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Analysis of Mediation Effect Of Consumer Satisfaction On The Effect Of Service Quality, Price and Consumer Trust On Consumer Loyalty

Darwin Lie, Acai Sudirman, Efendi, Marisi Butarbutar

Abstract: This research aims to test the influence of services quality, price, and consumer trust in the consumer loyalty of user-based transport applications (Go-Jek), case studies on students of STIE Sultan Agung Pematangsiantar with consumers satisfaction as mediation variables. The number of samples in this study was as many as 322 students acquired through non-probability sampling techniques by the purposive sampling method. The instrument used is an online questionnaire that is shared through social media and chat apps in the form of links. The test tool uses SEM analysis with the help of AMOS software. The results of the research and the hypothesis test show that variable price and consumer trust have a positive and significant impact on consumer loyalty. Furthermore, service quality variables are negatively influential and insignificant towards consumer loyalty. Consumer satisfaction variables are a variable of mediation between service quality relationships and consumer trust in consumer loyalty. Furthermore, consumer satisfaction is not able to do the price relationship to customer loyalty. The empirical findings indicate that to increase customer satisfaction and loyalty. The Go-Jek company should pay attention to the supporting factors in the selection of transportation services for consumers, such as service quality, price, and consumer trust. In the aspect of service quality, Go-Jek company need to design a sophisticated system as an effort to integrate the identity of Go-Jek service users with attention to consumer convenience procedures. Furthermore, the company should still maintain an existing pricing system and to maintain the trust of consumers should review the driver's hiring mechanism as a partner.

Index Terms: Service Quality, Price, Consumer Trust, Consumer Satisfaction, Consumer Loyalty

1 INTRODUCTION

Transportation services have a significant role and implications for human life and are an essential part of supporting daily needs. Along with the development of transportation services recently, many transportation companies maximizing their performance to compete with other transportation companies. A transportation business must work hard to understand the needs and desires of its customers. The basic factor of the development of transportation services is the ease and speed of receiving information from various places (Ho& Lee, 2007). One of the signs of the beginning of the era of fast information transfer is the use of unlimited internet access and its flexible characteristics. The increasing use of internet services is considered potential to be juxtaposed with transportation, which also requires innovation in service access. The results expected in conducting website-based transactions are very dependent on aspects of knowledge and skills using the internet (Young and Dan, 2005).

Seen from the dynamic and sustainable progress in technology, entrepreneurs must make an innovation movement by providing aspects of convenience to customers in making transactions. Recognize this potential, many transportation service companies are trying their luck and plunging into the application-based transportation services business using the internet or commonly called online transportation. Online transportation is one of the latest service innovations in mobile commerce. Online transportation or shared transportation services are individual transportation services where customers can order a ride (car, motorcycle, et cetera) through a mobile device and the driver can response to orders through the application (Wallsten, 2015). One of the transportation service companies that took the opportunity to access the information was PT Aplikasi Karya Anak Bangsa or better known as Go-Jek. The Go-Jek application is an Android-based application that displays complete service features ranging from both two-wheeled and four-wheeled transportation, logistics, payment, food delivery services, and various other on-demand services (www.go-jek.com). An indicator of the creation of sustainable customer satisfaction is the relationship between customer loyalty to use goods and services repeatedly. For a company or organization, satisfaction is the foundation to reach the goals to be achieved. Every satisfied customer has an initiative or tendency to create a friendly and profitable relationship for the company or organization (Odunlami and Asabi, 2015). Attention to satisfaction is the key to the success of each company in winning competition, especially competition in the field of application-based transportation (online). Therefore, it is critical to assess and measure service quality, especially services provided in a mobile-commerce environment (Huang and Lin, 2015). The dimensions of consumer satisfaction used in several studies include the quality of products and services, price of products and services, convenience of procedures, and consumer support. One factor that contributes to the level of customer satisfaction and customer loyalty is the service quality. Every company that will confront competition in business makes quality an important part and a necessity to

