

Research Article

The Influence of Service Quality and Price on Customer Satisfaction of GoFood on the Gojek Application among University Students in Pontianak City

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ABSTRACT

This study aims to determine the effect of service quality and price on customer satisfaction of the GoFood service on the Gojek application among university students in Pontianak City. This research employs a quantitative approach using an associative method. The study involved a sample of 100 respondents selected through purposive sampling. The instrument testing techniques used in this research include validity tests, reliability tests, classical assumption tests (normality test, linearity test, and multicollinearity test), and hypothesis testing which consists of multiple linear regression analysis, correlation coefficient test, coefficient of determination test, simultaneous test (F-test), and partial test (t-test). Based on the results of the multiple linear regression analysis, the regression equation is obtained as follows: $Y = 1.042 + 0.438 X_1 + 0.254 X_2$. The correlation coefficient result is 0.738, indicating that the relationship between service quality and price variables on customer satisfaction falls into the strong category. The coefficient of determination shows a value of 0.544, meaning that 54.4% of customer satisfaction is influenced by service quality and price, while the remaining 45.6% is influenced by other variables not examined in this study. The results of the simultaneous test indicate that both service quality and price variables simultaneously have a significant effect on customer satisfaction of GoFood users on the Gojek application among university students in Pontianak City. The partial test results show that service quality has a positive and significant effect on customer satisfaction, and the price variable also has a positive and significant effect on the customer satisfaction of GoFood users on the Gojek application among university students in Pontianak City.

Keywords: Service Quality, Price, Customer Satisfaction

1. INTRODUCTION

Transportation applications on smartphones have now become a necessity and are widely used to support daily activities in society. Several applications frequently used by consumers include Gojek, Grab, and Maxim, which can easily be installed on smartphones. These platforms were introduced to meet the public's need for fast, easy, and efficient transportation. Online transportation businesses emerged in response to the growing demand for instant mobility services. Gojek, as the market leader in online transportation services, experienced a growth of 0.55% in 2023 compared to the previous year, and a further increase of 11.29% in 2024.

Gojek is a technology company from Indonesia that provides on-demand transportation services through online access. The application is user-friendly for students, workers, and the general public. Gojek was founded by Nadiem Makarim in Jakarta in 2010, initially functioning as a connector between motorcycle taxi drivers and consumers. To replace the call center-based ordering system, Gojek launched its Android and iOS-based application on January 7, 2015. Through this app, drivers can view incoming orders and customer locations, while customers can track the driver's position after an order is accepted. Specifically in Pontianak City, not all services provided by Gojek are available. The Gojek application in Pontianak only offers several features: food needs (GoFood, GoMart, GoShop, GoDinein), transportation (GoRide, GoCar, GoSend, GoBox), and payment services (GoPay, GoBills, GoPulsa).

GoFood services are particularly useful in big cities, including Pontianak. This city holds great potential for developing food delivery services, with areas such as schools, boarding houses, offices, and campuses serving as strategic locations for GoFood partners to deliver food or beverages. Numerous outlets and restaurants in Pontianak are affiliated with GoFood as business partners. This service facilitates ease for users by eliminating queues during purchases, offering a wide variety of menus, and allowing payment through both cash and non-cash methods. Food delivery services often provide attractive promotions and have become the main solution for consumers seeking convenience and speed when enjoying meals, whether at home or elsewhere. Innovations such as restaurant or menu recommendations based on user preferences enhance customer experience and foster stronger relationships. One way to attract new customers, retain existing ones, prevent customer churn, and create a unique advantage is by delivering high service quality. Companies that prioritize quality

service tend to impact customer satisfaction positively.

Service quality is one of the critical factors determining the level of customer satisfaction in using digital services such as GoFood. According to Tjiptono in Gulo et al. (2022), service quality is reflected in the company's ability to meet customer needs and expectations with timely delivery. In business, suboptimal service directly affects customer satisfaction and indirectly influences business sustainability (Indajang et al., 2023). Siregar et al. (2023) also emphasized that in running a business, profit plays a vital role that highly depends on the quality of service provided. The better the service, the more likely it is for customers to be loyal. On the contrary, services that fall short of expectations can lead to negative perceptions among consumers (Yusuf et al., 2022). As Gofur (2022) stated, services offered to consumers are intangible and can only be felt rather than seen physically, which makes consistent service standards essential. A real example of improving service quality in food delivery services is the use of safety seals on food packaging. This feature guarantees that the ordered food remains secure during transit. Such safeguards boost customer trust and comfort, leading to higher satisfaction levels. However, if consumer expectations are unmet due to poor service, disappointment and negative perceptions will likely arise.

