The Effect of Service Quality and Price Perceptions on Grab-Food Customer Loyalty" (Case Study on Manado State University Students, Grab-Food Users in the Covid Era 19)

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Abstract: This study aims to determine the effect of service quality in the Covid-19 pandemic era on Grab-Food customer loyalty; the effect of price perception in the Covid-19 pandemic era on Grab-Food customer loyalty; the influence of service quality and price perception in the Covid-19 pandemic era on Grab-Food customer loyalty. This study uses quantitative research where the research sample consists of 100 respondents from Grab-Food customers at Manado State University. In this study, we will analyze the data using SPSS Version 26. The results of this study indicate that service quality partially has a positive and significant effect on Grab-Food customer loyalty at Manado State University students; Price perception has partially positive and partial effect on Grab-Food customer loyalty to Manado State University students;

Key words: Service Quality; Price Perception; customer loyalty;

INTRODUCTION

Today's business growth and progress can be noticed when a company uses today's technical media to enhance its trade and marketing communications operations. This is due to the increasing number of internet users in Indonesia, regardless of age. It changes people's life gradually.

Everyone needs the internet for information and activities. The internet is needed because the number of users, especially in Indonesia, is increasing every year. Nearly 64% of Indonesians are online, according to studies from Hoot Suite and We Are Social. According to a study released in January 2020, Indonesia has 175.4 million internet users out of a total population of 272.1 million. Indonesia added 25 million internet users in 2019 compared to 2019.

Online companies have invaded Indonesia since the internet became popular. Grab is a popular internet company. Grab is an online company that offers transportation services; the public can download and use the Grab smartphone application. Grab services are convenient and practical. Ojek Grab-Bike was launched in May 2015. This service delivers products and food besides passengers. Grab operates in cities and provinces in Indonesia, including North Sulawesi.

Manado State University is located in Tondano, North Sulawesi Province. Many students come from outside Tondano and North Sulawesi. Full of social activities, students are looking for something practical, especially in meeting their nutritional needs because they don't have time to prepare themselves before their activities. RM (restaurants) for MSMEs to become a food business is a solution for busy customers who cannot cook their own food.

Food delivery services or orders are in high demand and create new potential for delivery service companies. MSMEs in the food and restaurant business collaborate so that customers can order food through their application and wait at home or at the place they specify until it arrives. Grab introduced its Food Delivery service via the Grab-Food feature in its mobile app on 2 May 2016. It is the closest rival to Go-Food, a service released by Go-Food in 2015. Jek 2010

According to a 2019 study from IDN Times (Before the Covid-19 Pandemic), Go-Food excelled by 74.8 percent. This number is asking about a food delivery app. This rating is far above Grab-Food which is 20.9%, and delivery service from outlets is 3.1%. In 2020, when Indonesia was hit by the Corona virus or Covid-19, Go-Food became the most popular service with an increase in orders of 10-30%, while Grab-Food was at the bottom with an increase of 7.4-15.4 percent. grab.co.id Grab-Meal has yet to gain client loyalty in food delivery, according to this study.

Creating client loyalty will help companies with happy customers. Service quality and price perception promote loyalty. Service quality is a dynamic state that depends on goods, services, human resources, procedures and the environment, according to Tjiptono. Good and consistent service quality can help service organizations achieve customer expectations.

3 out of 10 Grab-Food consumers in Tondano City complained about driver service in a pre-survey conducted on 12 October 2021 amid the Covid-19 outbreak. Unsatisfactory Grab Food. When ordering food, some drivers may not have hand sanitizer or gloves with them, thus making customers uncomfortable when getting food or handing over money. Returns due to Grab and government health protocols.

Price perception affects consumer loyalty with service excellence. Kotler and Armstrong (2010: 314) define price as the amount paid for a product or service or the value traded by people to own and use it. One of the main reasons people use food delivery services is that they are economical in price. Researchers also conducted a short pre-survey to compare food order prices and delivery costs on two food delivery application services, Grab-Food and Go-Food, which work with the same restaurant in Tondano and utilize researchers as users.

Table1.

The results of observations on October 30, 2021 compare prices for ordering food and shipping costs through the Grab-Food and Go-Food applications.