- Darwin Lie is a Senior Lecturer at Institute of Economic Science of Sultan Agung, Pematangsiantar, Indonesia, ORCID ID: <http://orcid.org/0000-0003-2396-3160>. E-mail: darwin@stiesultanagung.ac.id
- Acai Sudirman is a Lecturer at Institute of Economic Science of Sultan Agung, Pematangsiantar, Indonesia, ORCID ID: <http://orcid.org/0000-0003-3952-1463>. E-mail: acaivenly@stiesultanagung.ac.id
- Efendi is a Lecturer at Institute of Economic Science of Sultan Agung, Pematangsiantar, Indonesia, ORCID ID: <http://orcid.org/0000-0002-7744-1571>. E-mail: efendi.stie.ps@gmail.com
- Marisi Butarbutar is a Lecturer at Institute of Economic Science of Sultan Agung, Pematangsiantar, Indonesia, ORCID ID: <http://orcid.org/0000-0002-3071-6064>. E-mail: marisibutarbutar84@gmail.com

describe the customers' service expectations with the company's actual performance (Bucak, 2014). Besides being able to influence the level of satisfaction of a person, service quality is also considered at affecting the level of loyalty. The availability of better services provides a competitive effect for companies in formulating strategies to retain loyal customers (Dubey and Srivastava, 2016). The service quality offered by Go-Jek drivers can be measured in ten dimensions, including reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding, and tangibles. Besides the service quality indicated to affect consumer satisfaction and consumer loyalty, price is also one of the primary components that can provide financial benefits to consumers and generally it is the major determinant of the choice of buyers (Dewi, 2013). Price is the most critical part of service providers with consumers who use the services. Pricing policies must consider several factors that are mutually beneficial because price affects the most dominant customer satisfaction (Mar'ati and Tri, 2016). Based on the findings of a study conducted by Novixoxo (2018), price is the essential element considered by consumers in their intention to make repeated purchases. Based on the results of Sudirman et al., (2017), to provide an affordable price that has implications for purchase intention and loyalty, a survey is first conducted to consumers to obtain perceptions about price, so the price that reaches consumers are a competitive price. This finding illustrates that price is a sensitive factor for consumers in repurchasing, which has implications for their loyalty. Meanwhile, other factors that are considered to influence consumer satisfaction and consumer loyalty are consumer trust. A good relationship between satisfaction and trust depends on consumer perceptions of the comparison of expectations with what is received. The better the service obtained by the customers, the high the trust view point. Otherwise, if the expectations are not in accordance with the actual implementation, the customers will not be satisfied and do not believe (Guspul, 2014). High self-trust in providing service and comfort show that trust can increase customer loyalty (Unidha, 2017). Consumer trust in utilising and implementing information technology, especially in the form of mobile commerce in application-based transportation is a breakthrough of a service company in empowering internet technology. The primary purpose of this research study is to analyze: (1) the influence of service quality on consumer satisfaction and loyalty of consumers; (2) the effect of price on consumer satisfaction and consumer loyalty; (3) the influence of consumer trust on customer satisfaction and loyalty; (4) the effect of customer satisfaction on consumer loyalty; (5) the mediating role of consumer satisfaction on service quality towards consumer loyalty; (6) the role of mediating consumer satisfaction on price towards consumer loyalty; (7) the mediating role of consumer satisfaction on consumer trust in consumer loyalty. This research is expected to contribute to the Go-Jek company in optimising the performance as an application-based transportation service.

2 LITERATURE REVIEW

2.1 Service Quality

In increasing the consumers' need sandwiches, every company is required to improve the quality aspect so fit services. Excellent service quality is a representative of proper service management of the company. Quality of

service is a form of offering an action or performance from one party to another that is described as tangible and does not manifest any ownership (Kotler and Kevin, 2009). Another opinion regarding the notion of service quality stated by Jasfar (2005), that the service quality is "how consumers respond to services consume do perceived". According to Berry and Parasuraman in Priansa (2017), the quality of service consists often dimensions including reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding, and tangibles. In accordance with the results of the study of Rasyid (2017); Bharwana, Mohsin, and Muhammad (2013); Sarker and Borhan (2013); Panjaitan (2016), service quality has a positive contribution to satisfaction. Based on Khengetal., (2010); Putro, Hatane, and Ritzky (2014); Bostanji (2013); Putri and Suryono (2018) service quality has a positive impact on consumer loyalty.

