in the multicollinearity test.

Uji Asumsi Klasik (Uji Heterokedastisitas)

Gambar 1: Scatterplot



Source: Primary Data processed with SPSS 25 (2025)

Based on figure 1. The above results show that the data points are spread either above or below the number 0 on the Y axis, and the points are scattered randomly without forming a specific pattern. Thus, it can be concluded that there is no heteroscedasticity problem, so that the regression model can be fulfilled to predict purchase decisions based on the variables that affect it, namely facilities, service quality, and price perception.

Linier Berganda Analysis

Table 10: Multiple Linear Regression Analysis Results

Model	Coefficients ^a				
	Unstandardize		Standardized	t	Itself.
	d	Coefficients			
	B	Std. Error	Beta		
(Constant)	2.908	1.445		2.013	.047
Facilities	.085	.097	.083	.872	.386
Quality	.298	.060	.481	4.943	.000
Service					
Price Perception	.317	.079	.352	3.984	.000

a. Dependent Variable: Quality of Service

Source: Primary Data processed with SPSS 25 (2025)

Based on table 10. above, then the linear regression equation is obtained as follows: $Y = 2.908 + 0.085X_1 + 0.298X_2 + 0.317X_3 + e$

Hypothesis Test (T Test)

Table 11: T Test Results

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	2.908	1.445		2.013	.047
Fasilitas	.085	.097	.083	.872	.386
Kualitas Pelayanan	.298	.060	.481	4.943	.000
Persepsi Harga	.317	.079	.352	3.984	.000

a. Dependent Variable: Quality of Service

Source: Primary Data processed with SPSS 25 (2025)

The above results show that the Facility variable does not have a significant positive effect on Customer Satisfaction, the Service Quality variable has a significant positive effect on Customer Satisfaction, and the Price Perception variable has a significant positive effect on Customer Satisfaction. The table of the above data is 1.66055

Hypothesis Test (F Test)

Table 12: Results of Simultaneous Effects Test (X_1 , X_2 , and X_3) toward (Y)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	757.561	3	252.520	85.818	.000 ^b
Residual	282.479	96	2.942		
Total	1040.040	99			

1. Dependent Variable: Quality of Service

2. Predictors: (Constant), Price Perception, Facilities, Quality of Service

Source: Primary Data processed by the Author 2024

The results of the data above show that the variables of facilities, service quality, and price perception have a simultaneous effect on customer satisfaction, because the value of t calculated > t table is $85.818 > 2.70$ with a significance value of 0.000.

Hypothesis Test (R2 Determination Coefficient Test)

Table 13: Determination Coefficient Test Results (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853a	.728	.720	1.715

a. Predictors: (Constant), perception, price, quality

Source: Primary Data processed with SPSS 25 (2025)

Based on table 13. above obtained an Adjusted R Square value (determination coefficient) of 0.720 or 72%. This means that 72% of Customer Satisfaction variables on Grab can be explained by variations of three independent variables, namely Facilities, Service Quality,

and Price Perception. While the remaining 28% is explained by other causes that exist outside the variables of this study.

Discussion

The Influence of Facilities on Customer Satisfaction at PT. Grab Indonesia in North Bekasi City

The results of the test and data analysis showed that the Facility (X_1) had a t-count of 0.872, smaller than the t-table of 1.66055, with a significance of 0.386, which means that the Facility had no significant effect on customer satisfaction at PT. Grab Indonesia.

In the validity test, the highest statement (0.845) regarding the condition and usability of the facility, namely "Grab driver's vehicle is equipped with adequate safety features," showed a high response from customers who felt comfortable. In contrast, the lowest statement (0.470) regarding the completeness of the facilities, namely "The Grab app provides full features," received a low response, indicating that the application has not fully met expectations, even though customers continue to use Grab due to the ease of service. This research is in line with Nurfadlun et al. (2024) and Apriliani et al. (2022) who stated that facilities have no effect on customer satisfaction.

The Effect of Service Quality on Customer Satisfaction at PT. Grab Indonesia in North Bekasi City

The results of the test and data analysis showed that the Customer Satisfaction value (X_2) had a t-count of 4.943, greater than the t-table of 1.66055, with a significance of $0.000 < 0.05$. This shows that Service Quality (X_2) has a significant effect on Customer Satisfaction (Y) at Grab North Bekasi City; Improving the quality of service will increase customer satisfaction, on the other hand, decreasing quality will decrease satisfaction.

In the validity test for service quality, the highest statement (0.834) related to empathy, namely "Grab drivers are polite and friendly." High response from customers indicates a satisfactory service experience. However, statements about safety equipment, such as helmets, received a low response, indicating inconvenience even though customers continued to use Grab due to the ease and speed of service. This research is in line with the findings of Suhardi et al. (2023) and Meryawan (2024) who stated that service quality affects customer satisfaction.

The Effect of Price Perception on Customer Satisfaction at PT. Grab Indonesia in North Bekasi City

The results of the test and data analysis showed that Price Perception (X_3) had a t-count of 3.984, greater than the t-table of 1.66055, with a significance of $0.000 < 0.05$. This means that Price Perception has a significant effect on Customer Satisfaction (Y) at Grab North Bekasi City; An increase in price perception will increase customer satisfaction, whereas a decrease will decrease satisfaction.

In the validity test, the highest statement (0.936) regarding price affordability, namely "The price of Grab's service is proportional to the benefits I get," showed a high response from customers who felt that the price was comparable to the convenience and ease of

service. However, the lowest statement (0.762) regarding price matching with quality, namely "Grab drivers provide comfortable safety equipment," received a low response, indicating discomfort even though customers still choose Grab because of other quality of service. This research is in line with the findings of Tafonao et al. (2023) and Haryoko (2020) who stated that price perception affects customer satisfaction.

CONCLUSION

Based on the objectives, results and discussion, the conclusion of this article is to formulate a hypothesis for further research, namely:

1. Facilities (X_1) have no effect on customer satisfaction (Y);
2. Service Quality (X_2) affects customer satisfaction (Y). And
3. Price Perception (X_3) affects customer satisfaction (Y).

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