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The Effect of Service Quality and Price Fairness on Customer Loyalty with Customer Satisfaction as a Mediating Variable among Go-Ride Users in Padang City

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Abstract: This study aims to analyze the effect of service quality, price fairness, and customer satisfaction as mediating variables on customer loyalty for Go-Ride users in Padang City. This type of research is quantitative with a causal design, using purposive sampling to select 150 respondents. Data were collected through a structured questionnaire using a Likert scale and analyzed with SmartPLS 4.1.1.4 software. The results showed that service quality and price fairness have a significant effect on customer satisfaction and customer loyalty. In addition, customer satisfaction mediates the relationship between service quality and price fairness with customer loyalty. This research has not been able to explain all aspects that affect customer satisfaction. Use a more complex model approach by adding other supporting factors to strengthen satisfaction levels.

Keyword: Customer Loyalty, Service Quality, Price Fairness, Customer Satisfaction, Go-Ride

INTRODUCTION

Technological developments in various aspects of human life today have progressed rapidly and influenced the way people use technology in their daily lives. These changes have facilitated interaction, and their development has been accepted in every country as a result of globalization, including Indonesia. One example is the development of transportation services. Advancements in transportation technology have played a crucial role in facilitating the globalization of the movement of goods, services, and people in a fast and efficient manner (Falcocchio and Levinson, 2015). Transportation technology continues to evolve alongside high levels of mobility, necessitating transportation systems that are fast, safe, and comfortable.

However, the increasingly intense competition in the transportation business has forced companies to maintain customer loyalty to prevent them from switching to competitors. This is because loyal customers generally continue to make purchases even when faced with alternative competing brands, thereby providing various benefits for marketers. One factor that causes customers to become loyal is high satisfaction, which is driven by quality service and plays an important role in building customer loyalty. Therefore, companies must focus on

making every effort to improve service quality to meet or exceed consumer expectations, as this directly impacts customer satisfaction and can foster long-term loyalty, especially in competitive markets (Kurniawan, et al., 2025). In influencing customer satisfaction and loyalty, companies need to understand the importance of service quality. Kotler, Keller, and Chernev (2022:448) state that service quality can be defined as the totality of features and characteristics of a product or service that has the ability to meet customer expectations and needs, both explicitly and implicitly.

In addition to service quality, another factor that can influence satisfaction and loyalty is price. The price perceived by consumers can be measured based on the perception of price fairness, which indicates how reasonable consumers consider the price to be in line with their expectations (Alderighi et al., 2022). Matzler (2007) states that price fairness is the consumer's perception of the difference between a reasonable price compared to others, which can be considered or accepted.

This study aims to analyze the influence of service quality and price fairness on customer loyalty with customer satisfaction as a mediating variable among Go-Ride users in Padang City.

Expectancy Disconfirmation Theory (EDT)

This theory was developed by Richard L. Oliver (1980) in Hsu et al., (2016), stating that customer satisfaction occurs when customer expectations of a service are met or even exceeded. According to Awara and Joseph (2014), this effect is mediated through positive or negative disconfirmation between expectations and performance. Additionally, according to Hong, et al. (2019), customer satisfaction plays a crucial role as a link between service quality and price fairness in relation to customer loyalty. Thus, if the service quality provided meets or exceeds customer expectations, their satisfaction with the product/service will increase, ultimately having a positive impact on their loyalty levels.

Customer Loyalty

According to Cuong and Khoi (2019), customer loyalty is a firm commitment to repurchase or resubscribe to preferred products/services consistently in the future, even though circumstances and marketing efforts may potentially cause a shift in behavior. Meanwhile, according to Selnes (1993) in Al-Rasyid (2018), customer loyalty can be formed when customers are satisfied with the brand or level of service received and intend to continue the relationship.

According to Ahsraf and Abdul (2018), there are indicators used to measure customer loyalty, as follows:

1. Primary preference.
2. Loyalty.
3. Recommendations.
4. Long-term commitment.

Service Quality

According to Kotler, Keller, and Chernev (2022:448), quality is defined as the totality of features and characteristics of a product or service, which depends on its ability to satisfy stated or implied needs. Zeithaml, Bitner, and Gremler (2018:79) state that service quality is an evaluation focused on reflecting customers' perceptions of expertise, assurance, responsiveness, empathy, and tangible evidence.

