



THE INFLUENCE OF SERVICE QUALITY, PRICE, AND BRAND IMAGE ON CUSTOMER SATISFACTION ON USE JUANG JEK IN BIREUEN CITY

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Abstract

This research aims to find out the influence of service quality, price and brand image on customer satisfaction when using Juang Jek in Bireuen City. This research was conducted at the online transportation service Juang-Jek in the city of Bireuen. The objects of this research are people in the city of Bireuen who use Juang-Jek services as their main stay in ordering food and traveling. This research involved 108 respondents from the Bireuen City community. This research data uses primary data by distributing questionnaires via a Google Form link, then processing the data via SPSS. The data that has been collected from collecting questionnaires in qualitative form is first composed to become quantitative data. Quantitative data is determined using a Likert scale. The data analysis technique in this research uses multiple linear regression analysis and the results of the research show that Service Quality has a positive and significant effect on Customer Satisfaction, Price has a positive and significant effect on Customer Satisfaction, and Brand Image has a positive and significant effect on Customer Satisfaction.

Keywords: *Service Quality, Price, Brand Image and Customer Satisfaction*

1. INTRODUCTION

In this modern era, people have various activities and to fulfill these activities, people need transportation as a supporting tool/aid in carrying out their activities. Therefore, transportation service entrepreneurs compete to attract consumers by improving services, ease of ordering, fleet comfort, punctuality and so on. In Indonesia, many motorcycles are also found to function as public vehicles, namely transporting people/goods and collecting agreed fees, so this type of transportation is known as ojek. Rapid advances in technology have a major impact on various aspects of human life. The most obvious impact is seen in the fundamental changes in the way people make transactions. One of the results of technological advances that has contributed greatly to this change is the internet. The internet is a network that is paired with communication tools so that we can interact anywhere and anytime. With the internet, the way humans make transactions has changed, from the old way where the process sacrifices a lot of time and money to a faster and easier process.

One of the growing transportation service companies in Bireuen City is Juang Jek. Juang Jek is an online transportation service created by "Aneuk Nanggroe" in Aceh Province which originates from Bireuen Regency. By relying on the best service to customers, Juang-Jek is ready to compete with other competitors in the world of online transportation in Bireuen Regency. The development of the Juang-Jek platform is the result of the development of the competencies of millennials in Bireuen Regency. This is supported by young people by holding digital training. The tight competition in the delivery service industry requires Juang-Jek to increase customer satisfaction. Customer satisfaction is a very important factor for the existence, continuity, and development of a company. Currently, many companies increasingly understand the importance of customer satisfaction and implement strategies

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to provide satisfaction to their customers. According to Tjiptono (2019), states that "Customer satisfaction is a condition that arises from feelings to evaluate a product or service experience". Meanwhile, according to Kotler and Keller (2019), consumer satisfaction is a feeling of satisfaction or disappointment of a person resulting from a comparison of product performance or results from expectations. Dissatisfaction arises when the results obtained do not meet customer expectations.

According to Kotler (2020) in general (satisfaction) is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or result) to their expectations. The theory that explains how consumer satisfaction or dissatisfaction is formed is the expectancy disconfirmation model, which states that satisfaction and dissatisfaction are the impact of comparing consumer expectations before purchasing with what consumers actually get from the product purchased. When consumers buy a product, consumers have expectations about how the product will function. If the product functions better than expected, consumers will be satisfied. According to Tjiptono (2019), customer satisfaction is the level of a person's feelings after comparing perceived performance or results with their expectations. Whereas According to Fatihudin and Firmansyah (2019), customer satisfaction is a measurement or indicator of the extent to which customers or users of a company's products or services are very happy with the products or services received, customer satisfaction is a comparison between expectations and perceptions of experience (felt/received).

Various factors have been found to influence customer satisfaction, such as service quality. According to Kotler and Keller (2019), service quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. According to Parasuraman et al. in Tjiptono and Chandra (2019), there are 10 indicators of service quality, which are summarized into 5 indicators including: the ability to provide immediate and satisfactory service (reliability); the desire of employees to help customers and provide responsive service (responsiveness); the ability, politeness, and trustworthiness of employees (assurance); ease of establishing good communication relationships and sincere attention to customers (empathy); and evaluation of physical facilities (tangibles).