2.2 Price

Price indicators have a critical role in the process of exchanging an item with a particular price policy. Price is a determinant of the creation of sales, and will always be linked to the financial capabilities of consumers. Price is the amount of money needed to get a combination of products and services (Swastha and Irawan, 2008). According to Tjiptono and Gregorius (2011), price is a part of the marketing mix elements that influence the size of profits or market share obtained in accordance with the income acquired by the company. According to Kotler and Gary (2008), the manifestation of the price element has several indicators including affordability, price discount and payment methods. In line with the results of the study of Agussalim and Arazzi (2018); Bailia, Agus and Sjendry (2014); Abidin, Asmie and Bramastyo (2017); Amanah (2010); Razak and Nazief (2016), the price has a positive contribution to customer satisfaction. According to the studies conducted by Anggia, Lotje and Imelda (2015); Yanti and Yati (2017); Novixoxo et al., (2018), price quality has a positive impact on consumer loyalty. Meanwhile, a study by Mahmud, Kamaruzaman and Hadijah (2013) explained that price has a negative and significant effect.

2.3 Consumer Trust

In running a business, a strong commitment between the company and consumers is needed to accelerate the development of the business. A growing business is a business that is pioneered by trust and a trusted company or marketer. Trust is an indicator of a business that successfully maintains its market share. Consumer trust is interpretation conveyed by consumers in the form of knowledge and conclusions about objects, attributes and benefits (Mowen and Minor, 2002). According to Tjiptono (2014), trust is "the most important element in each relationship. Trust can be interpreted as an initiative of ability, integration and motivation of other parties to play a role in giving satisfaction in the form of needs and interests of some one who has been agree upon". According to McKnight, et al., in Priansa (2017), consumer trust are built through two dimensions, trusting belief and trusting intention. In accordance to the results of Rahayu's study (2015); Sahanggamu, Lisbeth and Jantje (2015); Pontoh, Lotje and Willem (2014); Mahaputra (2017); Guspul (2014), trust has a positive contribution to customer satisfaction. While the study by Victor, Rotinsulu and Jacky (2015) explained that trust has a positive but not significant effect. Based on research by Upamannyu et al., (2015); Utami

(2015); Safitri (2015), trust has a positive impact on consumer loyalty.

2.4 Consumer Satisfaction

Satisfaction is one of the primary elements in an attempt to interpret the resilience of existing consumers or to attract new consumers. The relevance between desires, expectations and needs that are fulfilled can be seen from the manifestation of satisfaction with something they think is in line with their expectations. The implications of the development of consumer satisfaction provide several impacts including the existence of a harmonious relationship between companies and consumers, as a reference foundation for certain parties in repurchasing and creating consumer loyalty and forming a reference from mouth to mouth that is beneficial for the company (Sumarwan, 2004). Another opinion about the notion of consumer satisfaction is also expressed by Kotler (2002: 177), that consumer satisfaction is "the feeling of disappointment or happiness felt by consumers after receiving the expected service or product results on performance or results that match expectations". According to Lupiyoadi and Hamdani (2006), there are four main factors in relation to maintaining and increasing customer satisfaction including the quality of products or services, the price of products or services, the convenience of procedures, and consumer support. Based on the results of the studies conducted by Wungow (2013); Iqbal and Anura (2016); Nugroho and Budi (2013); Douglas and Paul (2015); Mohsan et al., (2011); Wahab and Lailatul (2015) satisfaction has a positive influence on consumer loyalty.