Price is a strategic element in the marketing mix, not only as an indicator of the product or service value but also as a significant influence on consumer perception and purchasing decisions. Kotler and Armstrong in Ardi & Wirasaputra (2024) define price as the amount of money paid by consumers to gain the benefits of using a product or service. Marpaung et al. (2021) describe price as the monetary value of a product. A price that aligns with the value and benefits perceived by the consumer helps match expectations with the purchase experience. Conversely, a price considered too high or disproportionate to product quality can reduce buying interest and satisfaction (Suryati, 2015). Riyono and Budiharja in Salsabilla & Fasa (2024) also noted that price functions as an exchange tool between consumers and service providers, where customers assess price based on quality, benefit, and purchasing power. In digital services such as GoFood, price is not just nominal it also plays a role in competitive strategy. Service providers often offer price cuts, delivery fee discounts, and promotions when using digital wallets such as GoPay. These strategies are designed to attract customers and strengthen the company's market position. According to Anjani & Siregar (2021), price can also be understood as the total monetary or non-monetary value that consumers must pay to obtain the desired product. Therefore, in pricing, companies must consider customer psychology, perceived value, and target market segmentation.

Customer satisfaction is an emotional response that occurs when customers compare their expectations with the actual experience they receive while using a product or service. Nugraha & Sumadi (2020) stated that any mismatch between expectations and actual experience triggers a psychological reaction that determines customer satisfaction. According to Riyanto in Tamrin et al. (2024), customer satisfaction arises when the service received is equal to or exceeds expectations. If the actual service falls short, dissatisfaction occurs. This shows that satisfaction is strongly linked to perceptions of service quality. Tjiptono & Diana in Mahira et al. (2021) describe customer satisfaction as a feeling of pleasure or disappointment resulting from comparing actual product performance with initial expectations. In app-based services like GoFood, satisfaction is influenced by access convenience, service speed, and transaction comfort. When these processes meet user expectations, customers are likely to be loyal and recommend the service to others. Yulisetiari et al. (2017) also highlighted that satisfaction stems from perceived value, which includes product quality, service, and emotional bonds between providers and consumers. Kotler & Keller (2009) emphasized that customer satisfaction depends on how well product performance matches customer expectations. If performance is lower than expected, dissatisfaction arises; conversely, if it meets or exceeds expectations, satisfaction is achieved, and the customer tends to reuse the service. However, GoFood's service delivery is still not fully optimal. Based on a pre-survey conducted by the researcher among several student customers of GoFood in Pontianak, complaints were noted regarding difficulty in finding drivers during rainy weather, late delivery, and occasional system errors in the app. Based on the background and issues above, the purpose of this study is: "To determine the Effect of Service Quality and Price on Customer Satisfaction of GoFood Gojek Application among Students in Pontianak City."

2. RESEARCH METHOD

Type of Research

This study employs a quantitative approach with an associative research type. This approach is used to determine the relationship between two or more variables, in this case, Service Quality (X1) and Price (X2) on Customer Satisfaction (Y). As stated by Siregar (2022), associative research is used to measure the extent to which one variable influences another statistically.

Data Collection Techniques

The data collected came from two sources: primary and secondary data. Primary data were obtained directly from respondents through interviews and questionnaires. Interviews were conducted on a limited basis to gain an initial understanding of respondents' perceptions of the GoFood service. Meanwhile, questionnaires served as the main instrument for collecting quantitative data. The questionnaire was structured in the form of closed-ended questions using a five-point Likert scale (Sugiyono, 2020). Secondary data were obtained from several official sources such as national GoFood transaction reports, Top Brand Index data, and comparisons of popularity between Gojek and Grab. These data were used to strengthen context and support the main analysis. According to Siregar (2022), secondary data are pre-existing data collected by other parties, not directly by the researcher.

Population and Sample

The population in this study includes university students in Pontianak City who use the GoFood service. Since the total population is not precisely known, the sample size was determined using the Rao Purba formula in (Sujarweni, 2019). Based on this calculation, a minimum of 96 respondents was obtained, and the final sample size was set at 100 respondents to anticipate any inconsistent or incomplete responses. The sampling technique used was purposive sampling, which involves selecting samples based on specific criteria such as being a student, at least 18 years old, and having used the GoFood service at least three times.