According to Kasmir (2020) Service Quality is defined as the actions or deeds of a person or organization aimed at providing satisfaction to customers or employees. Meanwhile, according to Aria and Atik (2019) Service Quality is an important component that must be considered in providing excellent Service Quality. Service Quality is a central point for the company because it affects consumer satisfaction, and consumer satisfaction will arise if the quality of Service Quality is provided well. Juang Jek prioritizes good service quality so that it can become a competitive advantage with other delivery services. Service quality is also the key to achieving customer satisfaction. Juang Jek drivers always prioritize customer safety and punctuality of orders.

Service quality is said to be satisfactory if the service felt is the same as or exceeds the expected service quality. This kind of service is prioritized by Juang Jek as a reference for quality and satisfactory service. Customer expectations are reflected in Juang Jek's good service, friendly, polite, punctual, and speed are important values expected by consumers. Consumers who feel satisfied will indirectly encourage word of mouth recommendations, and can even improve the company's image in the eyes of consumers. Therefore, Juang Jek makes service quality the main focus of attention because it can create customer satisfaction. Research on service quality was conducted by Oktarini (2019). The results showed that service quality has a significant effect on customer satisfaction. However, research conducted by Safavi and Hawignyo (2021) showed that service quality has no effect on customer satisfaction. In addition to service quality, customer satisfaction is also influenced by price.

According to Nurhalimah, et al. (2018) price is a value (usually expressed in money) that must be sacrificed in order to own, use or consume goods and services in order to get satisfaction. So it can be concluded that if the price is very high, consumers usually expect high quality, and their actual perception will be influenced by this expectation. If the price is too high, the organization is considered indifferent to customers, or is considered to be committing fraud. Conversely, if the price is too low, customers may doubt the organization's ability in terms of service quality. Price is



something that can be controlled and determines whether or not a product is accepted by consumers. Price depends solely on company policy but of course by considering various things. The cheap or expensive price of a product is very relative. Companies must always monitor the prices set by competitors, so that the prices set by the company are not too high or vice versa. Prasetyo (2022) stated that price perception refers to the customer's perception or view of price (related to how customers perceive prices such as high, low and reasonable). Price has an important influence on customer decision making in purchasing products. A customer has their own needs and wants that are different from others and this factor affects how much customers are willing to pay for goods and services. It is possible that consumers have a discrepancy after making a purchase because the price is considered too expensive or because it does not match their previous desires and images. Thus, an appropriate pricing strategy is needed.

Pricing strategy is very important to attract consumers, especially students, because in Bireuen City there are still students who need online motorcycle taxis, with the existence of Juang-Jek, students can travel more easily or order food, of course students will choose an affordable price, The right price is a price that matches the quality of a product and the price can provide satisfaction to consumers. Marketers try to achieve certain goals through pricing components. Some companies try to increase profits by setting low prices to attract new business. The results of research by Siti Solikha & Imam Suprpta (2020) show that service quality and price have a positive and significant effect partially and simultaneously on customer satisfaction at PT. GO-JEK. Anggraini & Budiarti (2020) also proved that price has a positive and significant effect on customer satisfaction among Gojek users. Furthermore, Sari & Marlius (2023) also proved that price has a significant effect on consumer satisfaction at D'sruput Lapai Padang.

In addition to price, customer satisfaction is also influenced by Brand Image. Brand is also the most important thing, because the brand will carry the image of a company. A brand is a term, design, name, symbol, or other characteristic that distinguishes one company's product from another company's product (Waluya et al., 2019). According to Tikarina (2019) Brand Image is one of the factors that can influence customer satisfaction where brand image is a part that contributes to the success of service providers, companies or local or global organizations. Having a good image in the eyes of the public will be a consequence of image formation. Image can support and damage the value that consumers feel. A good image will be able to increase the success of a company and conversely a bad image will worsen the stability of a company.

The results of research from Kusuma & Marlina (2021) stated that Brand Image has a significant effect on customer satisfaction in Go-Jek transportation services in Surabaya City. Furthermore, according to research by Anwar (2023), Brand Image also has a positive effect on customer satisfaction of Android cellphone users in Semarang City. Juang Jek which is engaged in the service sector that is oriented towards customer satisfaction, Juang Jek must pay attention to communication by establishing good activities (customer relations) in an effort to improve excellent service activities, which can stimulate purchases and customer satisfaction to be an absolute goal of the establishment of Juang Jek. The service carried out by Juang Jek is in an effort to provide a sense of satisfaction, create trust in the customer, which is the main priority of the implementation of excellent service, because customer satisfaction is the level of a person's feelings after seeing and feeling the performance results that he gets.