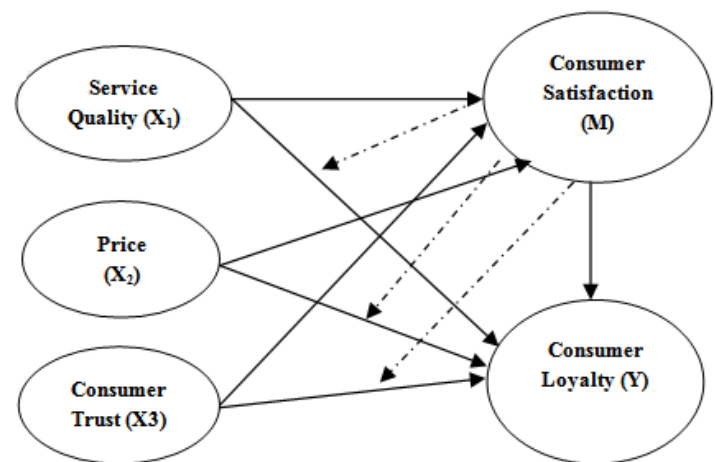
2.5 Consumer Loyalty

Every company will work hard to maintain a potential market share by establishing loyalty. The development of the varied characteristics of consumer desires has an impact on the company's improvisation to realise loyalty attitudes towards consumers. Loyalty is an instrument in forming the character of corporate marketing because a competitive marketing mix mechanism and supported by loyal consumers will produce proper long-term relationships between companies and consumers. The manifestation of consumer loyalty is the use of products, both items and services repeatedly. Loyalty is an image of integrity that is held firmly to buy or subscribe to a specific product in the future even though there is an intervention in the situation and the ability of the marketing department that has the opportunity to cause behaviour changes (Kotler and Kevin, 2009). Based on Griffin in Sangadji and Sopiah (2013), loyalty is defined as non-random purchase expressed over time by some decision-making units". Thus, loyalty refers more to the behaviour of decision-making units to make continuous purchases of the goods or services of a selected company. Loyalty measurements are divided into four ways (Griffin, 2005); they are making purchases regularly, buying products and services across lines, referring to other people, and showing insusceptibility to attraction from competitors.

3 CONCEPTUAL FRAMEWORK

Excellent service quality that is in line with the hopes desired by consumers will have implications for the manifestation of satisfied feelings of the consumers. When the service quality offered is better, then it will imply to the good consumer interpretation of the services provided. To set a

price, it is necessary to do a cautious and careful calculation so that what to achieve is in line with the wishes of the consumers. Most of the consumers and customers expect the loyal price to meet the expectations of the products or services they consume. Indoctrination about the quality and price offered is not enough to win the hearts of the consumers. Therefore, interpolation that was previously only concerned with quality and price has now turned into a foundation of integrity that is implicit in the form of trust. Satisfaction is one of the key elements in an attempt to interpret the resilience of existing consumers or to attract new consumers. The increase in the consumer satisfaction index will have implications for company profits caused by repurchases from consumers. Then, the repurchase will have implications for consumer trust to a product, so they tend not to use other products because they have a loyal attitude to the product. Based on the description, this study uses the conceptual model as follows:



Based on the conceptual model described above, the authors formulate the research hypotheses as follows:

- H1: Service quality contributes positively to customer satisfaction
- H2: Price contributes positively to customer satisfaction
- H3: Consumer trust contributes positively to customer satisfaction
- H4: Service quality contributes positively to consumer loyalty
- H5: Price contributes positively to consumer loyalty
- H6: Consumer trust contributes positively to consumer loyalty
- H7: Consumer satisfaction contributes positively to consumer loyalty
- H8: Consumer satisfaction mediates service quality towards consumer loyalty
- H9: Consumer satisfaction mediates price towards consumer loyalty
- H10: Consumer satisfaction mediates consumer trust towards consumer loyalty

4 RESEARCH METHOD

This research study used a survey method with a quantitative approach model. The location of the study was at the Institute of Economic Science of Sultan Agung at Jalan Surabaya No.19 Dwikora Village, West Siantar District, Pematangsiantar City. Data collection was done by using a questionnaire instrument made online and distributed to respondents using links. The target population is all students of the Institute of Economic Science of Sultan Agung Pematangsiantar who

have used Go-Jek's online transportation services. The sampling technique was done by purposive sampling using Slovin formula so that the overall sample was 322 students. The indicators of the questions contained in the questionnaire consist of several question items based on research variables of service quality, price, consumer trust, customer satisfaction, and consumer loyalty. Weight measurement for each variable question item uses a Likert scale where 1 = Very Good / Very Weak / Very Low, 2 = Not Good / Weak / Low, 3 = Less Good / Moderate / Average, 4 = Good / Strong / High, 5 = Very Good / Very Strong / Very High. The items in the question construct of service quality, price, consumer trust, customer satisfaction and consumer loyalty variables use the SEM (Structural Equation Modeling) approach with the help of the program of Amos IBM version of 22.

