INVEST : Jurnal Inovasi Bisnis dan Akuntansi
Volume 6 No 2 (2025) Page : 324-334

Pengaruh Kualitas Pelayanan dan Nilai Pelanggan terhadap Kepuasan Pelanggan Grab di Kecamatan Singaraja

The Influence of Service Quality and Customer Value on Grab Customer Satisfaction in Singaraja District

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Abstrak

Penelitian ini bertujuan untuk memberikan bukti empiris mengenai pengaruh kualitas pelayanan dan nilai pelanggan terhadap kepuasan pelanggan, baik secara individu maupun bersamaan. Pendekatan yang digunakan dalam penelitian ini adalah kuantitatif dengan jenis penelitian kausal. Pelanggan Grab di Kecamatan Singaraja yang berjumlah 110 orang dijadikan sampel melalui metode purposive sampling. Pengumpulan data dilakukan menggunakan kuesioner berformat skala Likert, dan data dianalisis menggunakan teknik regresi linear berganda dengan bantuan perangkat lunak SPSS versi 25.0 for Windows. Hasil analisis menunjukkan bahwa: (1) kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan GRAB di Kecamatan Singaraja. (2) nilai pelanggan berpengaruh positif dan signifikan terhadap kepuasan pelanggan GRAB di Kecamatan Singaraja. (3) kualitas pelayanan dan nilai pelanggan berpengaruh positif dan signifikan terhadap kepuasan pelanggan GRAB di Kecamatan Singaraja. Temuan ini menegaskan agar terus melakukan peningkatan pada aspek kualitas pelayanan dan nilai pelanggan demi mempertahankan dan meningkatkan kepuasan pelanggan, khususnya di wilayah Kecamatan Singaraja. Dalam hal kualitas pelayanan, Grab diharapkan lebih konsisten dalam melayani pelanggan secara profesional.

Kata kunci: *Kepuasan Pelanggan, Kualitas Pelayanan, Nilai Pelanggan*

Abstract

This study aims to provide empirical evidence regarding the influence of service quality and customer value on customer satisfaction, both individually and simultaneously. The approach used in this study is quantitative with a causal research type. 110 Grab customers in Singaraja District were sampled through a purposive sampling method. Data collection was carried out using a Likert scale questionnaire, and the data were analyzed using multiple linear regression techniques with the help of SPSS software version 25.0 for Windows. The results of the analysis show that: (1) service quality has a positive and significant effect on GRAB customer satisfaction in Singaraja District. (2) customer value has a positive and significant effect on GRAB customer satisfaction in Singaraja District. (3) service quality and customer value have a positive and significant effect on GRAB customer satisfaction in Singaraja District. These findings emphasize the need to continue improving aspects of service quality and customer value in order to maintain and increase customer satisfaction, especially in the Singaraja District area. In terms of service quality, Grab is expected to be more consistent in serving customers professionally.

Keywords: *Customer Satisfaction, Service Quality, Customer Value*

Submitted : June 28, 2025, Accepted : July 28, 2025, Published: August 10, 2025
e-ISSN (2745-4606), p-ISSN (2745-4614)
http://journal.al-matani.com/index.php/invest/index

1. Introduction

The rapid pace of economic growth today has led to the emergence of numerous new businesses operating within the same sectors, thereby intensifying market competition. Each business is compelled to develop a distinct competitive advantage to attract and retain customers (Rust, Lemon, & Zeithaml, 2004). This condition applies particularly to the online transportation industry, which has become an essential part of daily life. Online ride-hailing services offer shorter travel times, greater efficiency, and the ability to meet various mobility needs—benefits that traditional public transportation, with its longer routes and multiple transfer points, often fails to deliver (Surya & Surtiningsih, 2019). Consequently, the existence of accessible and efficient transportation services is integral to sustaining economic activity, facilitating the distribution of goods and services, and supporting labor mobility (Rachbini, Anggraeni, & Febrina, 2020).

