

## PENGARUH EKUITAS MEREK DAN HARGA YANG DIRASAKAN DARI GOJEK TERHADAP KEPUASAN PELANGGAN

By:

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**Abstract:** Currently, there are many digital products that are developing very rapidly besides computers, namely smartphones and the Internet, not only in the field of communication but also in the field of public transportation, which with the help of current technology has led to new innovations, namely an application for online ride hailing calls via smartphones such as Gojek and other brands. This study examines the effect of brand equity and perceived price of the Gojek brand on customer satisfaction. This study used a quantitative research method with 100 samples using a questionnaire data collection technique, then tested using multiple linear multiple techniques. The results of the study stated that brand equity and perceived price of the Gojek brand have a positive and significant effect on customer satisfaction. Gojek must continue to maintain and improve its good quality and performance in order to maintain consumer interest in using the Gojek brand rather than other brands.

**Keyword:** brand equity, perceived price, customer satisfaction

**Abstrak:** Saat ini banyak sekali produk digital yang berkembang sangat pesat selain komputer yaitu smartphone dan internet, tidak hanya di bidang komunikasi tetapi juga di bidang transportasi umum yang dengan bantuan teknologi saat ini memunculkan inovasi baru yaitu sebuah aplikasi panggilan ride hailing online melalui smartphone seperti Gojek dan merek lainnya. Dalam penelitian ini akan menguji pengaruh ekuitas merek dan persepsi harga merek Gojek terhadap kepuasan pelanggan. Penelitian ini menggunakan metode penelitian kuantitatif dengan 100 sampel dengan menggunakan teknik pengumpulan data kuesioner, kemudian diuji dengan menggunakan teknik linier berganda. Hasil penelitian menyatakan bahwa ekuitas merek dan persepsi harga merek Gojek berpengaruh positif signifikan terhadap kepuasan pelanggan. Gojek harus terus mempertahankan dan meningkatkan kualitas dan kinerjanya yang sudah baik agar dapat mempertahankan minat konsumen untuk menggunakan merek Gojek daripada merek lain

**Kata Kunci:** ekuitas merek, persepsi harga, kepuasan pelanggan

## INTRODUCTION

## Research Background

The development of technology today is very fast, especially what is called digital technology, which is technology that works automatically using a computerized system. At present, besides computers, many digital products are developing very rapidly, namely smartphones and the Internet. Not only in the communication sector, has the world of digital technology now also entered the public transportation sector, which with the help of this digital technology has formed an application to call online ride-hailing only through smartphones. According to

Xiong, Li, and Wu (2020), online ride-hailing refers to the business activities of non-traditional taxi booking services through the integration of supply and demand information based on Internet technology.

With the emergence of online ride hailing companies, it can provide opportunities for people to make more use of technology to start a business, and with the desire of people who want fast-paced services. Online ride hailing application is currently very booming because it has so many enthusiasts, there is not only one, in Indonesia there are several online ride hailing applications in the form of Gojek, Grab, Maxim, Indriver, Anterin, Bonceng, etc. Gojek is the first online ride-hailing company in Indonesia. Gojek application has 12 services include many functions that need to run well, all ride-hailing drivers so that they can take advantage of the time to take passengers instead of waiting for passengers.

Gojek companies can be relied on in any service, because it can be ascertained that the Gojek brand name is deeply embedded in people's memories. extensive and also on the Gojek application, customers will give a rating or value to the driver every time he completes his task, the rating is in the form of giving 1-5 stars. The purpose of giving a rating or value to drivers is to measure customer satisfaction and the quality of drivers. However, each customer has a different standard of satisfaction, so the rating that the driver will receive from the customers will also be different. Consumers will be dissatisfied if performance does not meet their expectations.

Customer satisfaction is a measure of how satisfied customers with a company's products and services; customer satisfaction is one of the most important factors in business growth and success. It is important for companies because it helps them improve their products and services, identify dissatisfied customers, and retain loyal customers. By keeping customers happy, companies can retain them, attract new customers, and generate positive word of mouth, which can increase sales and profits.

