

THE INFLUENCE OF *SERVICE QUALITY* AND *DISCOUNTS* ON *CUSTOMER SATISFACTION* ON GRAB USERS IN MEDAN CITY

* ¹ Mey Ramayanti Tinambunan, ² Syafrizal Helmi Situmorang, ³ Fadli
¹²³ Master of Management, Faculty of Economics and Business, University of North Sumatra, Medan, Indonesia

Author email: ¹ meyramayanti@students.usu.ac.id ; ² syafrizal.helmi@usu.ac.id; ³ Fadli@usu.ac.id

*Corresponding author: ¹ meyramayanti@students.usu.ac.id

Copyright © 2025 The Author



This is open access articles

Under the Creative Commons Attribution Share Alike 4.0 International License

Abstract

This study, entitled "The Influence of Service Quality and Discounts on Customer Satisfaction on Grab Users in Medan City" aims to examine how Service Quality and Discounts affect Customer Satisfaction. This study uses a descriptive approach, with data analyzed using multiple regression analysis through SPSS. The population consists of 60 respondents and the sampling method used is judgmental purposive sampling. The results of the multiple regression analysis reveal that the Service Quality Variable (X1) has an influence on Customer Satisfaction (Y) on Grab users with a contribution of 0.208 or 20.8%. While the Discount Variable (X2) has an influence on Customer Satisfaction (Y) on Grab users with a contribution of 0.202 or 20.2%. In addition, the coefficient of determination (R²) shows a value of 0.080 or 8% which means that Service Quality and Discount collectively explain 8% of the variance in Job Satisfaction. The remaining 92% is associated with other variables not included in the study.

Keywords : *Service Quality, Discount, Customer Satisfaction*

1. Introduction

In the era of digital technology acceleration today, all companies are required to compete more tightly. This is because digital technology that is developing very rapidly is starting to be used as one of the company's strategies to beat competitors. With the presence of technology that makes it easier to meet needs. Especially in the service business which is

currently developing along with technology that makes it easier to achieve human needs. Moreover, in today's increasingly competitive business world, especially in the technology- based service sector, understanding customer satisfaction is very important. One of the prominent platforms in the online transportation industry in Indonesia is Grab . With various services offered, such as GrabCar GrabBike and GrabFood this company strives to meet the mobility and consumption needs of the community. However, to stay competitive, Grab needs to understand the factors that influence customer satisfaction, where service quality and discount offers are two very relevant elements.

Table 1. *Top Brand Index of Online Transportation Services*

Brand	TBI (2020)	TBI (2021)	TBI (2022)	TBI (2023)	TBI (2024)
Gojek	47.3%	53%	54.7%	55%	62%
Grab	43.5%	39.5%	36.2%	34.1%	31.6%

Source: Top Brand

One of the factors of a company's success in running a business is being able to provide services that meet consumer expectations so that consumers feel satisfied in using a service or product. Customer satisfaction is an evaluation made by consumers of the products or services received, which is influenced by their expectations and experiences. Experts emphasize that high customer satisfaction contributes to loyalty and business success. Customer satisfaction is an important concept in the business world, where customers evaluate products or services based on their expectations and experiences. According to Kotler and Keller (2013) satisfaction is a feeling of pleasure or disappointment of a person that arises from comparing the performance or product that is perceived or the result to a person's expectations. Customer satisfaction with a service company is defined as a condition where consumer expectations of a service are in accordance with the reality received about the service provided to consumers. If the service of a service company is far below consumer expectations, consumers will feel disappointed. Conversely, if the service provided meets consumer expectations, consumers will feel happy. Kotler *et al.* (2021) defines that customer satisfaction arises after comparing the performance received with previously held expectations.

According to Zeithaml , Bitner , and Gremler (2013), service quality is a customer's assessment of how well the service provided meets their expectations. Service quality includes various dimensions, such as Physical Evidence, Reliability, *Responsiveness* , Assurance and empathy (Kurniasari & Kusumaningtyas Sugiyanto, 2020), Empathy. Research shows that high service quality can increase customer satisfaction, which in turn can encourage loyalty and

positive recommendations from users (Parasuraman *et al.* , 1988). Service quality is one of the important factors considered by the company. Customer expectations are related to the advantages and disadvantages of the quality of service provided. Therefore, the quality of a service is very important to be maintained consistently. In addition, the company must always make improvements in order to maintain, improve, and meet customer expectations (Pramudita, 2020). Customers can directly assess the quality of service provided by the company or service provider. This is because customers are the only people who can provide this assessment (Hidayat & Oktariani, 2021). Customers are people who buy and use services and they are the ones who can assess the level of service quality provided by the company (Tjiptono & Chandra, 2016).

