THE INFLUENCE OF CUSTOMER EXPERIENCE AND PERCEIVED PRICE ON CUSTOMER SATISFACTION OF RIAU UNIVERSITY STUDENTS GoRide's USER IN PEKANBARU

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ABSTRACT

Investigating how perceived price and customer experience affect customer satisfaction among Riau University students using GoRide in Pekanbaru is the aim of this study. This study employs a quantitative methodology, collecting data through surveys and doing multiple linear regression analysis using IBM SPSS 25 software. Purposive sampling was used for the sampling procedure, and 384 respondents in all participated. The results of the study show that perceived price and customer experience have a big impact on customer satisfaction, at least in part. Additionally, customer satisfaction is impacted by both perceived price and customer experience at the same time. The results suggest that GoRide should maintain and improve services, especially in aspects such as sensory and physical experiences, while ensuring competitive prices to increase overall customer satisfaction.

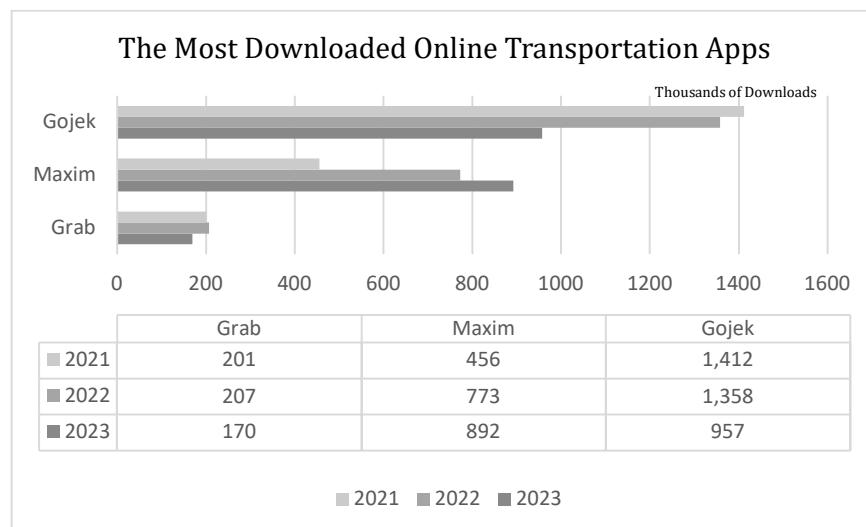*Keywords: Customer Experience; Perceived Price; Customer Satisfaction*

INTRODUCTION

In Indonesia, the number of people using the internet keeps rising annually. According to Rizaty (2024) based on a poll conducted by the Indonesian Internet Service Providers Association, there were 196.71 million internet users in Indonesia in 2019. Then, in the 2021-2022 period, 210.03 million users were recorded and increased by 2.67% in 2022-2023, with the number of internet users at 215.63 million. Until 2024, the number of internet users was recorded at 221.56 million people. The rapid growth of internet access in Indonesia driven innovation, reminding us that digitization is no longer an option, but a necessity for all businesses in all industries (Wibowo, 2022). The internet has provided marketers with new opportunities to create relationships and provide value to customers (Dermawan & Ekawati, 2017).

Companies from various industrial sectors are competing with each other in developing applications as the main point of contact with consumers (Kotler et al., 2021). This innovation allows companies to collect user data more accurately to develop products that are more in line with market needs. For consumers, applications provide value through ease of access, personalization, and efficiency in transactions (Pantano & Dennis, 2019). One example is the convenience of online transportation booking, which allows users to book transportation services quickly and easily through mobile devices.

The emergence of Gojek as a pioneer in app-based transportation services in Indonesia has triggered intense competition in this sector. In a short time, other companies such as Grab entered the market, followed by Maxim, offering similar services in hopes of capturing a significant market share. The development of these three online transportation services will be presented as follows:

The Most Downloaded Online Transportation Apps

Thousands of Downloads

	Grab	Maxim	Gojek
2021	201	456	1,412
2022	207	773	1,358
2023	170	892	957

Source: dataindonesia.id, 2024

Figure 1
Most Downloaded Online Transportation Apps

Gojek shows consistent market share growth until 2024. However, in the last three years, the number of downloads of the Gojek application has decreased, while competing applications have increased. This phenomenon reflects changes in market dynamics and post-purchase consumer behavior that cause switching to competing companies.