Within this context, customer satisfaction plays a pivotal role in the sustainability of online transportation services. The industry heavily depends on user comfort, trust, and loyalty. A company's ability to meet or exceed customer expectations determines whether it can retain its user base and attract new customers (Gremler, Van Vaerenbergh, & Brüggen, 2020). Customer satisfaction is influenced by multiple factors such as app reliability, driver professionalism and friendliness, timeliness, payment convenience, and responsive customer support (Giovanni & Winarto, 2023; Suratni & Mayasari, 2021). A positive customer experience encourages repeat usage, favorable reviews, and referrals, all of which contribute to business growth (Zeithaml et al., 2020).

Recent market data on Indonesia's online transportation sector from 2020 to 2024 reveals a shifting dynamic between two dominant players: Gojek and Grab. Initially, both platforms shared a relatively equal market share. However, over time, Gojek experienced consistent growth, while Grab showed a steady decline (Fauzi & Purnomo, 2023). By 2024, Gojek had captured 62% of the market compared to Grab's 31.6%. This trend points to Gojek's superior ability to retain users and expand its market share, likely driven by better service quality, technological innovation, and perceived customer value (Vicramaditya, 2021). Nevertheless, interviews with Grab users in Singaraja reveal a more nuanced view. While most respondents expressed satisfaction—citing punctuality, driver friendliness, app usability, and payment flexibility—they also pointed out areas needing improvement (Suratni & Mayasari, 2021; Bessie & Taek, 2023).

Service quality is central to competitiveness in online ride-hailing. It refers to a company's ability to meet user expectations through key features such as accurate estimated arrival times and drivers' familiarity with routes (Parasuraman, Zeithaml, & Berry, 1988; Rarasati & Shihab, 2022). Despite certain criticisms, many users still perceive Grab as a practical and efficient service provider (Caesaron, Makapedua, & Lukodono, 2021). However, past studies on the relationship between service quality and customer satisfaction have produced mixed results: some report a strong positive impact, while others find no effect or even negative correlations (Yee & Salleh, 2022; Dino & Suryadi, 2021; Waliyul Andri & Aprianti, 2022. These inconsistencies highlight a research gap that

warrants further exploration, particularly in the case of Grab, which is experiencing a decline in market share.

In addition to service quality, customer value plays a significant role in shaping user satisfaction and perception. Customer value represents the trade-off between the benefits received and the costs incurred by users (Zeithaml, 1988). In Indonesia's online transportation landscape, varying perceptions of customer value between Grab and Gojek may influence platform preference (Zeithaml et al., 2020). Survey findings suggest that Gojek is perceived to deliver greater value, providing more benefits and better alignment with user needs. Conversely, Grab users have expressed concerns over inconsistent service, long wait times, and uneven driver professionalism, although they recognize Grab's investment in technological features and safety measures (Fauzi & Purnomo, 2023; Pramudita & Guslan, 2025).

Interviews with Grab users in Singaraja revealed appreciation for features such as price transparency, accessible service options, reward programs, and responsive customer support. These factors contribute to a sense of being valued (Giovanni & Winarto, 2023; Dino & Suryadi, 2021). Respondents also emphasized the importance of cleanliness, driver professionalism, and safety protocols—especially during the COVID-19 pandemic. These positive aspects of customer value enhance both satisfaction and loyalty. However, as with service quality, existing studies on the impact of customer value on satisfaction show inconsistent results (Zeithaml et al., 2020; Rachbini et al., 2020), underscoring the need for Grab to better understand how users perceive value and how it can be improved.

Given this background and current market trends, it is clear that Grab faces significant challenges in maintaining its competitiveness, despite operating in the same market and under similar conditions as Gojek. The contrast in market share trends and user perceptions underscores the urgency of investigating the underlying factors influencing customer satisfaction. Additionally, the contradictory findings in previous research on service quality and customer value further emphasize the need to address this research gap. Grab's declining performance makes it a relevant and timely subject for academic inquiry, particularly within localized markets such as Singaraja (Bessie & Taek, 2023; Suratni & Mayasari, 2021).

Therefore, this study aims to examine the influence of service quality and customer value on customer satisfaction among Grab users in Singaraja District. It seeks to clarify the roles these two variables play in shaping user satisfaction and to identify areas for service improvement. By focusing on a specific geographic context and integrating both practical insights and theoretical frameworks, this study offers novelty through its localized analysis and potential to inform strategic enhancements in online transportation services. Ultimately, the findings may support broader strategies for companies navigating the increasingly competitive digital transportation landscape (Zeithaml et al., 2020; Rust et al., 2004).