According to Ashraf and Abdul (2018), there are indicators used to measure service quality, as follows:

1. High quality.

2. Consistent service quality.
3. Distinctive features.

Price Fairness

Price refers to the amount of money paid by customers for a product or service (Pioh and Amelia, 2021). According to Konuk (2019), price fairness is defined as customers' perception of the comparison between products or services provided, such that price differences between one company and another become a consideration for customers when choosing products or services that are deemed fair, acceptable, or justifiable.

It is important to understand price perception to help companies determine the price of products or services accurately and efficiently amid increasing competition (Katyal et al., 2019). This can help companies, especially marketers, in creating price fairness when the price of a product needs to be changed, either increased or decreased.

According to Ashraf and Abdul (2018), there are indicators used to measure price fairness, as follows:

1. Price fairness.
2. Price ethics.
3. Price acceptance.
4. Price reasonableness.

Customer Satisfaction

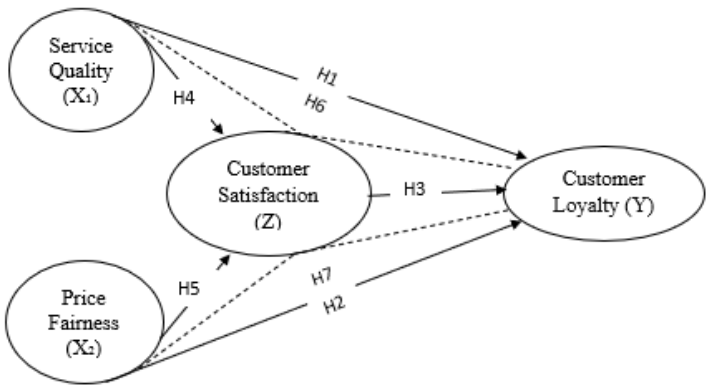
According to Zeithaml, Bitner, and Gremler (2018:80), customer satisfaction is a consumer's evaluation of a product or service in terms of whether it meets their needs and expectations. Meanwhile, according to Halim et al. (2021:157), customer satisfaction is the result of the uniqueness of a product or service that can respond well to consumer needs.

According to Ashraf and Abdul (2018), there are indicators used to measure customer satisfaction, as follows:

1. Overall satisfaction.
2. Purchase decision.
3. Need fulfillment.
4. Emotional attachment.

Conceptual Framework

A conceptual framework or framework of thinking is a concept that explains, describes, and shows perceptions of the relationship between independent variables, dependent variables, and mediating variables to be studied based on the background and problem formulation (Hair et al., 2019). The following is the conceptual framework of the influence of service quality and price fairness on customer loyalty with customer satisfaction as a mediating variable among Go-Ride users in the city of Padang.



Source: Formed based on research by Ahmed et.al., (2022)
Figure 1. Conceptual Framework

Hypothesis

Based on the background of the problem, theoretical review, and conceptual framework, the following hypotheses can be formulated:

H_1: Service quality has a positive and significant effect on customer loyalty.
H_2: Price fairness has a positive and significant effect on customer loyalty.
H_3: Customer satisfaction has a positive and significant effect on customer loyalty.
H_4: Service quality has a positive and significant effect on customer satisfaction.
H_5: Price fairness has a positive and significant effect on customer satisfaction.
H_6: Service quality has a positive and significant effect on customer loyalty through customer satisfaction as a mediating variable.
H_7: Price fairness has a positive and significant effect on customer loyalty through customer satisfaction as a mediating variable.

METHOD

The type of research used is quantitative research, which aims to demonstrate a theory, either the influence or relationship between variables (Kasmir, 2022:12). The research design used is a causal research design, in which the method arises due to the cause-and-effect relationship between variables or more.

The data source used in this study is primary data obtained directly through respondent questionnaires (Sugiyono, 2019: 194). The population in this study is the people of Padang who have used Go-Ride services on the Gojek app. The sampling technique used in this study is non-probability sampling using purposive sampling based on considerations appropriate to the desired research objectives (Kasmir, 2022:189).