Place	Food menu	Price + Shipping Fee via Grab-Food	Price + Shipping Fee via Go-Food
RM. Nabila	Crispy Fried Chicken	IDR 15,000 + IDR 9,000	IDR 15,000 + IDR 8,000
KFC Tondano	Mocha Boba Float	IDR 15,000 + IDR 24,000	IDR 15,000 + IDR 16,000
DeMonte Café & Kitchen	Chicken Steak Demonstration	IDR 32,000 + IDR 20,000	IDR 32,000 + IDR 14,000

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Martabak & Malabar Hokky Kawanua	Chocolate Martabak	IDR 31,500 + IDR 9,000	IDR 31,500 + IDR 8,000
Tondano Terrace	cheese toast	IDR 19,000 + IDR 17,000	IDR 19,000 + IDR 12,000

Source: App Users

The price of buying food through Grab-Food and Go-Food is more or less the same, but the striking difference is in the delivery costs, so the total payment for ordering through Grab-Food tends to be more expensive and not all customers can afford it. he. When consuming Grab-Food during the Covid-19 outbreak, many people's income was cut. This is supported by various studies, including one from Price Waterhouse Cooper (PwC) on 13 August 2021 which found 65% of Indonesians said their income had decreased due to the Covid-19 outbreak, while 31% said they still had a steady income. and 4% said it had gone up. In this New Normal era, food delivery companies, such as Grab-Food,

Based on the description above, the authors are interested in conducting research in which there is an effect of service quality and price perceptions on customer loyalty with the title "The Influence of Service Quality and Perceived Price on Grab-Food Customer Loyalty" (Case Study on Manado State University Students, Grab-Food Users Food in the Era of Covid 19).

LITERATURE REVIEW
Definition of Marketing

timerRan as a scientific discipline, field of research studies, and one of the business practices that has developed from time to time. Marketing has always been associated with "sales" and "advertising". Marketing is expected to have expertise and stimulate demand for the products produced by the company. The definition of marketing according to Kotler (2009) can be distinguished into a social definition, which is a social process in which individuals and groups get what they need and want by creating, offering, and freely exchanging products of value with other parties, whereas according to the managerial definition , marketing is often described as the art of selling products.

Americaa Marketing Association(in Kotler & Keller, 2009) offers a formal definition, namely, marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and stakeholders.

BBased on the opinions of experts regarding marketing above, it can be concluded that marketing is an activity to fulfill the needs and desires of both individual and group consumers so that consumer satisfaction is achieved through creating, offering, and exchanging one product or service with another.

Service Quality

a. Definition of service quality

Understanding service quality is the key to providing better service. This study refers to services that meet specified requirements, such as good product launch procedures. Philip Kotler (2002:83) defines service as "any intangible action or performance that can be provided by one party to another." It may or may not be physically produced. This shows that services are any intangible activities or benefits provided by one party to another.

Service quality is the anticipated level of excellence, and control over that level meets customer expectations, according to Fandy Tjiptono (2004:59). How well the service meets the client's expectations is its quality. Service quality requires consistently compromising consumer expectations.

Moenir (2002:197) defines service as fulfilling needs through the actions of others. Moenir (2002: 197) argues that in order for a person or group to be satisfied with a service, the service provider must fulfill three basic requirements:

1. Polite behavior
2. The delivery method is in accordance with applicable regulations
3. Fast delivery time

Groonros (1990:27) in Ratminto and Atik (2005:2) defines service as an invisible activity or sequence of activities originating from contact between customers and workers or other items provided by service provider organizations to address consumer or customer problems.

According to experts, service is any intangible activity carried out by one party to another with the aim of satisfying the client.

Different individuals will understand the term quality differently, but from the many definitions that we can find, they have certain things in common, although their common expression is found in the following elements:

1. Quality means meeting or exceeding customer/consumer expectations.
2. Quality involves goods, people, processes, and the environment.
3. Quality fluctuates.

Quality of service is any decisive action that meets customer/consumer standards, as described above. Service is described as a service or service offered by the service owner with ease, speed, relationship, ability, and friendliness aimed at customer/consumer satisfaction.

b. Service Quality Indicators

Fandy Tjiptono (2016: 137) identifies five service quality indicators that must be met by service providers to determine service quality. The five indicators of service quality are:

1. Reliability involves fulfilling promises. This includes timely service, proper accounting, and adequate maintenance.

2. Quick reaction in assisting clients and providing appropriate services. This involves quickly organizing appointments or admitting patients.