In this case brand equity and perceived price can relate to customer satisfaction in several ways. Positive brand equity can lead to customer satisfaction, as customers perceive the brand as valuable and desirable. Perceived price can also influence customer satisfaction, as customers may feel that they are getting a good deal or being overcharged. Several studies have been conducted to show the influence of brand equity and perceived price can affect customer satisfaction, Esmaeilpour and Barjoei (2016) showed that the two variables had a significant influence positive with each other. Mafael, Raithel and Hock (2021) showed the positive impact of full recovery on satisfaction but depends on the severity of failure. Kaura, Prasad, and Sharma (2015) showed positive results on customer satisfaction.

Understanding the relationship between these factors can help Gojek improve its services and customer experience, which is crucial in the highly competitive ride-hailing industry. Therefore, researching the effect of brand equity and perceived price of Gojek on customer satisfaction is important and interesting as it can provide insights into how Gojek can improve its brand image, pricing strategy, and overall customer satisfaction, and this research can contribute to the broader understanding of consumer behavior and decision-making.

### Research Objective

1. To know the impact of brand equity on customer satisfaction from Gojek
2. To know the impact of perceived price on customer satisfaction from Gojek
3. To know the impact of brand equity and perceived price on customer satisfaction

## THEORETICAL FRAMEWORK

### Marketing

Marketing is a process to introduce a product or service so that it can be known and accepted by the public. According to Kotler and Armstrong (2003), marketing is a social and managerial process in which individuals and even groups obtain what they need and want by creating, offering and exchanging products that have value for others. Based on this understanding, it can be concluded that marketing can also mean a process of marketing a product or service with a concept.

### Consumer Behavior

According to Kotler and Keller (2009:166), consumer behavior is a study of how individuals, groups and organizations choose, buy and use goods and services to satisfy their needs and wants, so that it can be said that consumer behavior is a study of the character and personality of consumers. Consumers in the decision-making process in buying and using goods and services to satisfy their needs and wants. Therefore, it is important to study in order to understand more about what, why, where, when and how often consumers buy and want a product and

### Consumer Satisfaction

Customer satisfaction is the starting point for customer loyalty, which can be used as a measurement tool for revenue growth. It is also defined as a measurement that determines how satisfied customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how best to improve or change its products and services. Customer satisfaction occurs when customers themselves accept and acknowledge that what they receive is what they expected. Customers will be very happy when the brand of their choice delivers satisfactory results, but there are also customers who do not get what they want or do not meet their expectations. Customer satisfaction has a strong influence on customer loyalty, because if customers do not accept or are not given what they already expect, they will feel disappointed or switch to another brand because their disappointment will influence the decision to use a brand later.

### Brand Equity

Brand equity is the value of a brand, built on the general perception that customers tend to buy a product they recognize and trust. It is the level of sway a brand name has in the minds of consumers, and the value of having a brand that is identifiable and well thought of. To build brand equity, companies can leverage strategies such as creating positive experiences for customers, establishing brand identity, and promoting brand loyalty. Companies can also measure brand equity through methods such as brand awareness, brand associations, and customer loyalty.

### Perceived Price

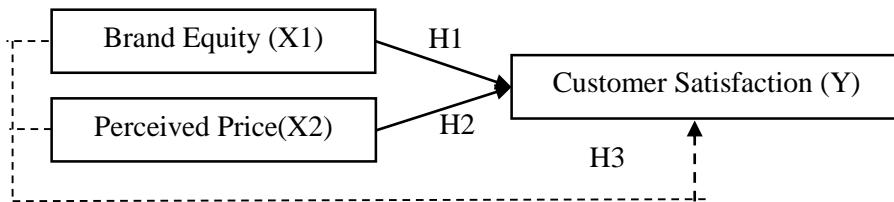
Perceived Price is a consumer's view of a product or service in looking at the price which is then assessed based on the perception of the high and low of the price, this can affect consumer decisions in buying an item or service. Price is often an indicator of product quality. The general rule is that the higher-priced products are perceived to have better quality, implying that brands should consider a rational quality-price relationship in their pricing or promo. The perceived value or price perception is determined by factors such as consumers trust in the brand or e-commerce business, its reputation, years of experience, or the staying power of its products. This perception of how much an item or services should cost is important, as it directly affects the final purchase decision.