Juang Jek which provides online-based transportation provides services in terms of Travel and Delivery including Juang-Ride (serving passenger delivery), Juang-Send (serving goods delivery), Juang-Car (serving transportation using cars), In addition to traveling and delivery Juang-Jek also has a Food Order and Shopping feature namely Juang-Food (serving food orders), Juang-Store (solution when you are lazy to shop, serving orders at outlets such as Indomaret, Alfamart, etc.). There is also a Juang-Pulsa feature (24-hour credit counter), With the development of good technology in Bireuen City does not mean that Juang Jek is the only online motorcycle taxi service in Bireuen City, there are several online motorcycle taxi services in Bireuen City, namely, Bireuen delivery, Bireuen driver, Bireuen draiv. This means that it is a challenge for Juang Jek because it has

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competition among them, therefore Juang Jek provides the best and maximum service for its customers. Even with the presence of Juang Jek, it also changes the habits and social systems in society. Initially, people used conventional methods (habits) to use public transportation, now people are starting to change their habits and switch to communication technology to order public transportation online. Juang Jek has been trusted by various customers to help with activities. As a rapidly growing online motorcycle taxi, Juang Jek is improving its services by providing affordable price promotions. Every time determined by Juang Jek including peak hours or not will have a price difference with the new Juang Jek feature which is easily accessible to customers through the Juang Jek application on their smartphones.

2.LITERATURE REVIEW

2.1 The influence of service quality on customer satisfaction

Service quality is closely related to customer perceptions of what they get. According to Kotler (2019) defines service quality as a form of consumer assessment of the level of service received with the level of service expected. If the service received or felt is in accordance with what is expected, then the quality of service is perceived as good and satisfying. According to Robert-Lombard (in Vuuren, 2018) customer satisfaction is the extent to which a product or service performance in a business is in accordance with customer expectations will be satisfied. If performance is below expectations then the customer is not satisfied. According to Tjiptono and Chandra (2020), the concept of quality is considered as "a measure of the perfection of a product or service consisting of design quality and conformance quality". What is meant by quality is when several factors can meet consumer expectations such as the statement about quality by Tjiptono and Chandra (2020), "Dynamic conditions related to products, services, human resources, processes, and the environment meet or exceed expectations". So that it can form its own satisfaction with customers, this is an important influence on customer satisfaction.

According to Justine Balinado, et al. (2021), Service quality is one of the main determinants of customer satisfaction. Customers are key evaluators who play an important role in measuring the quality of services or products. To stay competitive, retain existing customers, and attract new customers, accommodation providers generally improve their service quality and, as a result, their customer satisfaction as a primary strategy. According to Pradeepa (2020) Feedback on service quality and customer satisfaction is very important for businesses to compete in the market and grow. To have a sustainable competitive advantage, service-based companies must excel in the services they offer, service quality as "the mismatch between consumers' perceptions of the services offered by a particular company and their expectations of the company offering the service." Therefore, if a customer perceives the service to be below his expectations, he is dissatisfied; and if the customer's perception of the service meets or exceeds his expectations, then he is satisfied (Daniel & Berinyuy, 2018). The results of Tri Ulfa's (2017) research show that service quality has a significant influence on customer satisfaction. Furthermore, the results of Balinado et al.'s (2021) research also show that service quality has a very positive influence on customer satisfaction.