3. Assurance is the knowledge, skills, courtesy and capacity of workers to generate trust and confidence, or the amount of courtesy that employees must have in addition to offering customers trust and confidence.

4. Empathy involves caring for the customer. This involves understanding what customers

want, investigating consumer preferences, and getting to know consumers better.

5.   Tangibles are tangible buildings, equipment, and means of communication. This includes the appearance of personnel, facilities, equipment and supplies. Tangibles include buildings, interiors, staff uniforms, and equipment.

Price Perception

a.   Understanding Price Perceptions

Perception is a direct reaction (acceptance) to something, or the process of knowing through the five senses. According to Gibson (1996:134) in Herawati (2007:14), understanding perception is a process. The environment contains things, people, symbols, and signs (recognition) that are cognitively active. Individuals give meaning to objects, people, and symbols through cognitive processes. Perception involves receiving, processing and interpreting input to influence behavior and attitudes.

Peter and Olson (2008) define Price Perception as how customers interpret price information. When customers investigate and analyze the price of a product, their behavior substantially influences it. Perception is the way people select, organize, and interpret input, sensory impressions, and prior experiences to form an organized and meaningful picture of a situation. Stanton's indicators include price affordability, price compatibility with product quality, price competitiveness, and price compatibility with excellence.

b.   Price

Economic advances have given prices new names, such as interest in banking and fees in accounting, advertising, and consulting. After a price agreement is made, the seller and buyer negotiate the price.

Price is the only ingredient in the marketing mix that creates revenue. Prices impact a company's sales, market share, and profitability. Price is the amount of money (plus goods if possible) needed to receive various products and services, according to Swastha and Sukotjo (2000:211). Saladin thought that "price is the amount of money used to buy goods or services, or determine the value of a product to customers." Tjiptono (2006:178), Price is an amount of money (monetary unit) or non-monetary features required to receive a service. Utilities can satisfy needs and wants.

Prices affect how much profit a company makes from selling goods and services. (http://www.bny.web.id/media)

c.   Pricing Strategy

Peter and Olson (2000:232) say the pricing strategy should be evaluated in three examples.

1.   Price setting
2.   When implementing long-term product adjustments.
3.   Short-term product price adjustments.

Marketers can use several pricing schemes. Most models have similar suggestions; if it varies, depending on how comprehensive the assumptions are, how optimistic the pricing process is, and in what order price activity is proposed to achieve the objective. The figure shows a six-stage model.
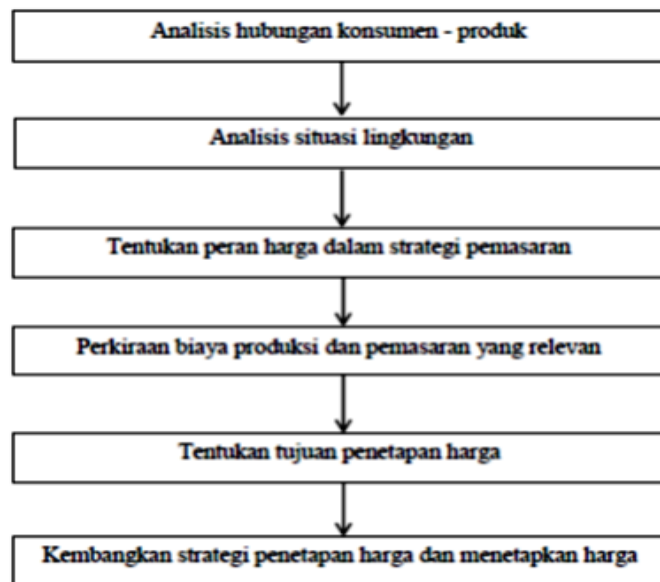
Sumber: Peter dan Olson (2000)

Figure 1 Stages of the Pricing Process

The stages of the pricing process can be described as follows:

1) Product consumer relationship analysis

First, analyze the consumer-product relationship. Companies must know what customers want and why.