### Previous Research

Sriyani (2019) described the activities carried out by PT Bank ICB Bumiputera, Tbk in the use of brand strategy and service marketing mix by looking at its effect on customer loyalty through customer satisfaction. Data processing was done by using path analysis, this research is quantitative with the number of respondents as many as 100 respondents. The results of the first study showed that there is a significant influence between brand equity and marketing mix on customer satisfaction. The results of the second study show that there is a significant influence of brand quantity, service marketing mix and customer satisfaction on customer loyalty.

Witama and Keni (2019) analyzed the effect of brand image, perceived price and service quality on customer satisfaction. The method of data collection is convenience sampling. The samples of this research are collected from 109 respondents, who are the customers in one of the biggest service center in Jakarta. The technique of data analysis used in this study was regression analysis. The results is: the relationship between brand image, perceived price and service quality have a significant and positive impact toward customer satisfaction.

Saksono and Rahayunianto (2018) aimed to find out whether the strength of Brand (Brand Equity) affect the Trust in Brand consumers or users on the brand to use the service Transport Ojek Online Go-Jek. The theory which is the reference in the analysis is the Information-integration Theory approach. Information-integration for communicator's centers on the way we accumulate and organize information about all people, objects, situations, and ideas that shape attitudes or a tendency to act in a positive or negative way. Research method that researcher use is survey method. Survey method is used to get data from a certain place that is natural, in collecting data, done by distributing questionnaires, test, structured interview, and so on. The analysis used by the researchers is regression analysis. Regression is intended to find the form of relationship of two variables or more in the form of a function or equation whereas correlation analysis aims to find the degree of closeness relationship two or more variables.

**Conceptual Framework****Figure 1. Conceptual Framework***Source: Literature Review***Research Hypotheses**

- H1: Brand equity has an effect on customer satisfaction for using GoJek as an online ride hailing company  
 H2: Perceived Price has an effect on customer satisfaction for using GoJek as an online ride hailing company  
 H3: Brand Equity and Perceived Price simultaneously affect GoJek customer satisfaction as an online ride hailing company

**RESEARCH METHOD****Research Approach**

This study uses quantitative research methods. As in the opinion of Creswell and Creswell (2018), quantitative research is a deepening of the problem based on an attempt to test an existing theory that includes variables that can be assessed with numbers and can be analyzed statistically to determine that the generalization of the theory is true or not.

**Population, Sample and Sampling Technique**

Population is a collection of subjects, variables, concepts or phenomena that can be studied to determine the nature of the population in question. The population in this study are people who use GoJek services in hailing motorcycle ride

**Data Collection Method**

The primary data in this study were collected using a research instrument in the form of a questionnaire and an interview conducted with an interview with the authorities to obtain the required data.

**Operational Definition and Indicators of Research Variables****Table 1. Operational Definition and Indicators of Research Variables**

Variables	Definition	Indicator
Brand Equity (X1)	Brand Equity is the strength of a brand that can add value to the brand itself	<ul style="list-style-type: none"> <li>- Brand awareness</li> <li>- Brand association</li> <li>- Brand Loyalty</li> <li>- Perceived quality</li> </ul>
Perceived Price (X2)	Perceived Price is the consumer's view of a product or service in looking at the price which is then assessed based on the perception of the high and low price	<ul style="list-style-type: none"> <li>- Price affordability</li> <li>- Appropriateness of price and quality</li> <li>- Price competitiveness</li> </ul>
Customer Satisfaction (Y)	Customer Satisfaction describes the feelings generated by customers after trying a product	<ul style="list-style-type: none"> <li>- Amaze consumers</li> <li>- exceed consumer expectations</li> <li>- meet consumer needs</li> </ul>

**Data Analysis Method Validity and Reliability Test**

Validity test is used to test the correctness of the research instrument carried out. According to Sürükü and Maslakçı (2020), validation is applied by proper interpretation of the data obtained through measuring instruments as a result of the analysis. Reliability test is an index to test how accurate a measuring instrument is used which will show the extent to which the measurement results remain consistent (Ancok, 1989).