The analysis technique used in this study is SEM analysis using SmartPls 4.1.1.4 software to test the relationship between the research variables.

RESULTS AND DISCUSSION

Respondent Characteristics

The data in this study was collected by distributing questionnaires via Google Forms to 150 respondents who met the criteria. The characteristics of respondents required for this study were based on gender, age, education background, occupation, and income.

Table 1. Respondent Characteristics

Characteristics	Category	Number of people	(%)
Gender	Man	30	20%
	Woman	120	80%
	Amount	150	100%
Age	17 – 23 years	103	69%
	24 – 30 years	39	26%
	31 – 37 years	7	5%
	38 – 44 years	1	1%
	45 – 50 yeras	-	0%
Educational background	High school	35	23%
	Diploma	7	55
	Bachelor degree	107	71%
	Master's /Doctoral degree	1	1%
Occupation	Student	94	63%
	Employee	32	21%
	Civil servant	6	4%
	Entrepreneur	6	4%

	Housewife	1	1%
	Others	11	7%
Income	< Rp. 1.500.000,-	75	50%
	Rp. 1.500.000,- – Rp. 3.500.000,-	37	25%
	Rp. 3.500.000,- – Rp. 7.500.000,-	30	20%
	> Rp. 7.500.000,-	8	5%

Source: Primary Data, 2025

Measurement Model (Outer Model)

Convergent Validity and Discriminant Validity

Convergent validity is one of the benchmarks in using model measurement techniques with SmartPLS. According to Hair, et al. (2017), a research instrument is considered valid if the convergent validity output, namely the Average Variance Extracted (AVE) value, is >0.5 and the outer loading value is >0.7.

Table 2. Convergent Validity

Variables	Indicator	Outer Loading	AVE
Service Quality (X_1)	SQ1	0.912	0.735
	SQ2	0.728	
	SQ3	0.893	
	SQ4	0.884	
Price Fairness (X_2)	PF1	0.972	0.746
	PF2	0.703	
	PF3	0.929	
	PF4	0.931	
Customer Loyalty (Y)	CL1	0.858	0.793
	CL2	0.836	
	CL3	0.902	
	CL4	0.920	
	CL5	0.897	
	CL6	0.927	
Customer Satisfaction (Z)	CS1	0.821	0.696
	CS2	0.882	
	CS3	0.841	
	CS4	0.790	

Source: Primary Data, 2025

Composite Reliability and Cronbach's Alpha

Composite Reliability measures the true value of the construct. Meanwhile, Cronbach's Alpha measures the lower limit of the construct's reliability. The general standard is that Cronbach's Alpha and Composite Reliability values must be >0.70, but values >0.60 are still acceptable (Hair, et al., 2019).

Table 3. Composite Reliability and Cronbach's Alpha

	Cronbach'c alpha	Composite reliability
SQ (X_1)	0.877	0.881
PF (X_2)	0.886	0.941
CL (Y)	0.948	0.949
CS (Z)	0.856	0.881

Source: Primary Data, 2025

It can be concluded that the Composite Reliability and Cronbach's Alpha values of all variables are above 0.7, so the data can be declared valid.

R-Square

R-square (R^2) is used in research to determine the effect of an independent variable on a dependent variable. According to Ghozali and Latan (2015:85) in Hamid and Suhardi (2019:

43), an R-square value of 0.75 is considered strong, 0.50 is considered moderate or medium, and 0.25 is considered weak. Furthermore, in addition to examining the magnitude of the R-square value, the evaluation of structural model results can also be conducted using Q^2 predictive relevance. A Q^2 value greater than 0 indicates that the model has predictive relevance. Conversely, a Q^2 value less than 0 indicates that the model lacks predictive relevance.

Table 4. R-Square

	R-square	R-square adjusted
CL (Y)	0.614	0.606
CS (Z)	0.242	0.231

Source: Primary Data, 2025

It can be concluded that the R-square value of customer loyalty of 0.614 is classified as moderate to substantial, which means that the model is quite good at explaining customer loyalty. Meanwhile, the R-square value of customer satisfaction of 0.242 tends to be weak, but it is still acceptable in the context of social or customer research such as Go-Ride services, because customer behavior is very complex and influenced by many external factors, not all of which can be included in the model.