Research Variables and Measurement Scale

This study uses two independent variables: Service Quality (X1) and Price (X2), and one dependent variable: Customer Satisfaction (Y). The measurement scale used is a five-point Likert scale (Sugiyono, 2020), where respondents are asked to indicate their level of agreement with statements representing each variable's indicators. Responses range from "Strongly Disagree (1)" to "Strongly Agree (5)".

Data Analysis Technique

Data analysis was conducted using SPSS software version 22. The first stage involved testing the research instruments, including validity and reliability tests. Validity was tested using the Product Moment correlation, where an item is considered valid if the r -count $>$ r -table (Siregar, 2022). Reliability was tested using the Cronbach's Alpha technique, where an instrument is considered reliable if the alpha value exceeds 0.60 (Siregar, 2022). Afterward, classical assumption tests were conducted, including the normality test uses Kolmogorov-Smirnov (Siregar, 2022), linearity test uses the *Test for Linearity* (Ghozali, 2018), and multicollinearity test uses by examining tolerance values $>$ 0.10 and VIF $<$ 10 (Ghozali, 2018). Hypothesis testing was carried out using multiple linear regression analysis. This model is used to determine the simultaneous and partial influence of X1 and X2 on Y. The basic equation used is: $Y = a + b_1X_1 + b_2X_2$ (Siregar, 2022). To measure the strength of the relationship between variables, the correlation coefficient (R) was used (Siregar, 2022). Meanwhile, to determine how much the independent variables contribute to the dependent variable, the coefficient of determination (R^2) was used (Siregar, 2022). The F-test was used to assess the joint influence of both independent variables on the dependent variable (Siregar, 2022), and the t-test was used to evaluate the individual influence of each independent variable (Siregar, 2022).

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

Validity test is conducted to assess the extent to which the statement instruments in the questionnaire are able to measure the intended variables. The test is conducted by correlating the scores of each item, then comparing the calculated r value with the r table value. With a sample size of 100 ($df = 98$) and a significance level of 0.05, the r table value obtained is 0.196. The test results is shown in [Table 1](#).

Table 1. Validity Test Results

Variable	Indicators	r value	r table	Description
Service Quality (X1)	X1.1	0.686	0.196	Valid
	X1.2	0.670		
	X1.3	0.648		
	X1.4	0.691		
	X1.5	0.679		
	X1.6	0.711		
	X1.7	0.646		
	X1.8	0.630		
	X1.9	0.654		
	X1.10	0.750		
	X1.11	0.670		
	X1.12	0.727		
	X1.13	0.684		
	X1.14	0.811		
	X1.15	0.693		
	X1.16	0.782		
	X1.17	0.759		
	X1.18	0.692		
	X1.19	0.678		
	X1.20	0.721		
	X1.21	0.676		
	X2.1	0.773	0.196	Valid

Price (X2)	X2.2	0.797	0.196	Valid
	X2.3	0.853		
	X2.4	0.771		
	X2.5	0.790		
	X2.6	0.851		
	X2.7	0.846		
	X2.8	0.800		
Customer Satisfaction (Y)	Y.1	0.693	0.196	Valid
	Y.2	0.780		
	Y.3	0.788		
	Y.4	0.870		
	Y.5	0.879		
	Y.6	0.887		

Source: Processed Data, 2025

Based on **Table 1**, it is known that all statement items in each variable have a calculated r value greater than the r table value of 0.196. Therefore, all statement items in each variable are declared valid and can be used as research instruments.

3.1.2 Reliability Test

Reliability test is used to measure the extent to which statements in a questionnaire can be relied as a measuring tool. This study uses Cronbach's Alpha method, where an item is considered reliable if the Cronbach's Alpha value reaches a minimum of 0.60. The results can be seen in **Table 2**.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Service Quality (X1)	0.945	Reliable
Price (X2)	0.928	
Customer Satisfaction (Y)	0.901	

Source: Processed Data, 2025

Based on **Table 2**, Cronbach's Alpha values > 0.60 are obtained. Thus, it can be concluded that all items used to measure all variables in the study are reliable and can be used in the study.

3.2 Classic Assumption Test

3.2.1 Normality Test

Normality test in this study aims to determine whether the data used is normally distributed. The test is conducted using the Kolmogorov-Smirnov method with the help of SPSS. The results of the normality test are shown in **Table 3**.