## Tests of Classical Assumptions

### Normality test

The normality test is carried out to check whether the residuals are normally distributed. The residual is the difference between the observed value and the dependent variable's prediction model. The histogram or P=Plot of the residuals helps the researcher to see the assumption of normality of the error items, with the condition that the histogram must follow the shape of a normal curve, while the residuals contained in the P-Plot must follow the 45 degree line.

### Multicollinearity

Points out that multicollinearity is a serious problem that must be addressed before starting the data modeling process, and a good regression model should have no correlation between independent variables. If the VIF (variance inflation factor) value from the statistical analysis is  $<10$ , then there are no symptoms of multicollinearity

### Heteroscedasticity

Heteroscedasticity was carried out to test whether there were differences in variance or residuals from one observation to another, to consider examples of heteroscedasticity, assume that the regression has been estimated and the residuals calculated, and then plotted against one of the explanatory variable

## Multiple Linear Regression Analysis

This research used regression analysis for technical analysis. Defined regression analysis as one of the most frequently used tools in market research, it allows market researchers to analyze relationships between one independent and one dependent variable. The equation of multiple linear regression of this research is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Description:

$Y$	= Customer satisfaction (dependent variable)
$\beta_0$	= Constant
$\beta_1$ and $\beta_2$	= The regression coefficient of each variable
$X_1$	= Brand equity
$X_2$	= Perceived price
$\varepsilon$	= Error

## Hypothesis Testing

### Partial Test (T-Test)

The t-test is used to determine the probability of the relationship of each independent variable and the dependent variable that happen by chance. To test the partial regression coefficients, a statistical t-test is used like this:

1. If  $t_{count} \geq t_{table}$  at 95% confidence level ( $\alpha = 0.05$ ), then  $H_1$  is accepted and  $H_0$  is rejected. This means that the independent variable has a significant effect on the dependent variable partially.
2. If  $t_{count} < t_{table}$  at the 95% confidence level ( $\alpha = 0.05$ ), then  $H_1$  is rejected and  $H_0$  is accepted. This means that the independent variable has no significant effect on the dependent variable partial

### Simultaneous Test (F-test)

F-Test has the aim to show whether an existing independent variable will have a simultaneous and significant influence on the dependent variable or not. There is some statistical F-test to testing the regression coefficient simultaneously, as follows:

1. If  $F_{count} \geq F_{table}$  as confidence level of 95% ( $\alpha = 0.05$ ), it means that all the independent variables have a significant effect on the dependent variable simultaneously. Thus, the original hypothesis  $H_0$  is rejected and the alternative hypothesis  $H_1$  is accepted.
2. If  $F_{count} < F_{table}$  as confidence level of 95% ( $\alpha = 0.05$ ), it means all the independent variables do not have a significant effect on the dependent variable simultaneously. Thus, the original hypothesis  $H_0$  is accepted and the alternative hypothesis  $H_1$  is rejected

**Result****Validity and Reliability Tests****Validity Test**

The value of the Pearson Correlation for each indicator (r count) of Brand Equity (X1), Perceived Price (X2), and Customer Satisfaction (Y) variables has a higher value than the r table value of 0.195. The significance level of each indicator variable is also below the 5% or 0.05 significance level, which means that each indicator in the questionnaire in this study is valid,

**Reliability Test****Table 2. Reliability Test Result**

Cornbach's Alpha	Status
0.863	Reliable

Source: Data Processed (2023)

Based on the result, it can be seen that the alpha coefficient (Cronbach's Alpha) of the 20 questions with a significance level of 5% is 0.863, which means  $0.863 > 0.60$  and it can be stated that the questionnaire is reliable and can be disseminated to respondents to be used as a research instrument.

**Classical Assumption Tests****Normality Test****Table 3. Normality Test**

		Unstandardized Residual
N	Mean	100 .0000000
Most Extreme Differences	Std. Deviation	1.60134214
Assmp	Absolute	.058
Test Statistic	Positive	.058
Asymp. Sig. (2-tailed)	Negative	-.047 .058

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction

d. This is a lower bound of the true significance

Source: Data Processed (2023)

From table 3, the Sig. from the regression model above of 0.200 which is more than the value of  $\alpha = 0.05$ . Thus, the results of the Kolmogorov-Smirnov test from the regression model above have fulfilled the normality requirements with a Sig value.  $> \alpha = 0.05$ . From this, it can be concluded that the data tested has a normal data distribution

**Heteroscedasticity Test****Table 4. Heteroscedasticity Test**

Variable	Sig.	Status
Brand Equity	0.319	Heteroscedasticity Free
Perceived Price	0.059	Heteroscedasticity Free

Source: Data Processed (2023)

Table 4 shows the result of heteroscedasticity test that the two variables in the study are heteroscedasticity free.