2) Environmental situation analysis

Economic developments, political perspectives, societal changes, and legal barriers must be considered. These variables should be entered as early as possible when creating part of the marketing strategy and monitored regularly.

3) Determine the role of price in marketing strategy

In certain cases, pricing can only be used for price competitiveness. If customers experience greater shopping convenience or a product has a clear differentiating benefit, pricing is not an important aspect of positioning strategy.

4) Estimate relevant production and marketing costs

Cost-effective production and marketing can help determine product prices.

5) Set pricing goals

The target price should be derived from the overall marketing objectives, which are most likely derived from the company's objectives. The most common goal is ROI at a certain level of penetration.

6) Develop a pricing strategy and set prices

Today's pricing involves determining a pricing strategy and pricing that is (1) above sufficient cost to provide the desired profit amount and meet stated objectives and (2) pricing that is competitive in terms of consistency. (3) Designed to stimulate customer demand based on a cost-value trade-off.

d. **Price Perception Indicator**

Stanton's indicators include price affordability, price compatibility with product quality, price competitiveness, and price compatibility with excellence. The Stanton indicator identifies price as a buying factor.

According to Kotler and Armstong (2008), there are four indicators that characterize prices, namely:

1. Price affordability
2. Prices are in accordance with the quality of products and services
3. Price competitiveness
4. Price and benefits

Customer loyalty

a. Understanding customer loyalty

Customers are the lifeblood of the company. Companies must devise tactics to attract them so they will buy their product or service. Organizations will also continue to satisfy current clients with their services or commodities. High client happiness leads to brand loyalty.

Consumers form opinions, define likes and dislikes, and decide whether to buy goods based on their loyalty (Hasan, 2014: 134). Consumer loyalty is behavior related to the brand of a product, including the prospect of renewing brand contracts in the future and the customer's desire to promote a profitable product image (Hasan in Yulia Larasati Putri, 2014: 121).

A company values customer loyalty. Loyalty is defined as loyalty without coercion. Griffin In Charlie Bernardo and Arif Bowo Prayoga (2005), loyal consumers make repeat purchases, buy across product and service lines, recommend others, and reject competition. Customer loyalty is based on a pleasant attitude and repeat purchases. Tjiptono (2012: 482). Simple customer satisfaction measurement:

1. Complaint and Suggestion System

Customer-focused industries will provide forms for consumer feedback. Suggestion boxes and telephone complaints are another form. This flow of information provides many useful ideas and accelerates problem solving.

2. Customer satisfaction survey

The industry cannot judge consumer satisfaction by complaints. Responsive industries monitor customer satisfaction by conducting periodic surveys, such as asking a series of questions or placing random calls to clients. They were also asked about competitive industries.

3. Ghost Shopper (Shadow Customer)

Shadow customers pretend to be consumers and describe the pros and cons of buying from their own sector or competitors. Shadow customers report whether a salesman handles industrial goods.

4. Shifting Customer Analytics

Customers who do not buy anymore or change suppliers may be contacted by the industry (whether prices are high, service is not good, products are unreliable and so on, so that the level of customer loss can be known).

According to Tjiptono (2012: 482), the following variables measure customer/consumer loyalty:

1) Customer/consumer satisfaction
2) Customer loyalty
3) Customer behavior

Regular purchases by decision-making units show loyalty. Loyalty shows if someone will move companies.

Customer loyalty reduces competitive vulnerability. Consumer loyalty is built on good attributes and is shown in repeat purchases.

a. Customer Loyalty Indicator

Indicators of Jill Grifin's ideas (In Hurriyati, 2010 p.130) Indicators of customer loyalty include:

1. Buy often
2. Make non-linear purchases
3. Recommend product
4. Demonstrate a rejection of a comparable competitor's good

RESEARCH METHODS

Research methods

Quantitative survey research was used. This research investigates a reason. According to Sugiyono (2013: 13), quantitative research is "based on positivism, used to examine certain populations or samples, generally random sampling techniques, data collection uses research instruments, and data analysis is quantitative/statistical with a set testing objective. hypothesis."

This study uses a naturalistic survey approach. According to Sugiyono (2013: 11), a survey approach collects data from natural (not artificial) sites by distributing questionnaires, tests, structured interviews, etc.