2.2 The effect of price on customer satisfaction

According to Dharmesta (2019) price is the amount of money needed to obtain a combination of products and services. Low prices or affordable prices are a trigger for improving marketing performance (Ferdinand, 2020). Price is often used as an indicator of value when the indicator is associated with the benefits felt for a good or service, it can be concluded that at a certain price level, if the benefits felt by consumers increase, the value will also increase (Tjiptono, 2019). This means that if the price is appropriate, it will increase customer satisfaction to continue transacting and using it for something that suits their needs. According to Indrasari (2019) price is the value of an item or service measured by the amount of money spent by the buyer to obtain a combination of goods or services and services. According to Rifqi Suprpto (2020) price is an amount of money (plus several possible products) needed to obtain a combination of products and services. According to Kotler in

Indrasari (2020) price is an amount of value or money charged for a product or service equal to the value exchanged by consumers for the benefits of the price that has been sold. From the understanding of several experts, it can be concluded that price is an agreement regarding the sale and purchase transaction of goods or services where the agreement is approved by both parties. The results of Zulaikha & Suprpta's (2020) research show that price has a significant influence on customer satisfaction. Furthermore, research from Nazellina et al. (2020) also shows that price has a significant influence on customer satisfaction.

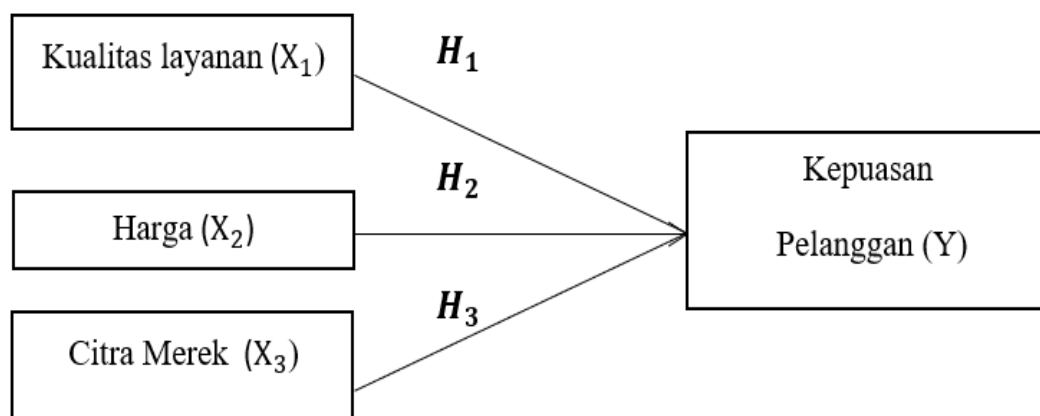
2.3 The influence of brand image on customer satisfaction

Every product sold on the market certainly has a brand, where the brand differentiates a product from other products. A brand is a name, symbol, sign, design, or a combination of both that is used as the identity of a person, organization, or company on goods and services owned to distinguish them from other service products (Firmansyah, 2018). According to Indrasari (2019) image is a consumer about the quality related to a brand or company. Corporate image is defined as the perception of an organization that is reflected in the customer's memory. According to Firmansyah (2018) Brand image can be defined as the perception that arises in the minds of consumers when remembering a particular product brand. According to Kotler & Armstrong in Firmansyah (2018) Brand image is a set of consumer beliefs about a particular brand. According to Kotler and Keller in Priansa (2017) Brand Image is a consumer response to all offers provided by the company. Brand image is related to the business name, architecture, product variations, traditions, ideology and impressions of the quality of communication carried out by each employee who interacts with consumers. The results of Nailufar's (2021) research show that Brand Image has a significant influence on customer satisfaction. Furthermore, Cenora's (2021) research also shows that Brand Image has a significant influence on customer satisfaction.

2.4 Hypothesis

According to the problem raised, the hypothesis in this research is:

- H_1 = Service quality has a significant influence on Juang Jek customer satisfaction in Bireuen city.
- H_2 = Price has a significant effect on Juang Jek customer satisfaction in Bireuen city.
- H_3 = Brand image has a significant influence on Juang Jek customer satisfaction in Bireuen city.



3. IMPLEMENTATION METHOD

This study was conducted on the online transportation service Juang-Jek in the city of Bireuen. The object of this study is the people in the city of Bireuen who use Juang-Jek services as their mainstay in ordering food and traveling. In this study, the population used is the people of Bireuen who use Juang-Jek services. The population size is not known with certainty (Infinite). Determining

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the sample in this study is very much needed for the clarity of the distribution of the questionnaire to be carried out. Sampling in this study uses a non-probability sampling technique, where not all of the population is involved in determining the sample. The sample criteria in this study are the people of Bireuen who use Juang Jek, such as students, housewives, and others. The sample size of this study was taken using the Hair formula, et al. (2018). The Hair formula, et al. (2018) is to add up the number of indicators multiplied by 5-10 the number of parameters. So, the number of samples in this study is 108 respondents. In this study, the author determines the sample with the criteria of the Bireuen city community who use Juang Jek services. The data collection technique used in this study is by using a questionnaire. A questionnaire is a data collection technique that is carried out by giving written questions or statements to respondents to be answered (Sugiyono, 2019).