Table 2. Customer Complaints Through Interviews

No	Name	Complaint
1.	Iren Siska Tinambunan	Ever been canceled by driver
2.	Rohana Manullang	The driver often violate red light
3.	Hana Banurea	The driver No friendly
4.	Elvina	The driver did not arrive on time/ was late
5.	John	Bk driver no in accordance with the coming
6.	Dinda	Once Got a driver who doesn't want to pick up in accordance Pickup point
7	Amanda Pertiwi	The driver smoke The trip so I feel less Comfortable
8	Cut Meta	The driver too racing
9	Ika Adeyani	The driver Lots question
10	English: Alfisyahrina Febri	inappropriate behavior polite from driver Because burp as you please .

Source: Primary Data processed 2025

In addition, another strategy to achieve customer satisfaction is by providing discounts. Discounts are one of the important marketing strategies in the modern business world, which are used to attract consumer attention and increase sales. According to Kotler and Keller (2021), discounts not only function as incentives to encourage purchases, but can also influence the perception of product value in the eyes of consumers. In the context of increasingly fierce competition, companies need to understand how discounts can be used effectively to achieve their marketing goals. Several recent studies have shown that discounts

can have a significant impact on consumer behavior. According to research by Kumar and Reinartz (2022), well-designed discounts can increase customer satisfaction and encourage long-term loyalty. However, excessive or inappropriate use of discounts can lead to decreased perceptions of product quality and create a dependency on lower prices (Choudhury , 2023).

Currently, many companies apply discounts to attract consumers to use products or services and provide *service quality* to create customer satisfaction in using the products or services offered. One of the companies engaged in the service sector is *Grab* . Grab transportation is no longer foreign to urban communities, especially the city of Medan, so this service provider wants to make its customers feel comfortable and satisfied. Grab is a company engaged in the service sector, especially *e-commerce* of course you have to do promotions and provide *service quality* to provide customer satisfaction. *Grab* is one of the *online* service companies which utilizes sophisticated technology and the internet.

This study aims to explore the influence of service quality and discounts on customer satisfaction of Grab users . By referring to existing theories, this study will analyze how these two factors interact and contribute to customer perception. Through a quantitative approach, data will be collected from Grab users in various regions, and analysis will be conducted to identify the relationship between the variables studied. The results of this study are expected to provide valuable insights for Grab management in formulating more effective strategies to increase customer satisfaction and loyalty. In addition, this study is also expected to contribute to the development of theory and practice in the field of service management and marketing, as well as being a reference for further research in the same field.

2. Literature Review

Service Quality According to Kotler and Armstrong (2017), service quality is a product that offers activities, benefits, or satisfaction that are essentially intangible and do not provide ownership. Dimensions of service quality according to Kurniasari & Kusumaningtyas Sugiyanto, (2020) consist of Physical Evidence, Reliability, Responsiveness, Assurance and empathy. Discounts According to Tjiptono (2019), discounts are price cuts given by sellers to buyers as a reward for certain activities from buyers that are pleasing to the seller. Discount dimensions according to Kotler and Armstrong (2012) consist of Abundant products, Market competition, Price competition, Increasing purchase quantity, Benefiting some customers, Superiority of the market through lower costs and Purchases in large quantities Customer Satisfaction According to Kotler and Keller (2016) A person's feeling of satisfaction or

disappointment as a result of comparing product performance or results with expectations is called customer satisfaction. Consumers will feel dissatisfied if performance is less than expected, while if it meets expectations, consumers will be satisfied, which is interpreted as an effort to meet or exceed expectations. Customer Satisfaction Dimensions According to Kotler and Keller (2012), the main keys to retaining customers are as follows: (1) Remain loyal; (2) Buy the products offered; (3) Recommend products; (4) Be willing to pay more; and (5) Provide input.

3. Research Methods

For the research approach in this study using a quantitative research approach, as stated (Sugiyono, 2017) that the quantitative research method is interpreted as a research method based on the philosophy of positivism, used to research a certain population or sample, data collection using research instruments, data analysis is quantitative / statistical, with the aim of testing the established hypothesis. The type of research used is descriptive research. Descriptive research is a research method that is intended to describe the actual situation, with a quantitative method (quantitative method) . The data collection technique is carried out by distributing questionnaires to respondents in the research object. The technique used to determine the effect of the independent variables, namely Service Quality (X1) and Discount (X2) on the dependent variable, namely Consumer Satisfaction (Y) using multiple linear regression. The population in this study is an infinite number of grab users.

A sample is a portion of a larger population. Sampling involves any procedure that uses a small number of items or a portion of a population to make inferences about the entire population. If following certain statistical procedures, a researcher does not need to select every item in a population because a good sample result must have the same characteristics as the population as a whole (Zikmund *et al.*, 2017). In this study, the sample was taken using a non-probability sampling design. According to Situmorang (2024), non-probability sampling is a sampling technique that does not provide the same opportunity/chance for each element or member of the population to be selected as a sample. The sampling technique used is the *judgmental / purposive sampling technique* , where participants are selected based on the beliefs of experienced individuals that they will meet the research requirements (Hair

, Ortinau , and Harrison 2021). *Judgmental sampling* can be said to be a sampling technique based on specified criteria. In this study, the sample criteria were grab users. in Medan city.