2. Methods

This study adopts a quantitative approach with a causal research design, aiming to examine the influence of service quality (X_1) and customer value (X_2) on customer satisfaction (Y) among Grab users in the Singaraja District. The population consists of all users of Grab services in Singaraja, with a purposive sampling technique applied to select respondents who meet specific criteria, such as being over 17 years old and having previously used Grab. The sample size ranges from 55 to 110 respondents, determined using Ferdinand's formula based on the number of research indicators. Data collection was conducted through a Likert-scale questionnaire (1 = strongly disagree to 5 = strongly agree), which covered indicators of service quality, customer value, and customer satisfaction. Before analysis, the research instruments were tested for validity and reliability using Pearson Correlation and Cronbach's Alpha, where validity is confirmed if the calculated r-value exceeds the r-table at a 0.05 significance level, and reliability is established if the Cronbach's Alpha value exceeds 0.6. The data were analyzed using multiple linear regression with the equation $Y = \alpha + \beta_1X_1 + \beta_2X_2 + e$, where Y represents customer satisfaction, X_1 service quality, X_2 customer value, α the constant, β_1 and β_2 the regression coefficients, and e the error term. Prior to regression analysis, classical assumption tests were conducted, including normality testing using a normal probability plot, multicollinearity testing through Tolerance and Variance Inflation Factor (VIF) values, and heteroscedasticity testing using scatterplots. All data processing was performed using SPSS version 25.0 for Windows to ensure accurate and objective results.

3. Results and Discussion

Validity Test

The purpose of the validity test is to assess whether a measuring instrument in the form of a questionnaire is valid. If the results are invalid, it may indicate that the respondents do not fully comprehend the questions. To determine whether an item in a research instrument is valid or not, the significance value of the correlation is observed at a significance level of 0.05. The test criteria are as follows: if the calculated r value is greater than the r table value and the significance value is less than 0.05, the questionnaire item is declared valid; conversely, if the calculated r value is smaller than the r table value and the significance value is greater than 0.05, the item is declared invalid.

Table 1. Validity Test

Variable	Item	Pearson Correlation (r)	r table	Sig (2-Tailed)	Remark
Service Quality (X1)	X1.1	0.969	0.361	0.000	Valid
	X1.2	0.969	0.361	0.000	Valid
	X1.3	0.969	0.361	0.000	Valid
	X1.4	0.953	0.361	0.000	Valid
	X1.5	0.953	0.361	0.000	Valid
Customer Value (X2)	X2.1	0.779	0.361	0.000	Valid
	X2.2	0.842	0.361	0.000	Valid
	X2.3	0.759	0.361	0.000	Valid
Customer Satisfaction (Y)	Y.1	1.000	0.361	0.000	Valid
	Y.2	1.000	0.361	0.000	Valid
	Y.3	1.000	0.361	0.000	Valid

(Source: SPSS Output for Windows, 2025)

Reliability Test

Variable	Cronbach's Alpha	Standard Alpha	Remark
Service Quality (X1)	0.977	0.60	Reliable
Customer Value (X2)	0.897	0.60	Reliable
Customer Satisfaction (Y)	1.000	0.60	Reliable

(Source: SPSS Output for Windows, 2025)

A questionnaire is considered reliable if the respondents' answers to the questions are consistent over time. A survey is deemed reliable if respondents consistently respond to the questions over different periods and the Cronbach's Alpha value is ≥ 0.60. Conversely, if the Cronbach's Alpha value is < 0.60, the indicators used for the variables cannot be considered reliable. The reliability test method used is Cronbach's Alpha, analyzed using SPSS version 25.0 to obtain the value.

Classical Assumption Test

Before conducting multiple linear regression analysis, the data must meet classical assumption tests, as this is a requirement for the validity of multiple regression models. Classical assumption testing is used to predict the variables studied. The classical assumption tests applied in this research include:

1. Normality Test

The normality test aims to determine whether the dependent and independent variables in a regression model are normally distributed. One way to assess this is through graphical analysis, such as normal plots or histograms.