5 RESEARCH FINDINGS

5.1 Measurement Model

This research uses the stages of testing validity and reliability before conducting a constructed test with structural models. In addition, according to Sugiyono (2016: 173), ²⁴ the correlation of each factor is positive, and the magnitude is above 0.3, then the factor is a strong construct. Based on the factor analysis, it can be concluded that the instrument has construction validity or validity indicators of good questions. Furthermore, in this study, the researchers used reliability testing by comparing the results of processing with Cronbach's alpha. According to Nunnally in Ghazali (2016: 48), a construct or variable is considered reliable if it gives the value of Cronbach's alpha > 0.70. Based on the results of processing data in this study, the validity test for service quality variables has an average value of 0.746; the price variable has an average validity value of 0.697; then the consumer trust variable has an average validity value of 0.729; the customer satisfaction variable as an average validity value of 0.686; and consumer loyalty has an average validity value of 0.637. ³³ It can be concluded that all the value of the questions above as a value of 0.3. Therefore, it can be concluded that all question items are valid. Then, in the reliability test for all question items, the average Cronbach's alpha value of 0.929. Therefore, it can be concluded that all questions have met the minimum requirement of 0.7.

5.2 Structural Model

The statistical method used to test the hypotheses in this study is multivariate Structural Equation Modeling (SEM) techniques. Therefore, it is necessary to evaluate the suitability of the model proposed in this study using the criteria of goodness of fit. For evaluation criteria for the goodness of fit, as a basis for consideration to compare the hypothesis test index to be produced, a table of criteria for the goodness of fit is presented as follows:

Table 1. Evaluation Criteria for Goodness of Fit

Criteria	Critical Value	Research Methods	Model Evaluation
RMSEA	0-1 (approaching 1 is getting better)	0,074	Good Fit
GFI	0-1 (approaching 1 is getting better)	0,845	Good Fit
AGFI	0-1 (approaching 1 is getting better)	0,806	Good Fit
TLI	≥ 0,90	0,810	Marginal Fit

CFI	0-1 (approaching 1 is getting better)	0,835	Good Fit
RFI	0-1 (approaching 1 is getting better)	0,731	Good Fit
IFI	0-1 (approaching 1 is getting better)	0,766	Good Fit
PNFI	0-1 (approaching 1 is getting better)	0,666	Marginal Fit
PCFI	0-1 (approaching 1 is getting better)	0,726	Good Fit

Source: Results of data processing

The structural model calculates the value of R^2 , covariance test, and hypothesis test. For the R^2 test, assessment is done by orienting on the value of R^2 . It means that the greater the value of R^2 , the better the prediction of exogenous constructs will be towards endogenous constructs. The following table describes that the construct of customer satisfaction and consumer loyalty has an R^2 value of 29.7% and 22.7% respectively. The construct of customer satisfaction is explained by the construct of service quality, price, and consumer trust by 29.7%. The remaining 70.3% is explained by other constructs. Then, the construct of consumer loyalty is explained by the construct of service quality, price, and consumer trust by 22.7%. Meanwhile, the remaining 77.3% that is explained by other constructs is not examined in this study.

Table 2. Evaluation of R^2

Endogenous Construct	R^2
Consumer Satisfaction	0.297
Consumer Loyalty	0.227

Source: Results of data processing

The next analysis of covariance is used to measure the magnitude of the relationship between two independent variables. This type of relationship can be seen from the results of each estimate value and the assumption that there is a strong relationship between the two independent variables. It is assessed from the C.R value criteria of above 1.96 and the probability value (P) below 0.05. The covariance of each independent variable are presented as follows:

Table 3. Results of Covariance

Variable		Variable	C.R	P
Service Quality	<-->	Consumer Trust	3.923	***
Service Quality	<-->	Price	2.090	.037
Price	<-->	Consumer Trust	3.077	.002

Source: Results of data processing

⁶ Based on the results of the covariance analysis presented in table 2 above, it can be concluded that the relationship between the two independent variables is positive. The relationship of service quality with consumer trust variables is positive with an estimated value of 0.357 with the criteria of the relationship of very strong because of the value of C.R. $3.923 > 1.96$ and probability value $0.000 < 0.05$. Furthermore, the relationship of service quality with the price is also positive with an estimated value of 0.125 with the criteria of the relationship of very strong due to the value of C.R. $2.090 >$

1.96 and probability value 0.037 <0.05. Then, the relationship between the price and consumer trust variables is positive with an estimated value of 0.539 with the criteria of the relationship of very strong because of the value of C.R. 3,077 > 1.96 and a probability value of 0.002 <0.05. Therefore, it can be concluded that all independent variables have a positive type of relationship, and the relationship between the two variables is categorised as very strong in influencing the dependent variable. The next table will display the structural test results of each exogenous variables on endogenous variables. Hypotheses test is carried out to find out whether the influence between constructs fulfils the requirements to be supported or not supported and proves whether the variables considered as mediating variables function to mediate relationships between exogenous variables and endogenous variables. Specifically, the research hypothesis analysis will be discussed in stages in accordance with the hypothesis that has been proposed. The structural images and conclusions of hypothesis analysis can be seen as follows:

Table 4. The Results of Variable Parameter Estimation Based on SEM Model

Notes			Estimate	C.R.	P
Consumer Satisfaction	<---	Service Quality	.698	1.707	.088
Consumer Satisfaction	<---	Price	-.022	-.382	.073
Consumer Satisfaction	<---	Consumer Trust	.481	2.899	.004
Consumer Loyalty	<---	Service Quality	-.043	-.183	.855
Consumer Loyalty	<---	Price	.104	2.688	.007
Consumer Loyalty	<---	Consumer Trust	.218	1.976	.048
Consumer Loyalty	<---	Consumer Satisfaction	.139	2.377	.017

Source: Results of data processing

Table 5. Conclusion of the hypothesis

No.	Path coefficient	t _{count}	Probability	Hypothesis	Notes
1	0.698	1.707	0.088	Service quality has a positive and significant influence on customer satisfaction on Application-Based Transportation Users (Go-Jek)	Reject
2	-0.022	-0.382	0.703	Price has a positive and significant influence on customer satisfaction on Application-Based Transportation Users (Go-Jek)	Reject
3	0.481	2.899	0.004	Consumer trust has a positive and significant influence on consumer satisfaction on	Accept

				Application-Based Transportation Users (Go-Jek)	
4	-0.043	-0.183	0.855	Service quality has a positive and significant influence on consumer loyalty on Application-Based Transportation Users (Go-Jek)	Reject
5	0.104	2.688	0.007	Price has a positive and significant influence on consumer loyalty on Application-Based Transportation Users (Go-Jek)	Accept
6	0.218	1.976	0.048	Consumer trust has a positive and significant influence on consumer loyalty on Application-Based Transportation Users (Go-Jek)	Accept
7	0.139	2.377	0.017	Consumer satisfaction has a positive and significant influence on consumer loyalty on Application-Based Transportation Users (Go-Jek)	Accept
8	0,097	-	-	Consumer satisfaction mediates the relationship between service quality and consumer loyalty on Application-Based Transportation Users (Go-Jek)	Accept
9	-0,003	-	-	Consumer satisfaction mediates the relationship between price and consumer loyalty on Application-Based Transportation Users (Go-Jek)	Reject
10	0,067	-	-	Consumer satisfaction mediates the relationship between consumer trust and consumer loyalty on Application-Based Transportation Users (Go-Jek)	Accept

Source: Results of data processing

6 DISCUSSION

Hypothesis Testing 1

H₀ :There is no significant relationship between service quality to customer satisfaction

H₁ :There is a significant effect of service quality on customer satisfaction

Conclusion: Because the result of the C.R value is $1.707 \leq 1.96$, and the P value is $0.088 > 0.05$, it can be concluded that H_0 is accepted and H_1 is rejected. It means there is no significant relationship between service quality and customer satisfaction.

Hypothesis Testing 2

H_0 : There is no significant relationship between price to customer satisfaction
 H_1 : There is a significant effect of price on customer satisfaction

Conclusion: Because the result of the C.R value is $-0.382 \leq 1.96$ and the P value is $0.703 > 0.05$, it can be concluded that H_0 is accepted and H_1 is rejected. It means there is no significant relationship between price and customer satisfaction.

Hypothesis Testing 3

H_0 : There is no significant relationship between consumer trust to customer satisfaction
 H_1 : There is a significant effect of consumer trust on customer satisfaction.

Conclusion: Because the result of the C.R value is $2.889 \geq 1.96$, and the P value is $0.004 < 0.05$, it can be concluded that H_0 is rejected and H_1 is accepted. It means there is a significant relationship between consumer trust and customer satisfaction.

Hypothesis Testing 4

H_0 : There is no significant relationship between service quality to consumer loyalty.
 H_1 : There is a significant effect of service quality on consumer loyalty.

Conclusion: Because the result of the C.R value is $-0.183 \leq 1.96$, and the P value is $0.855 > 0.05$, it can be concluded that H_0 is accepted and H_1 is rejected. It means there is no significant relationship between service quality and consumer loyalty.