Consumer satisfaction and dissatisfaction will affect subsequent consumer behavior (Pujangkoro, 2003). One of the factors that may influence customer satisfaction is the customer experiences, as posited by Meesala & Paul (2018) , customers who make several purchases of products become their experience from time to time which will then lead to customer satisfaction. This is consistent with Syaeffulloh's (2023) research, which found that customer satisfaction is positively and significantly impacted by customer experience. Perceived price is another factor that influences customer satisfaction through perceived value (Zeithaml, 1988). Customer satisfaction may be impacted by how customers view the supplied pricing. Customer satisfaction will result when buyers believe that the cost is reasonable given the quality they received (Montung et al., 2015).

In this study, researchers chose Riau University students who used GoRide as the object of research. Students as part of Gen Z who have high mobility, often rely on online transportation services to meet their daily needs. Frequent use of GoRide results in a variety of different experiences experienced by each student in using this service. Students often experience a pleasant ride with the driver. Friendly and communicative drivers can provide comfort so that the trip does not feel boring. Students feel that although the price of Gojek services is relatively expensive, it is still in accordance with their expectations. They consider that the service, comfort, and reliability offered are worth the cost they spend.

Drawing from the aforementioned rationale, the researcher is eager to investigate the impact of perceived price and customer experience on GoRide customers satisfaction among students at Riau University.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES
Customer Experience
Shaw & Ivens (2002) state that customer experience is a combination of the company's physical performance and the emotions it evokes, which are intuitively measured based on customer expectations at each point of contact. This indicates that the customer experience is a combination of intuitively triggered emotions and physical performance that is evaluated against the expectations of the customer at every point of contact. Customer experience is defined by Meyer & Schwager (2007) as the internal, subjective reactions of customers to direct or indirect interactions with the business. Usually started by the client, direct communication takes place when the service is being used and purchased. Unplanned interactions with a business, service, or product are known as indirect contact, and they might occur through reviews, news articles, advertising, or word-of-mouth shaping customer perceptions before they interact directly with the company (Gronross, 2015). A good experience should generally involve individuals at various levels (Gentile et al., 2007).

There are 5 dimensions of customer experience proposed by De Keyser et al. (2015) which marks the direct or indirect interaction of customers with the company, including:
1. Sensory experience: creating an experience that relates to the five senses, including design and color.
2. Emotional experience: feelings of happiness and positive emotions that arise when consuming a product or service.
3. Cognitive experience: involves the customer's intellectual ability in the form of creative thinking about reassessing a product or service to the company.
4. Physical experience: experience that is created due to physical interaction between the company and customers or with other people.

5. Social experience: efforts to connect the company with the customer's person, people, or culture

Perceived Price
Perceived price is defined as a customer's evaluation of a sales transaction that includes an assessment of the fairness, acceptability, and reasonableness of the results obtained from the transaction (Bolton et al., 2002). Perceived price encompasses both customers' complete understanding of pricing and the meaningful value they attribute to it (Peter & Olson, 2014). Lee et al., (2011) suggest that perceived price is a customer assessment and associated emotional form regarding whether the price offered by the seller and the price compared to other parties is acceptable or justifiable. Perceived price is the sum of all values provided by customers to benefit from owning or using a product or service.

There are 2 dimensions of perceived price proposed by Monroe et al., (2004) namely:
1. Perceived quality: customers tend to favor high-priced products when the only information they get is the price of the product.
2. Perceived monetary sacrifice: in general, customers consider that price is the cost incurred and sacrificed to obtain a product or service.

Customer Satisfaction
The conclusion of a customer's assessment of a product or service, which indicates the level of fulfillment received, is satisfaction (Oliver, 1997). The emotional reaction of the customer to the assessment of the discrepancy (disconfirmation) between prior expectations and the product's actual performance after use is known as customer satisfaction (Oliver, 1980).

According to Selnes (1993) , customer satisfaction is measured through several dimensions that refer to:
1. Overall satisfaction: customers are overall satisfied with a certain experience by using this product.
2. Confirmation of expectation: customers do not regret making the decision to use this product
3. Comparison to ideal: customers are satisfied with the results obtained after using the product or service

Hypotheses
The hypothesis obtained in the study are:
> *H1: It is hypothesized that customer experience (X1) has an influence on customer satisfaction (Y) of Riau University students Goride's user*
> *H2: It is hypothesized that perceived price (X2) has an influence on customer satisfaction (Y) of Riau University students Goride's user*
> *H3: It is hypothesized that both customer experience and perceived price have influence on customer satisfaction (Y) of Riau University students Goride's user*

A conceptual framework is a conceptual model that shows how theory interacts with various elements that have been identified as important issues (Sugiyono, 2019). The following is a conceptual framework based on a review of the literature and previous research:

Source: Constructed by the authors for this study, 2024
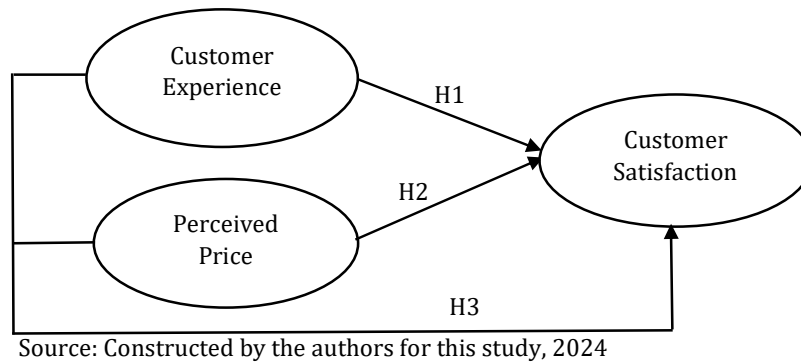
Figure 2
Research Framework

METHOD

This study employs clausal associative quantitative approaches. According to Sugiyono (2019), clausal associative research focuses on the causal link between two or more factors. Customer satisfaction is the dependent variable (Y) in this study, whereas customer experience and perceived pricing are the independent factors (X). Therefore, this study's causal associative seeks to ascertain the causal relationship between perceived price (X2) and customer experience (X1) and their effects on customer satisfaction (Y). 32,005 individuals who are enrolled as students at Riau University that located at Bina Widya Campus KM. 12.5, Simpang Baru, Kec. Tampan, Pekanbaru City, Riau make up the research population. However, the population of GoRide users among Riau University students is unknown. According to Riyanto & Hatmawan (2020), to determining the minimum sample size needed when the population size is not known using the Lemeshow formula. The number of samples obtained was 384 people.

The sampling strategy employed in this study was non-probability sampling, which doesn't give every member of the population an equal chance of being selected as a sample (Sugiyono,2019). Purposive sampling, a non-probability sampling approach, is the one being employed. This study uses a Likert scale to measure variables. The Likert scale relates to statements that reflect a person's opinion or attitude towards something (Kinear, 1988). IBM SPSS (Statistical Package for Social Science) version 25 was the analytical instrument utilized in this study.

Multiple linear regression analysis is the data analysis method employed in this study. To determine the effect of two or more independent variables combined on the dependent variable, multiple linear regression is used (Priyatno, 2016) .

RESULTS AND DISCUSSION
Multiple Linear Regression Analysis

To determine how much the independent variable influences the variable, multiple linear regression analysis is used (Sahir, 2021). This analysis is used to determine how much the independent variables of perceived pricing and customer experience affect the dependent variable of customer satisfaction. Based on the results of tests conducted using SPSS, the following data was obtained:

Table 1
Multiple Linear Regression Test Results

Model	Unstandardized Coefficients (B)
Constant	0,777
Customer Experience	0,331
Perceived Price	0,312

Source: SPSS Processed Data, 2025

The regression test in this study resulted in a regression equation model that can be written as follows::

$$Y = a + b_{(1)} X_{(1)} + b_{(2)} X_{(2)}$$
$$Y = 0.77 + 0.331X_1 + 0.312X_2$$

Based on the model, these equations can be interpreted as follows:
1. The constant value obtained is 0.777, which means that if customer experience and perceived price are assumed to be 0 (constant), then customer satisfaction is 0.777.
2. The customer experience variable (X_1) shows a positive regression coefficient of 0.331, this results indicate that for every unit increase in customer experience, customer satisfaction increases by 0.331.
3. The regression analysis reveals a positive coefficient of 0.312 for perceived price (X_2), indicating that every unit increase in perceived price, customer satisfaction increases by 0.312.
4. It is known that with the regression coefficient of the customer experience variable and perceived price of 1 unit each, an increase in customer satisfaction will occur by 0.643.

t-Test (Partial)

The t test is used to test the significance of partial regression coefficients, whether the independent variable partially has a significant impact on the dependent variable (Algifari, 2016). The following are the results of the t-test hypothesis test:

Table 2
Partial Hypothesis Test Results (t Test)

Model	t	Sig.
Customer Experience	10,392	0,000
Perceived Price	6,949	0,000

Source: SPSS data, 2025

According to the table of partial hypothesis test results (t test), it can be interpreted as follows:
1. The t-test result for customer experience and customer satisfaction variables is 10.392, this result exceeds the critical value of 1.966. Therefore, it is possible to accept the first hypothesis (H1), which claims that customer experience (X1) significantly affects customer satisfaction (Y).
2. The customer satisfaction and perceived price t-test results are 6.949, which is higher than the crucial value of 1.966. Therefore, the second hypothesis (H2), according to which customer happiness (Y) is greatly impacted by perceived price (X1), can be accepted.