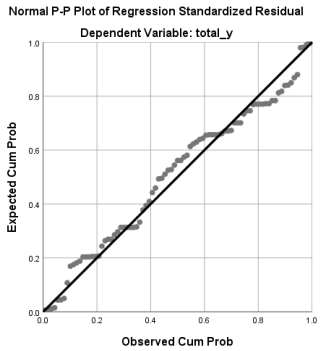

Figure 1. P-P Plot of Regression Standardized Residual
Source: SPSS Output for Windows (2025)

2. Multicollinearity Test

This test is used to identify whether there is a correlation between independent variables. A good regression model should not have multicollinearity. Multicollinearity can be examined using the Tolerance (TOL) and Variance Inflation Factor (VIF) values. TOL is the inverse of VIF. TOL indicates the extent to which an independent variable is not explained by other independent variables, while VIF shows how much an independent variable is explained by others. Low TOL values correspond to high VIF values (since VIF = 1/TOL).

Table 3. Multicollinearity Test

Model	Tolerance	VIF
Service Quality (X1)	1.000	1.000
Customer Value (X2)	1.000	1.000

(Source: SPSS Output for Windows, 2025)

From Table 3, it can be concluded that the regression model used in this study does not experience multicollinearity issues. Multicollinearity is a condition where a high correlation exists between two or more independent variables in a regression model. If multicollinearity occurs, the regression coefficient estimates become unstable, making it difficult to determine the influence of each independent variable on the dependent variable accurately.

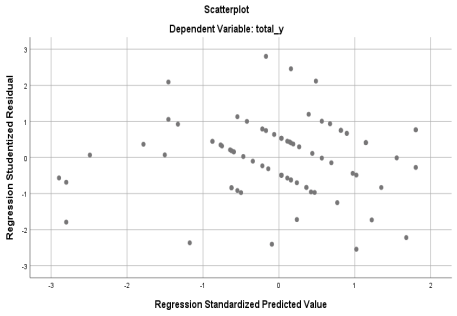

Figure 3. Heteroscedasticity Test Result
Source: SPSS Output for Windows (2025)

Multiple Linear Regression Analysis

Multiple linear regression is a model where the dependent variable is a linear function of several independent variables. It is useful for analyzing the influence of multiple variables on the dependent variable.

Table 4. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	4.078	0.916		4.453	0.000
Service Quality (X1)	0.332	0.038	0.676	8.816	0.000
Customer Value (X2)	0.127	0.038	0.254	3.313	0.001

Dependent Variable: Customer Satisfaction (Y) (Source: SPSS Output for Windows, 2025)

Based on the results from Table 4, the multiple linear regression equation is:

$\mathbf{Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon}$ $\mathbf{Y = 4.078 + 0.332X_1 + 0.127X_2 + \varepsilon}$

Explanation:

Y = Dependent Variable (Customer Satisfaction)

α = Constant

β_1 = Regression Coefficient for X_1 (Service Quality)

X_1 = Independent Variable (Service Quality)

β_2 = Regression Coefficient for X_2 (Customer Value)
X_2 = Independent Variable (Customer Value)
ε = Error term

The regression equation interpretation shows that the constant value (α) of 4.078 implies that if both service quality and customer value have no effect (i.e., are zero), customer satisfaction is predicted to be 4.078 units. The regression coefficient for service quality (β_1) is 0.332, indicating a positive contribution. For every 1-unit increase in service quality, customer satisfaction increases by 0.332 units, assuming other variables remain constant. Similarly, the coefficient for customer value (β_2) is 0.127, meaning that a 1-unit increase in customer value results in a 0.127-unit increase in customer satisfaction, assuming other variables are constant.

t-Test (Partial Test)

The t-test is used to examine the partial effect of each independent variable.

Table 5. t-Test Result (Partial Test)

Variable	t count	t table	Sig.	α = 5%	Remark
Service Quality (X1)	8.816	1.663	0.000	0.05	Significant
Customer Value (X2)	3.313	1.663	0.001	0.05	Significant

Source: SPSS Output for Windows (2025)

Based on Table 5, with a significance level of 5% and degrees of freedom (df = n − k), where "n" is the number of respondents and "k" is the number of independent variables, the df is 85 − 2 = 83. The critical t-value is 1.663.