Sample size is often determined using a less formal approach. One way is to determine the sample size by the number of questions on a questionnaire. A rule of thumb is five respondents for each question asked (Hair , Ortinau , and Harrison 2021). In this research questionnaire, the total number of statements is 12 *items* . So the number of samples taken in this study is 60 respondents (12 statements x 5 respondents). Based on these results, the number of respondents who will be used as samples in this study is 60 respondents.

4. Research Results and Discussion

In this study, the data analysis technique used is multiple regression. This analysis technique is used to determine the magnitude of the influence of independent variables, namely service quality and Discounts on the dependent variable, namely customer satisfaction. Based on the results of the study, the equation in the multiple linear regression analysis in this study is:

Table 3. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,476	4,747		2.418	.000
	X1	.208	.160	.166	1.295	.200
	X2	.202	.102	.255	1,989	.000

Source : SPSS Output Results Processed Primary Data

Data analysis in study This use Analysis Multiple linear regression aiming For know influence more from One variable free to One variable bound . With equality that is :

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 11.476 + 0.208 X_1 + 0.202 X_2 + e$$

- Value (a) amounting to 11,476 things This show level constant , where if the Quality variable Service (X1) and Discount (X2) have a value of 0, then Satisfaction Regular customers (Y) of 11,476 with other variable assumptions still constant .
- b1 (value coefficient regression X1) of 0.208, indicating that the service quality variable has a positive influence on customer satisfaction, which means that if service quality is improved, customer satisfaction will increase.

- b_2 (regression coefficient value X_2) of 0.202, shows that the Discount variable has a positive influence on customer satisfaction, which means that if the Discount is increased, customer satisfaction will increase.

This determination coefficient is used to find out how much or how far the influence of the independent variables on the dependent variable. The value of the determination coefficient is determined by the R square value . The results of the Determination Coefficient Test (R^2) are shown in the following table:

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

• **Model Summary ^b**

Model	R	R Square	Adjusted R Square	Std . Error of the Estimate
1	.284 ^a	.080	.048	2.498

Source: SPSS Output Results Processed Primary Data

Based on table 4. above shows the results of the regression calculation, it can be seen that the coefficient of determination (R Square) obtained is 0.080. This means that 8% of the Customer Satisfaction variable can be explained by Service Quality. The remaining 92% is influenced by other factors not included in this regression model.

5. Conclusion

Based on the results of the study, it can be concluded from the multiple linear regression test that the Service Quality Variable has an influence on Customer Satisfaction on grab users with a contribution of 0.208 or 20.8%. While the Discount Variable has an influence on Customer Satisfaction on grab users with a contribution of 0.202 or 20.2%. Furthermore, the calculation of the determination coefficient (R^2) shows an Adjusted R Square value of 0.080 or 8%. This means that Service Quality and Discount together explain 8%. of the Customer Satisfaction variable. The remaining 92% of the Customer Satisfaction variance is influenced by other variables not included in this regression model.

Reference

- Choudhury, A. (2023). *Discounts and Marketing Strategies*. Publisher Name. Publication Location : City, Country.
- Hair, JF, Ortinau , DJ and Harrison, DE (2021) *Essentials of Marketing Research* . 5th ed. New York: McGraw-Hill Education.
- Hidayat , N. and Oktariani, N. (2021). *Evaluation of the Quality of Public Service in the City of Yogyakarta*. Journal of Management and Administration, 12(2), 1-10. Publication Location : Universitas Gadjah Mada Press.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (15th ed.). Pearson
- Kotler, Philip., Keller, Kevin L. (2013). *Management Marketing* , Volume Second , Jakarta: Erlangga .
- Kumar, V. and Reinartz , W. (2022). *Customer Relationship Management: Concept, Strategy, and Tools*. Springer. Publication Location : Berlin, Germany .
- Kurniasari , A., & Sugiyanto , K. (2020). *The Influence of Empathy on Service Quality*. Journal Management and Business , 20(1), 1-10.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: *A multiple-item scale for measuring consumer perceptions of service quality*. Journal of Retailing, 64(1), 12-40.
- Pramudita , R. (2020). *Analysis of the Quality of Public Service in Indonesia*. Journal of Social and Economic Sciences, 5(2), 1-10. Publication Location : University of Indonesia Press.
- Situmorang , SH (2024) *Data Analysis for Management and Business Research* . 5th ed. Medan: USU Press.
- Sugiyono . (2017). *Quantitative, qualitative, and R&D research methods*. Alfabeta .
- Tjiptono , FB and Chandra, S. (2016). *Book Title: Marketing Management*. Publisher Name. Publication Location : City, Country.
- Zeithaml, V. A., Bitner, M. J., & Gremler , D. D. (2013). *Services Marketing: Integrating Customer Focus Across the Firm* (6th ed.). McGraw-Hill.
- Zikmund, W.G., Babin , B.J., Carr, J.C., & Griffin, M. (2017). *Business research methods* (10th ed.). Cengage Learning.