F-Test (Simultaneous)

The significance level of the influence of the independent variable and the dependent variable is determined using the F test (Ghozali, 2016). The results of simultaneous hypothesis testing (F-test) are as follows:

Table 3
Simultaneous Hypothesis Test Results (F Test)

Model	F	Sig.
Regression	170,843	0,000

Source: SPSS data, 2025

It is evident from the preceding simultaneous hypothesis test (F test) results that the F_{count} value is 170.843. With a significance level of 0.000, this number is higher than the F_{table} value of 3.02. This result shows that customer satisfaction (Y) is significantly impacted concurrently (together) by customer experience (X1) and perceived price (X2).

Coefficient of Determination Test (R^2)

The degree to which the model can account for changes in the dependent variable is determined by the coefficient of determination (R2) test (Ghozali, 2016). The following are the results of the coefficient of determination test for this research:

Table 4
Test Results of the Coefficient of Determination (R^2Test)

Model	R	R Square	Adjusted R Square
1	0,688	0,473	0,470

Source: SPSS Processed Data, 2025

Since there are two independent variables in this study, the R Square column will display the findings of the coefficient of determination test. According to table 5.36, the R Square value of 0.473 indicates that the model accounts for 47.3% of the variability. Accordingly, 47.3% of customer satisfaction is impacted by the customer experience variable and perceived pricing. However, factors not covered in this study affected the remaining 52.7%.

The Effect of Customer Experience on Customer Satisfaction

The partial hypothesis test (t test) results that customer satisfaction and customer experience have a favorable and significant relationship. Thus, it is possible to accept the study's first hypothesis (H1), which claims that customer experience (X1) significantly influences customer satisfaction. These results demonstrate that customer experience has a favorable and significant impact on customer satisfaction, which is in line with earlier studies by Maulida et al. (2024) and Taba et al. (2024).

The Effect of Perceived Price on Customer Satisfaction

The partial hypothesis test (t test) results is possible to accept the study's second hypothesis (H2), which claims that perceived price (X2) significantly affects customer satisfaction. This conclusion is consistent with studies by Adriyanto & Fauzi (2023) and Jannah & Hayuningtias (2024) which demonstrate that perceived pricing has a favorable and noteworthy impact on customer satisfaction.

The Effect of Customer Experience and Perceived Price on Customer Satisfaction

The outcome of the simultaneous hypothesis test (F test) on customer experience (X1) and perceived pricing (X2) on customer satisfaction (Y). Demonstrates that customer satisfaction is positively and significantly impacted by perceived price and customer experience. Therefore, it is possible to accept the third hypothesis (H3) of this study, which claims that perceived pricing (X) and customer experience (Y) both significantly affect Y at the same time. This is due to the fact that customer satisfaction is influenced by their experiences and opinions while using a product or service. Customers are more satisfied when they have a better experience and have more positive opinions.

CONCLUSION AND SUGGESTION

The analysis's findings states that there is a substantial positive correlation between customer satisfaction and customer experience. Customer satisfaction is then positively and significantly impacted by perceived price. This demonstrates that perceived value has an impact on customer satisfaction; the more benefits and value a client receives for their money, the more satisfied they are. It is also well recognized that customer satisfaction is positively and significantly impacted by perceived price and customer experience. This can provide an understanding that the better and maximum customer experience and perceived price obtained, the better and maximum customer satisfaction of a brand or company.

Survey responses indicate that users generally rated GoRide's customer experience and perceived price as good. Thus, companies are expected to maintain and even improve existing performance. Success in maintaining this element can have a positive impact on increasing customer satisfaction. This research was conducted among students who are part of Generation Z. This generation grew up with technological advances that provide convenience, so students tend to be strict in choosing by comparing one service with another. This generation grows up with technological advances that provide convenience, so students tend to be strict in choosing by comparing one service with another. It is hoped that GoRide can evaluate performance by looking at similar competitors that offer similar services.

Future researchers are expected to conduct similar research by discussing the same variables or variations of other variables such as customer loyalty because although satisfaction is an important foundation, satisfaction alone doesn't automatically guarantee customer loyalty (Kotler & Keller, 2016). Then also different objects to expand research and knowledge.

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