For **service quality (X_1)**, the t count is 8.816 > 1.663 and sig. is 0.000 < 0.05 → H_o is rejected → service quality significantly and positively affects customer satisfaction.

For **customer value (X_2)**, the t count is 3.313 > 1.663 and sig. is 0.001 < 0.05 → H_o is rejected → customer value also has a significant and positive effect on customer satisfaction.

F-Test (Simultaneous Test)

The F-test examines whether all independent variables together significantly affect the dependent variable. The significance value obtained is 0.000, which is below the 0.05 threshold. The F count is 43.954, while the F table (df = 2, 82) is 3.11. Since F count > F table, it can be concluded that both service quality (X_1) and customer value (X_2) simultaneously have a significant effect on customer satisfaction (Y), hence H_1 is accepted and H_o is rejected.

Table 6. F-Test Result (Simultaneous Test)

Source	Sum of Squares	df	Mean Square	F count	Sig.
Regression	85.375	2	42.688	43.954	0.000
Residual	79.637	82	0.971		
Total	165.012	84			

Source: SPSS Output for Windows (2025)

Coefficient of Determination (R^2)

According to Ghozali (2018), the coefficient of determination (R^2) measures how well the model explains the variance of the dependent variable. The R^2 value ranges between 0 and 1. A low R^2 means that independent variables explain very little of the variance in the dependent variable, while a value closer to 1 indicates a high explanatory power. Since this study uses more than one independent variable, **Adjusted R^2** is used.

Table 7. R^2 Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.719	0.517	0.506	0.985

Source: SPSS Output for Windows (2025

From Table 7, the Adjusted R^2 value is 0.506, or 50.6%, indicating a **moderate** category according to Ghozali (2018). This means that the two independent variables explain 50.6% of the variance in customer satisfaction. The remaining 49.4% is influenced by other variables not analyzed in this study.

Discussion

The results of the multiple linear regression analysis and hypothesis testing show that service quality has a positive and significant effect on customer satisfaction among GrabFood users in the Singaraja District. This means that the better the quality of service provided, the higher the level of customer satisfaction, and conversely, poor service quality leads to lower satisfaction. Service quality is a key factor that shapes customer satisfaction, particularly in app-based food delivery services where user experience is shaped not only by the food received but also by the overall service delivery (Parasuraman et al., 1988; Bessie & Taek, 2023).

In this study, service quality was measured using five SERVQUAL dimensions: reliability, responsiveness, assurance, empathy, and tangibles (Parasuraman et al., 1988). Reliability refers to GrabFood's ability to deliver orders accurately, on time, and in good condition—an essential component for maintaining customer trust (Suratni & Mayasari, 2021). Responsiveness involves the platform's ability to respond quickly and effectively to customer inquiries or complaints, where delays can lead to customer dissatisfaction (Yee & Salleh, 2022). Assurance relates to the professionalism of the drivers, the safety and hygiene of the food, and the security of the payment system (Rarasati & Shihab, 2022). Empathy includes the friendliness, politeness, and understanding shown by drivers to customers. Tangibles refer to the physical appearance of the service such as vehicle cleanliness, driver uniforms, and the user interface of the application. Many respondents praised the friendliness of drivers and the cleanliness of vehicles, although some still complained about delivery delays during peak hours and difficulties in finding available drivers.

To improve satisfaction, GrabFood should focus on enhancing driver training, improving ETA accuracy, optimizing driver availability, and strengthening its customer service system. These improvements are particularly important for the dominant user group—individuals aged 17–30—who are digitally literate and value fast, reliable, and user-friendly services (Vicramaditya, 2021; Rust et al., 2004). Additional features like loyalty programs, real-time tracking, and efficient complaint handling could help enhance customer retention and offer a competitive edge over similar services such as GoFood (Giovanni & Winarto, 2023). These results support previous studies by Aziz &

Jakariah (2025), Huda et al. (2025), and Hudhori et al. (2024), who also found that service quality positively and significantly affects customer satisfaction.