4. RESULTS AND DISCUSSION

4.1 Multiple Linear Regression Results

Table 1 Multiple Linear Regression Results
Coefficientsa

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,032	1,944		2,074	,041
	Quality of Service (X ₁)	,328	,072	,376	4,584	,000
	Price (X ₂)	,257	,062	,302	4,120	,000
	Brand Image (X ₃)	,395	,132	,250	2,999	,003

a. Dependent Variable: TTL CUSTOMER SATISFACTION

Data processed (2024)

Based on table 1 above, the Unstandardized Coefficients B value is entered in the formula below:

$$Y = 4.032 + 0.328X_1 + 0.257X_2 + 0.395X_3 + e$$

Based on the coefficient values above, it can be explained:

- The constant is 4.032, this shows that if X₁, X₂ and X₃ have a value of 0, then the value of Y remains at 4.032.
- Based on the Service Quality variable, the results of the regression test show that the variable has a positive regression coefficient with a value of b = 0.328, meaning that if there is an increase in the value of the Service Quality variable by 1 unit on the Likert scale, it will increase customer satisfaction by 0.328.
- Based on the Price variable, the results of the regression test show that the Price variable has a positive regression coefficient with a value of b = 0.257, meaning that if there is an increase in the value of the Price variable by 1 unit on the Likert scale, it will increase customer satisfaction by 0.257.
- Based on the Brand Image variable, the results of the regression test show that the Brand Image variable has a positive regression coefficient with a value of b = 0.395, meaning that if there is an increase in the value of the Brand Image variable by 1 unit on the Likert scale, it will increase customer satisfaction by 0.395.

4.2 Coefficient of Determination (R²)

The coefficient of determination (R²) essentially measures how far a model's ability to explain a variation in a dependent variable. The coefficient of determination value is between zero and one. If the value is small, it means that the ability of the independent variable to explain the dependent variable is very limited. If the value is close to 1, it means that the independent variable provides almost all the information needed to predict the variation in the dependent variable (Ghozali, 2019). The value used to see the coefficient of determination in this study is in the Adjusted R Square



column. This is because for regressions with more than two independent variables, the Adjusted R Square is used as the coefficient of determination. The coefficient of determination value can be seen in Table 2 as follows: R^2R^2

Table 2 Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,716a	,513	,499	1,406

Based on this table, the Adjusted R Square value is 0.499, this means that the influence of (Service Quality), (Price) and (Brand Image) on Y (Customer Satisfaction) is 49.9% while the rest (100% - 49.9% = 50.1%) is explained by other variables not examined in this study. $X_1X_2X_3$

4.3 Results of the Persial Test (t-Test)

**Table 3 Partial Test (t-Test)
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,032	1,944		2,074	,041
	Quality of Service (X ₁)	,328	,072	,376	4,584	,000
	Price (X ₂)	,257	,062	,302	4,120	,000
	Brand Image(X ₃)	,395	,132	,250	2,999	,003

a. Dependent Variable: TTL CUSTOMER SATISFACTION
Data processed (2024)

From Table 3, the t-count value of each Independent Variable is obtained. With the specified criteria, $\alpha = 0.05$ t table $108-2 = 106$, the t-table value is 1.659. From this description, a conclusion can be drawn:

4.3.1 The Influence of Service Quality () on Customer Satisfaction (Y) X_1

The results of testing the Service Quality variable () against Work Productivity (Y) obtained a calculated t value of $X_14,584 > 1.659$, greater than the t table value with a 95% confidence level ($\alpha = 5\%$) of significant $0.000 < 0.05$. So the Service Quality variable has a positive and significant effect on Customer Satisfaction in the use of Juang Jek in Bireuen city. Thus hypothesis 1 () is accepted. Service Quality has a positive effect on Customer Satisfaction. In line with the results of research conducted by Balinado, et al. (2021) Service Quality has a positive and significant effect on Customer Satisfaction. According to Tri Ulfa (2017) shows that Service Quality has a significant effect on Customer Satisfaction. Furthermore, research from Abibual Getachew Nigatu B, et al. (2023) shows that Service Quality has a positive and significant effect on Customer Satisfaction. And research from Uzir, et al. (2021) shows that Service Quality has a significant and positive effect on Customer Satisfaction. H_1