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.085
Asymp.Sig.(2-tailed)	.071 ^c

Source: Processed Data, 2025

Based on **Table 3**, the Asymp. Sig. (2-tailed) value obtained is 0.071, which is greater than 0.05. Therefore, it can be concluded that the data in this study follows a normal distribution.

3.2.2 Linearity Test

Linearity test in this study aims to determine whether there is a linear relationship between independent and dependent variables. The test is conducted using the Test for Linearity method with the help of SPSS. The results are presented in **Table 4**.

Table 4. Result of Linearity

Variable	Deviation from Linearity	Description
Customer Satisfaction * Service Quality	0.820	Linear
Customer Satisfaction * Price	0.522	

Source: Processed Data, 2025

Based on **Table 4**, a Deviation from Linearity significance value > 0.05 is obtained. This value is greater than the linearity significance level of 0.05. Thus, it can be concluded that there is a linear relationship between each variable.

3.2.3 Multicollinearity Test

Multicollinearity test in this study aims to identify high correlations between independent variables in the regression model. Too strong correlations can cause bias in coefficient estimation and reduce model accuracy. The results of multicollinearity test using SPSS are shown in **Table 5**.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Service Quality	.495	2.019
Price	.495	2.019

Dependent Variable: Customer Satisfaction

Source: Processed Data, 2025

Based on **Table 5**, the test results can be explained as follows:

1. The Service Quality variable (X1) has a Tolerance value of 0.495, which is greater than 0.10. It also has a VIF value of 2.019, which is less than 10.00.
2. The Price Variable (X2) has a Tolerance value of 0.495, which is greater than 0.10. It also has a VIF value of 2.019, which is less than 10.00.

Based on the explanation above and referring to the decision-making criteria stating that the Tolerance value is above 0.10 and the VIF is below 10.00, it can be concluded that there is no multicollinearity between the two independent variables in this study.

3.3 Multiple Linear Regression Analysis

Multiple regression analysis is used to determine the extent to which two or more independent variables influence the dependent variable, either simultaneously or partially. This analysis also serves to form a predictive model that describes the relationship between variables. The regression coefficient results from the SPSS analysis are shown in **Table 6**.

Table 6. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.042	4.378	.000
Service Quality	.438	5.338	.000
Price	.254	2.786	.006

Dependent Variable: Customer Satisfaction

Source: Processed Data, 2025

Based on **Table 6**, the multiple linear regression coefficient equation can be formulated, yielding the following results:

$$Y = 1.042 + 0.438 X1 + 0.254 X2$$

- a. The constant (a) is 1.042, which means that if the variables Service Quality (X1) and Price (X2) are zero, Customer Satisfaction (Y) will increase by 1.042 units.
- b. The regression coefficient (b1) for the Service Quality (X1) variable is 0.438 with a positive direction, indicating that every one-unit increase in Service Quality will result in a 0.438 increase in Customer Satisfaction.
- c. The regression coefficient (b2) for the Price (X2) variable is 0.254 with a positive direction, indicating that every one-unit increase in Price (X2) will cause an increase of 0.254 in Customer Satisfaction.

3.4 Correlation Coefficient Analysis (R)

The correlation coefficient is used to measure the strength and direction of the relationship between two or more variables. This study uses the Product Moment correlation technique as an analytical tool. The results of the correlation coefficient test are shown in **Table 7**.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.738 ^a	.544	.535	.53178

Predictors: (Constant), Price, Service Quality
Dependent Variable: Customer Satisfaction

Source: Processed Data, 2025

Based on **Table 7**, a correlation coefficient (R) value of 0.738 is obtained. This value indicates that the relationship between the variables of Service Quality and Price on Customer Satisfaction is in the strong category, as the value is in the range of 0.60-0.799.

3.5 Analysis of the Coefficient of Determination R^2

Based on **Table 7**, an R-Square value of 0.544 is obtained. This means that the variables of Service Quality and Price explain 54.4% (0x0.544x100) of the influence on Customer Satisfaction. Meanwhile, the remaining 45.6% is influenced by other variables not examined in this study.

3.6 Simultaneous Test (F Test)

Simultaneous test (F test) in a study aims to analyze whether all independent variables together have a significant influence on the dependent variable. Based on the results of simultaneous hypothesis tests (F test) using SPSS, the simultaneous test results can be seen in **Table 8**.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	32.772	16.386	57.945	.000 ^b
Residual	27.430	.283		

Dependent Variable: Customer Satisfaction
Predictors: (Constant), Price, Service Quality

Source: Processed Data, 2025

Based on **Table 8**, the calculated F value is 57.945 > the table F value of 3.09. Additionally, the significance level obtained is 0.000 < significance level 0.05. Therefore, it can be concluded that the variables of Service Quality and Price simultaneously have a positive and significant influence on Customer Satisfaction.