The study also found that customer value has a positive and significant influence on customer satisfaction. This indicates that the higher the value perceived by customers, the greater their satisfaction, and vice versa. Customer value was measured through three indicators: the perceived benefits compared to alternatives, value for money, and ease of access (Zeithaml, 1988; Zeithaml et al., 2020). GrabFood's value proposition is enhanced by several factors such as a wide range of restaurant choices, frequent promotional offers, an integrated ordering system, and real-time tracking features (Dino & Suryadi, 2021). While most respondents considered the costs reasonable, some noted that delivery fees increase significantly during peak hours, which could diminish the perceived value (Surya & Surtiningsih, 2019). Ease of access is demonstrated by the simplicity and speed of using the application, flexible payment options, and timely notifications—features especially valued by tech-savvy users such as students and young professionals (Caesaron et al., 2021).

To increase perceived customer value, GrabFood should expand its network of local merchant partners, ensure transparent and consistent pricing, reduce surge fees during busy hours, and provide promotions that are tailored to younger user segments. Introducing a reward system based on purchase frequency or personal preferences could further enhance perceived value. In addition, a well-designed app interface, fast loading times, and responsive support systems contribute to non-monetary aspects of value that influence satisfaction and loyalty. These findings are consistent with studies by Husain et al. (2023), Hudhori et al. (2024), and Habibu (2025), who also concluded that customer value significantly affects customer satisfaction.

Furthermore, the results of the coefficient of determination (R^2) and hypothesis testing confirm that the two independent variables—service quality and customer value—simultaneously have a significant effect on customer satisfaction. Together, they explain a large proportion of the variance in satisfaction levels among GrabFood users in Singaraja. The combination of accurate delivery times, quality service, professional and empathetic drivers, and a clean user interface with a strong cost-benefit offering leads to a seamless and satisfying customer experience. GrabFood's ability to offer features such as real-time tracking, diverse restaurant options, easy digital payments, and fair pricing further strengthens its competitive advantage.

This synergy between service quality and customer value positions GrabFood as a preferred platform for daily food ordering needs. It fosters high customer satisfaction, loyalty, and positive word-of-mouth in an increasingly competitive market. To maintain this advantage, GrabFood must continue to invest in driver training, app functionality, responsive customer support, personalized promotions, and customer-centric innovations. These results reinforce the conclusion drawn by Hudhori et al. (2024) that the integrated management of service quality and customer value has a direct and significant influence on overall customer satisfaction.

5. Conclusion

Based on the results of the analysis and the discussions presented earlier, it can be concluded that service quality has a positive and significant effect on customer satisfaction among Grab users in the Singaraja District. Likewise, customer value also has a positive and significant effect on customer satisfaction. Furthermore, service quality and customer value simultaneously exert a positive and significant influence on customer satisfaction. This means that improvements in both dimensions—service quality and customer value—play a crucial role in shaping overall customer satisfaction levels.

In light of these findings, several suggestions can be proposed. Grab is advised to continuously improve both service quality and customer value in order to retain and enhance customer satisfaction, particularly in the Singaraja area. Efforts to improve service quality should focus on maintaining service reliability through on-time pick-ups, accurate journey estimates, and ensuring that drivers are professionally prepared. Responsiveness must also be enhanced by providing quick and effective customer support to handle complaints and deliver satisfactory solutions. Attention should also be paid to empathy and assurance aspects, such as driver friendliness, travel safety, and understanding of customer needs. Additionally, improvements in tangible elements—such as the condition of vehicles and the visual interface of the application—are essential to ensure comfort and ease of use.

From the perspective of customer value, Grab is encouraged to align pricing with perceived benefits, offer promotions and rewards to loyal users, and deliver services with added value compared to competitors. Innovations in flexible, locally tailored services and the expansion of driver-partner coverage in underserved areas are also recommended. For future researchers, it is suggested to broaden the geographical scope of the study to produce more representative findings. Including additional variables such as price perception, consumer trust, application quality, or customer loyalty could also enrich the analysis of customer satisfaction. Moreover, adopting a qualitative or mixed-methods approach may offer a more holistic and in-depth understanding, thereby contributing both theoretically and strategically to the development of online transportation services like Grab.

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