Path Coefficient and Specific Indirect Effect Mediation Test

Hypothesis testing in this study used SmartPLS 4.1.1.4 software, so that the testing can be seen in the calculation values in the inner model testing. Hypothesis testing used an alpha of 5%, where the t-statistic used was 1.96. Thus, the criteria for acceptance and rejection are as follows: hypothesis H_1 is accepted and H_0 is rejected when the t-statistic value is greater than 1.96. To determine the level of significance using probability, H_1 is significant if the p-value is greater than 0.05 (Hair et al., 2019).

Table 5. Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV)	P values	Result
SQ (X_1) → CL (Y)	0.381	0.381	0.048	7.918	0.000	Accepted
PF (X_2 → CL (Y)	0.306	0.304	0.061	5.010	0.000	Accepted
SQ (X_1) → CS (Z)	0.281	0.290	0.079	3.556	0.000	Accepted
PF (X_2 → CS (Z)	0.334	0.338	0.082	4.101	0.000	Accepted
CS (Z) → CL (Y)	0.351	0.352	0.065	5.439	0.000	Accepted

Source: Primary Data, 2025

Table 6. Specific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV)	P values	Result
SQ (X_1) → CS (Z) → CL (Y)	0.099	0.120	0.040	2.950	0.003	Accepted
PF (X_2 → CS → CL (Y)	0.118	0.103	0.036	2.725	0.006	Accepted

Source: Primary Data, 2025

Based on the research in Table 5, service quality significantly and positively affects customer loyalty, as evidenced by a t-statistic value of 7.918, which is higher than the t-table value (calculated t 7.918 > t table 1.96), as well as a p-value of 0.000, which is less than 0.05, and a value of 0.381. This finding indicates that the first hypothesis, which states that service quality has a significant and positive effect on customer loyalty, is **accepted**.

In Table 5, price fairness significantly and positively affects customer loyalty, as evidenced by a t-statistic value of 5.010, which is higher than the t-table value (t-calculated 5.010 > t-table 1.96), as well as a p-value of 0.000, which is less than 0.05, and a value of 0.306. These findings indicate that the second hypothesis, which states that price fairness has a significant and positive effect on customer loyalty, is **accepted**.

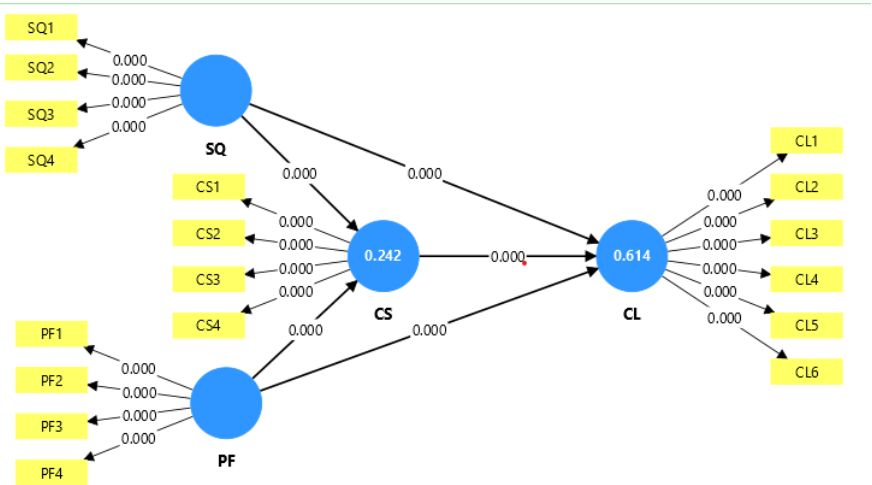
In Table 5, service quality significantly and positively affects customer satisfaction, as evidenced by a t-statistic value of 3.556, which is higher than the t-table value (calculated t 3.556 > t table 1.96), as well as a p-value of 0.000, which is less than 0.05, and a value of 0.281. This finding indicates that the third hypothesis, which states that service quality has a significant and positive effect on customer satisfaction, is **accepted**.