3.7 Partial Test (t Test)

The partial test (t-test) conducted in a study aims to test the influence of each independent variable individually on the dependent variable in a proposed hypothesis. Based on the results of the partial hypothesis test (T-test) using SPSS, the partial test results can be seen in **Table 9**.

Table 9. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.042	4.378	.000
Service Quality	.438	5.338	.000
Price	.254	2.786	.006

Dependent Variable: Customer Satisfaction

Source: Processed Data, 2025

Based on **Table 9**, the calculated t-value will be compared with the t-table value. The t-table value is 1.660. The results of the t-test (partial) shown in Table 9 can be explained as follows:

- The calculated t-value for the Service Quality variable (X1) is 5.338 > the t-table value of 1.660, and the significance level is 0.000 < 0.05. Therefore, it can be concluded that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. This means that Service Quality has a positive and significant influence on Customer Satisfaction.
- The t-value of the Price variable (X2) is 2.786 > the t-table value of 1.660, and the significance level is 0.006 < 0.05. Therefore, it can be concluded that Ho is rejected and Ha is accepted. This means that Price partially has a positive and significant influence on Customer Satisfaction.

DISCUSSION

The Influence of Service Quality on Customer Satisfaction

Based on the results of this study, it was found that service quality has a positive and significant influence on customer satisfaction with the GoFood service among university students in Pontianak City. This finding is consistent with the study conducted by Vikaliana et al. (2022), which concluded that service quality significantly affects customer satisfaction among students at the STIAMI Institute. Similarly, the research by Desfitriady et al. (2024) reinforces this result, showing that service quality has a significant impact on customer satisfaction with GoFood users at PT GoTo. In addition, Hikmawati & Megawati (2022) also stated that service quality has a positive influence on GoFood customer satisfaction, based on a survey conducted among followers of the @gofoodindonesia Instagram account. These findings indicate that various aspects of

service such as delivery timeliness, cleanliness and safety of food packaging, and the friendliness of the drivers are key factors that directly contribute to increasing customer satisfaction.

The Influence of Price on Customer Satisfaction

Furthermore, the results of this study also show that price has a positive and significant partial effect on customer satisfaction. This result is supported by the research of Adi et al. (2021), which found that price has a significant effect on GoFood customer satisfaction in the Rungkut area of Surabaya. Astuti & Igo (2022) also identified price as a key factor in shaping satisfaction among GoFood users within the academic community of STIM Budi Bakti. Meanwhile, the study by Alarni et al. (2022) demonstrated that price had a positive influence on customer satisfaction with Gojek services during the COVID-19 pandemic in Banyuwangi. These findings suggest that fair and affordable pricing especially when accompanied by attractive promotions or delivery fee discounts can enhance customer perceptions and increase their overall satisfaction with the GoFood service.

4. CONCLUSION

Based on the results of research conducted on 100 university students who are users of the GoFood service in Pontianak City, it can be concluded that both service quality and price have a significant influence on customer satisfaction, both simultaneously and partially. This is evidenced by the multiple linear regression analysis which produced significance values below 0.05 for both independent variables, along with positive regression coefficients of 0.438 for service quality and 0.254 for price. These findings indicate that the better the service provided whether in terms of delivery speed, food safety, or communication between drivers and customers the higher the level of user satisfaction. Likewise, pricing that is perceived as fair and proportional to the benefits received also strengthens customers' positive perceptions of the GoFood service. With a coefficient of determination value of 54.4%, more than half of the variation in customer satisfaction can be explained by the combination of these two factors. However, there remains 45.6% of influence from other factors not examined in this study, such as promotions, app performance, service personalization, or users' emotional experiences. Therefore, it is recommended that Gojek, particularly the GoFood service in Pontianak City, not only focus on pricing and basic service standards, but also begin to innovate in enhancing user experience in more personal ways, such as developing notification systems, customer loyalty programs, and integrating promotions tailored to students' purchasing habits. This study also recommends that future research consider additional variables such as digital trust, user experience, or perceived system security, and expand the sample beyond student populations to gain a more comprehensive understanding of customer satisfaction in the context of app-based food delivery services.

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