4.3.2 Effect of Price () on Customer Satisfaction (Y) X_2

The results of testing the Price variable () against Customer Satisfaction (Y) obtained a calculated t value of $X_24,120 > 1.659$, greater than the t table value with a 95% confidence level ($\alpha =$

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5%) of significant $0.000 < 0.05$. So the Price variable has a positive and significant effect on Customer Satisfaction in the use of Juang Jek in Bireuen city. Thus hypothesis 2 () is accepted. Price has a positive effect on Customer Satisfaction. In line with the research results of Zulaikha & Suprpta (2020) showed that Price has a significant effect on Customer Satisfaction. Furthermore, research from Nazellina, et al. (2020) also showed that Price has a significant effect on Customer Satisfaction. Furthermore, the results of research from Hilal Said Abdullah Almanwari (2024) showed that Price has a significant and positive effect on Customer Satisfaction. And Prasilowati, et al. (2021) also showed that price has a significant effect on Customer Satisfaction. H_2

4.3.3 Brand Image () Towards Customer Satisfaction (Y) X_3

The results of testing the Brand Image variable () against Customer Satisfaction (Y) obtained a calculated t value of $X_3 2,999 > 1.659$, greater than the t table value with a 95% confidence level ($\alpha = 5\%$) of significant $0.000 < 0.05$. So the Brand Image variable has a positive and significant effect on Customer Satisfaction towards the use of Juang Jek in Bireuen city. Thus hypothesis 3 () is accepted. Brand Image has a positive effect on Customer Satisfaction. In line with the results of Nailufar's research (2021) shows that Brand Image has a significant effect on Customer Satisfaction. Furthermore, Cenora's research (2021) also shows that Brand Image has a significant effect on Customer Satisfaction. Furthermore, the results of research from Nilashi (2023) show that Brand Image has a significant and positive effect on Customer Satisfaction. And Ari Iriawan Ilham, et al (2020) also show that price has a significant effect on Customer Satisfaction. H_3

5. Conclusion

Based on the results of the research test that has been conducted with the title The Influence of Service Quality, Price, and Brand Image on Customer Satisfaction on the Use of Juang Jek in Bireuen City. The conclusion of this study is as follows:

1. Service Quality has a positive and significant effect on Customer Satisfaction in the use of Juang Jek in Bireuen City. This is evidenced by the regression coefficient value of 0.328 and the calculated t value of $4,584 > 1.659$, from the t table value and significance value $0.000 < 0.05$.
2. Price has a positive and significant effect on Customer Satisfaction in the use of Juang Jek in Bireuen City. This is proven by the regression coefficient value of 0.257 and the calculated t value of $4,120 > 1.659$, from the t table value and significance value $0.000 < 0.05$.
3. Brand Image has a positive and significant effect on Customer Satisfaction in the use of Juang Jek in Bireuen City. This is proven by the regression coefficient value of 0.395 and the calculated t value of $2,999 > 1.659$, from the t table value and significance value $0.000 < 0.05$.

5.2 Suggestions

Based on the results of the discussion and conclusions regarding this study entitled The Influence of Service Quality, Price, and Brand Image on Customer Satisfaction in Juang Jek Users in Bireuen City.

1. To improve the Quality of Service for Customer Satisfaction, Juang Jek must continue to pay attention to its quality towards customers in order to continue to provide the best innovation for its customers.
2. In the Price variable, what influences the price is the suitability of the tariff based on the application, the same price and often giving discounts to customers.
3. Judging from the lowest value of the test results conducted on the Brand Image variable, it is hoped that Juang Jek will pay more attention to its Brand Image in the form of improving all customer complaints about Juang Jek, continuing to provide the best to each customer so that they feel satisfied and will continue to make repeat orders.



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THE INFLUENCE OF SERVICE QUALITY, PRICE, AND BRAND IMAGE ON CUSTOMER SATISFACTION ON USE JUANG JEK IN BIREUEN CITY

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