In Table 5, price fairness significantly and positively affects customer satisfaction, as evidenced by a t-statistic value of 4.101, which is higher than the t-table value (t-calculated 4.101 > t-table 1.96), as well as a p-value of 0.000, which is less than 0.05, and a value of 0.334. These findings indicate that the fourth hypothesis, which states that price fairness has a significant and positive effect on customer satisfaction, is **accepted**.

In Table 5, customer satisfaction significantly and positively affects customer loyalty, as evidenced by a t-statistic value of 5.439, which is higher than the t-table value (calculated t 5.439 > t table 1.96), as well as a p-value of 0.000, which is less than 0.05, and a value of 0.351. This finding indicates that the fifth hypothesis, which states that customer satisfaction has a significant and positive effect on customer loyalty, is **accepted**.

Based on the research in Table 6, service quality significantly and positively influences customer loyalty mediated by customer satisfaction, as evidenced by a t-statistic value of 2.950, which is higher than the t-table value (t-calculated 2.950 > t-table 1.96), as well as a p-value of 0.003, which is less than 0.05, and a value of 0.099. These findings indicate that the sixth hypothesis, which states that service quality has a significant and positive effect on customer loyalty mediated by customer satisfaction, is **accepted**.

Based on the research in Table 6, price fairness significantly and positively influences customer loyalty mediated by customer satisfaction, as evidenced by a t-statistic value of 2.725, which is higher than the t-table value (calculated t-value 2.725 > table t-value 1.96), as well as a p-value of 0.006, which is less than 0.05, and a value of 0.118. This finding indicates that the seventh hypothesis, which states that price fairness has a significant and positive effect on customer loyalty mediated by customer satisfaction, is **accepted**.



Source: Primary Data, 2025

Figure 2. SmartPLS 4.1.1.4 Final Output Model

The Influence of Service Quality on Customer Loyalty

The results of this study indicate that service quality significantly and positively influences customer loyalty, with a path coefficient value of 7.918, which is higher than the t-table value of 1.96 (calculated t value of 7.918 > t table value of 1.96), and the p-value of 0.000 is smaller than 0.05 (0.000 < 0.05). This study aligns with Miranda et al. (2018), who state that service quality is associated with various customer-centric outcomes, including customer satisfaction, loyalty, and repeat purchase behavior. Additionally, according to Hadi et al. (2019), service quality has a positive and statistically significant effect on user loyalty. Furthermore, according to Bapat (2017), there is a strong correlation between service quality and consumer loyalty.

The Effect of Price Fairness on Customer Loyalty

The results of this study indicate that price fairness significantly and positively influences customer loyalty, with a t-statistic path coefficient value of 5.010, which is higher than the t-table value of 1.96 (calculated t = 5.010 > t-table = 1.96), and a p-value of 0.000, which is less than 0.05 (0.000 < 0.05). This study aligns with Jin et al., (2019), who state that increasing acceptance of price fairness also impacts increased customer satisfaction and loyalty. Furthermore, Jeaheng et al. (2020) state that prices perceived as fair have a positive effect on consumer trust, thereby increasing their tendency to return (loyalty) to the service provider. Additionally, Opata et al. (2019) state that the perception of price fairness is an important determinant of customer satisfaction and loyalty because it is considered a significant purchasing decision for individuals.

The Influence of Service Quality on Customer Satisfaction

The results of this study indicate that service quality significantly and positively influences customer satisfaction, with a t-statistic path coefficient value of 3.556, which is higher than the t-table value of 1.96 (calculated t = 3.556 > t-table = 1.96), and a p-value of 0.000, which is less than 0.05 (0.000 < 0.05). This study aligns with Namin (2017), who states that continuous improvement in service quality will help businesses attract new customers and retain existing ones. Furthermore, Thielemann et al. (2018) state that there is a positive correlation between perceived service quality and perceived value, as well as a significant impact of perceived value on consumer satisfaction. Additionally, Konuk (2019) states that there is a positive relationship between service quality and consumer satisfaction.

The Effect of Price Fairness on Customer Satisfaction

The results of this study indicate that service quality significantly and positively influences customer satisfaction, with a t-statistic path coefficient value of 4.101, which is higher than the t-table value of 1.96 (calculated t = 4.101 > t-table = 1.96), and a p-value of 0.000, which is less than 0.05 (0.000 < 0.05). This study aligns with Jin et al. (2019), who state that increasing acceptance of price fairness also impacts increased customer satisfaction and loyalty. Conversely, if prices are considered unfair, dissatisfaction will arise. Furthermore, Konuk (2019) states that price fairness positively stimulates and influences customer satisfaction. Additionally, Malik et al. (2020) state that there is a positive correlation between perceived price fairness and satisfaction.