Hypothesis Testing 5

H_0 : There is no significant relationship between price to consumer loyalty.
 H_1 : There is a significant effect of price on consumer loyalty.

Conclusion: Because the result of the C.R value is $2.688 \geq 1.96$, and the P value is $0.007 < 0.05$, it can be concluded that H_0 is rejected and H_1 is accepted. It means there is a significant relationship between price and consumer loyalty.

Hypothesis Testing 6

H_0 : There is no significant relationship between consumer trust to consumer loyalty.
 H_1 : There is a significant effect of consumer trust on

consumer loyalty.

Conclusion: Because the result of the C.R value is $2.976 \geq 1.96$, and the P value is $0.048 < 0.05$, it can be concluded that H_0 is rejected and H_1 is accepted. It means there is a significant relationship between consumer trust and consumer loyalty.

Hypothesis Testing 7

H_0 : There is no significant relationship between customer satisfaction to consumer loyalty.
 H_1 : There is a significant effect of customer satisfaction on consumer loyalty.

Conclusion: Because the result of the C.R value is $2.377 \geq 1.96$, and the P value is $0.017 < 0.05$, it can be concluded that H_0 is rejected and H_1 is accepted. It means there is a significant relationship between customer satisfaction and consumer loyalty.

Hypothesis Testing 8

H_0 : Consumer satisfaction does not mediate the relationship between service quality and consumer loyalty.
 H_1 : Consumer satisfaction mediates the relationship between service quality and consumer loyalty.

Conclusion: Indirect Effect estimation results or the value of indirect influence indicates that the relationship of service quality to customer loyalty that is mediated by customer satisfaction has a positive value of 0.097. It can be concluded that H_0 is rejected and H_1 is accepted. It means customer satisfaction mediates the relationship of service quality to consumer loyalty

Hypothesis Testing 9

H_0 : Consumer satisfaction does not mediate the relationship between price and consumer loyalty.
 H_1 : Consumer satisfaction mediates the relationship between price and consumer loyalty.

Conclusion: Indirect Effect estimation results or the value of indirect influence indicates that the relationship of price to consumer loyalty that is mediated by customer satisfaction has a negative value of -0.003. It can be concluded that H_0 is accepted and H_1 is rejected. It means customer satisfaction is not able to mediate the relationship of price to consumer loyalty.

Hypothesis Testing 10

H_0 : Consumer satisfaction does not mediate the relationship between consumer trust and consumer loyalty.
 H_1 : Consumer satisfaction mediates the relationship between consumer trust and consumer loyalty.

Conclusion: Indirect Effect estimation results or the value of indirect influence indicates that the relationship of consumer trust to consumer loyalty that is

mediated by customer satisfaction has a positive value of 0.067. It can be concluded that H_0 is rejected and H_1 is accepted. It means customer satisfaction mediates the relationship of consumer trust to consumer loyalty.

7 CONCLUSIONS AND SUGGESTION

7.1 CONCLUSIONS

The results of hypothesis testing indicate that service quality has a positive but not significant effect on customer satisfaction. Mean while, the price has a negative but not significant effect on customer satisfaction. Furthermore, consumer trust has a positive and significant influence on customer satisfaction. Service quality has a positive and not significant influence on consumer loyalty. Then, price and consumer trust have a positive and significant influence on consumer loyalty. Satisfaction mediates the relationship between service quality and consumer trust to consumer loyalty. As for the relationship of price to consumer loyalty, customer satisfaction cannot mediate.

7.2 SUGGESTION

Based on the results of the study, the suggestions that can be offered are as follows. To make the service quality enjoyed by all consumers, especially among students, the system is better to be up-to-date to integrate the identity of Go-Jek service users. For the price variable, a consolidation with existing marketing channels is needed by involving driver partners as movers in the field. Therefore, the price obtained by consumers is competitive a price. Then, to increase consumer trust, it is necessary to make a breakthrough in the Go-Jek driver recruitment system as a company partner. To increase consumer satisfaction, it is better for Go-Jek companies to conduct a service survey of online driver performance that is more specific and improve the Go-Jek application system that often experiences errors by accelerating digital technology. Furthermore, to maintain and improve consumer loyalty, the Go-Jek company should provide rewards for consumers who have loyalty to the intensity of consistent Go-Jek application usage.

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