

ABSTRACT

The development of online transportation in Indonesia is growing rapidly where various activities such as education, shopping, work and so on are assisted by using transportation. Market competition is getting tougher, making online transportation Grab must be able to compete and show the superiority of its services to win the attention of customers. The problem in this research is the increasingly competitive competition experienced by Grab online transportation. Based on the phenomena that occur, the title of this research is "The Influence of Promotion and Price on Satisfaction and Its Implications for Online Transportation Customer Loyalty (Case Survey on Bandung City Grab Application Users)." This study aims to determine the effect of promotions and prices on satisfaction and the implications for online transportation customer loyalty (a case survey of Grab application users in Bandung City) with direct or indirect influences. The research method used is descriptive and verification method with a total sample of 100 respondents. Testing the research instrument using validity and reliability tests. Data analysis method used are path analysis, multiple correlation and coefficient of determination. The results showed that in structure I there was positive and significant between promotion and price on satisfaction. The magnitude of the effect of promotion and price on satisfaction simultaneously by 83.3% and the remaining 16.7% influenced by other variables not examined. Partially, the magnitude of the effect of promotion on satisfaction is 26.5% and the magnitude of the effect of price on satisfaction is 65.8%. In structure II there is a positive and significant effect between satisfaction and loyalty. The magnitude of the effect of satisfaction on loyalty is 62.8% and the remaining 17.2% is influenced by other variables not examined. The direct effect of promotion on satisfaction is 30.9% and the direct effect of price on satisfaction is 63.1%. While the indirect effect of promotion on loyalty through satisfaction is 28.1% and the indirect effect of price on loyalty through satisfaction is 57.4%. The direct effect of satisfaction on loyalty is 91%.

Keywords: Promotion, Price, Customer Satisfaction and Loyalty