The Influence of Customer Satisfaction on Customer Loyalty

The results of this study indicate that customer satisfaction significantly and positively influences customer loyalty, with a t-statistic path coefficient value of 5.439, which is higher than the t-table value of 1.96 (t-calculated 5.439 > t-table 1.96), and a p-value of 0.000, which is less than 0.05 (0.000 < 0.05). This aligns with Cakici et al. (2019), who state that customer satisfaction is crucial for business growth because satisfied customers will spread positive

information about the business, thereby strengthening consumers' intent to return. Conversely, dissatisfied customers pose a serious threat to the company. Furthermore, according to Opata et al. (2019), the more satisfied customers are with service quality, the more loyal they become. According to Singh et al. (2021), there is a positive relationship between satisfaction and loyalty.

The Effect of Service Quality on Customer Loyalty Mediated by Customer Satisfaction

The results of this study indicate that service quality significantly and positively influences customer loyalty mediated by customer satisfaction, with a t-statistic path coefficient value of 2.950, which is higher than the t-table value of 1.96 (calculated t = 2.950 > t-table = 1.96), and the p-value of 0.003 is smaller than 0.05 (0.003 < 0.05). This aligns with Haron et al. (2020), who state that there is evidence showing a relationship between service quality, customer satisfaction, and loyalty. Furthermore, according to Izogo and Ogba (2015), empirical evidence shows that higher service quality levels tend to result in increased customer satisfaction, which in turn leads to more loyal customers. From a broader perspective, Su et al. (2021) state that perceived service quality often determines customer satisfaction and that perceived service quality also has an indirect effect on loyalty through customer satisfaction.

The Influence of Price Fairness on Customer Loyalty Mediated by Customer Satisfaction

The results of this study indicate that price fairness significantly and positively influences customer loyalty mediated by customer satisfaction, with a t-statistic path coefficient value of 2.725, which is higher than the t-table value of 1.96 (calculated t-value 2.725 > t-table value 1.96), and the p-value is 0.006, which is smaller than 0.05 (0.006 < 0.05). This aligns with Han et al. (2020), who state that price is considered a determining factor in customer satisfaction, as it reflects the value of a particular service. Additionally, according to Malik et al. (2020), perceptions of price are determinants of customer satisfaction and loyalty. Furthermore, according to Erjavec et al. (2016), in the service industry, prices that are justified and acceptable have a beneficial effect on customer satisfaction and loyalty. Finally, according to Han and Hyun (2015), the service industry prioritizes maintaining positive relationships with customers, and perceptions of fair prices help retain satisfied customers, resulting in more loyal customers.

CONCLUSION

Based on the results of the research and discussion above, it can be concluded that service quality has a positive and significant effect on customer loyalty, price fairness has a positive and significant effect on customer loyalty, service quality has a positive and significant effect on customer satisfaction, price fairness has a positive and significant effect on customer satisfaction, customer satisfaction has a significant and positive effect on customer loyalty, customer satisfaction is also proven to be a mediating variable that influences the relationship between service quality and price fairness on customer loyalty, and price fairness has a significant and positive effect on customer loyalty mediated by customer satisfaction.

Based on the above research results, the R-square value for customer satisfaction among Go-Ride users in Padang City is relatively low, which is reasonable as it indicates that only 24.2% of the variability in customer satisfaction can be explained by the two independent variables used in this model, namely service quality and price fairness. The remaining 75.8% is explained by other factors not included in the research model. It is advisable to adopt a more complex model by incorporating additional supporting factors that enhance user satisfaction with Go-Ride in Padang City, such as brand image, trust, or previous experience, in future research models. Finally, given that Go-Ride user satisfaction in Padang City has been proven to mediate the relationship between service quality and loyalty, as well as price fairness and

loyalty, it is important to emphasize customer satisfaction as the primary focus for better business strategies moving forward.

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