Research Results and Discussion

b. Discussion

This study aims to determine the effect of service quality and price perceptions together on the customer loyalty variable for Grab online service users, especially in the Grab-Food food delivery service during the Covid 19 pandemic. Respondents in this study were Manado State University students who using the Grab-Food service. From the research results obtained, it was found that the independent variables had an influence both partially and simultaneously. The following is an explanation of the results:

I. Effect of service quality on customer loyalty

From the results of testing the first hypothesis (H1) it has been proven that there is an influence between service quality and customer loyalty. The results of hypothesis testing show that the calculated T value is $5.143 >$ T table 1.660 with a significance of $0.024 < 0.05$. This is in line with research conducted by Yulia Larasati Putri (2017), namely about "The effect of service quality on customer loyalty with satisfaction as an intervening variable" which states that service quality has a positive and significant influence on customer loyalty. This explains that if the quality of service is improved and the more it is increased, the level of customer loyalty will be higher.

II.   Effect of price perceptions on customer loyalty

From the results of testing the second hypothesis (H2) it has been proven that there is an effect between price and customer loyalty. The results of testing the second hypothesis show that the calculated T value is 3.063 > T table 1.660 with a significance of 0.003 <0.05. This is in line with research conducted by Setyowati and Wiyadi (2016) concerning "the effect of service quality, price and brand image on customer loyalty" which states that price has a positive and significant effect on customer loyalty. Price has one of the variables that has a strong influence on customer loyalty. Affordable and competitive prices will have an impact on consumers so Grab-Food must pay more attention to the price policies that are applied to consumers at this time.

III.   Effect of service quality and price perceptions on customer loyalty.

From the results of testing the third hypothesis (H3) it has been proven that there is an effect of service quality and price perceptions on customer loyalty. The results of the third hypothesis test show that the calculated F value is 25.906 > F table 3.09 and a significance level of 0.000 <0.05 in other words then H0 is rejected, Ha is accepted which means there is a simultaneous influence. Good quality will increase customer trust so that customers will be loyal, especially during the Covid-19 pandemic. Quality assurance related to implementing procedures and preventing the spread of Covid-19 will affect customer decisions to use Grab-Food services.

CONCLUSION

Based on the research conducted. This study intends to determine whether there is an effect of service quality and price perceptions on customer loyalty. This research raises a case study regarding Grab-Food customer loyalty during the Covid 19 pandemic with Manado University students as a research sample of 100 students. The data obtained was then processed using SPSS version 26. The following conclusions can be presented as follows:

1.   Service quality partially has a positive and significant effect on Grab-Food customer loyalty among Manado State University students. From the results of testing the first hypothesis (H1) it has been proven that there is an influence between service quality and customer loyalty. The results of hypothesis testing show that the calculated T value is 5.143 > T table 1.660 with a significance of 0.024 <0.05.

2.   Perceived price partially has a positive and partial effect on Grab-Food customer loyalty among Manado State University students. From the results of testing the second hypothesis (H2) it has been proven that there is an effect between price and customer loyalty. The results of testing the second hypothesis show that the calculated T value is 3.063 > T table 1.660 with a significance of 0.003 <0.05.

3.   Service quality and price perception simultaneously have a significant effect on Grab-Food customer loyalty among Manado State University students. From the results of testing the third hypothesis (H3) it has been proven that there is an effect of service quality and price perceptions on customer loyalty. The results of the third hypothesis test show that the calculated F value is 25.906 > F table 3.09 and a significance level of 0.000 <0.05 in other words then H0 is rejected, Ha is accepted which means there is a simultaneous influence.

Service quality and price have a fairly strong impact on attracting customer interest, especially in the long term. Therefore, Grab-Food, which is operating, must further improve and increase its competitiveness, such as in terms of service quality, especially during the Covid-19 pandemic, consumers must also be maintained by providing good and safe services according to procedures to prevent the spread of Covid-19 so that consumers feel the impact. Good.

In addition to service quality, the evaluation reference in this study is how pricing must be more competitive with consumers, for example, the price of postage charged to consumers is still high compared to other food delivery services such as Go-Food. If this continues to happen, it will make consumers think again about making repeat orders or repurchasing.

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