**Table 5. Multicollinearity Test**

Variable	Tolerance	VIF	Status
Brand Equity	0.743	1.346	No Multicollinearity
Perceived Price	0.743	1.346	No Multicollinearity

Source: Data Processed (2023)

The tolerance value for the two independent variables, namely Brand Equity (X1) and Perceived Price (X2), is the same, namely 0.743 and for the VIF value is 1.346. This means that the two variables in the study did not have multicollinearity because the tolerance value and VIF values for both variables were 10.

### Multiple Linear Regression Analysis

**Table 6. Multiple Linear Regression**

Variable	Regression Coefficient (B)	Std. Error	T Count	Sig.	Description
(Constant)	4.067	2.298	1.770	0.080	
Brand Equity	0.414	0.080	5.155	0.000	Significant
Perceived Price	0.605	0.123	4.897	0.000	Significant

Source: Data Processed (2023)

From the results of table 4.5 above, it can be shown through the regression equation as follows:

$$Y = 4.067 + 0.414 x_1 + 0.605 x_2 + e$$

Table 6 above shows the results of Multiple Linear Regression Analysis: the effect of the independent variables (X1 and X2) on the dependent variable (Y) is significant with the constant value is 4,067 which means the value of Y is 4,067. The regression coefficient X1 (Brand Equity) is 0.414, which means that if X1 (Brand Equity) increases by one unit, then Consumer Behavior (Y) will increase and increase by 0.414 assuming the other variable are constant and The coefficient value of X2 (Perceived Price) is 0.605, which means that if X2 (Perceived Price) increases by one unit, then Consumer Behavior (Y) increases and will increase by 0.605 assuming the other variable are constant.

### Hypothesis Testing

#### T-Test

**Table 7. T-Test Result**

Variable	Regression Coefficient (B)	Std. Error	T Count	Sig.	Description
(Constant)	4.067	2.298	1.770	0.080	
Brand Equity	0.414	0.080	5.155	0.000	Significant
Perceived Price	0.605	0.123	4.897	0.000	Significant

Source: Data Processed (2023)

1. The results of the (t-test) on variable X1 (brand equity) influence on variable Y (customer satisfaction) gives sig. value of 0.000 (< 0,001) which means that brand equity (X1) positive and very significant effect on customer satisfaction (Y). Thus, H1 which states that brand equity has an effect on customer satisfaction, is accepted and proven
2. The results of the (t-test) on variable X2 (perceived price) influence on variable Y (customer satisfaction) gives sig. value of 0.000 (< 0,001) which means that perceived price (X2) positive and very significant effect on customer satisfaction (Y). Thus H2 which states that perceived price has a significant effect on customer satisfaction, is accepted or proven

#### F-Test

**Table 8. F-Test Result**

Model	Sum Of Square	Df	Mean Square	F Count	Sig.	Description
Regression	268.135	2	134.067	51.226	0.000	Significant
Residual	253.885	97	2.617			
Total	522.000	99				

Source: Data Processed (2023)

Table 8 shows very significant effect of brand equity (X1) and perceived price (X2) simultaneously on customer satisfaction (Y) as shown by sig. value of 0,000 (< 0,001). Thus, H3 stating that brand equity and perceived price simultaneously effect on customer satisfaction is accepted and proven.

## Discussion

### The Influence of Brand Equity on Customer Satisfaction

Based on the results of hypothesis testing and multiple regression analysis, brand equity has a positive and significant effect on customer satisfaction. Satisfied customers generally continue to use the brand even though they see many alternative brands for competing that offer superior product features. In this case, brand equity affects customer satisfaction through several things such as brand recognition, where customers likely to feel satisfied with the brands they know and are familiar with. Then through brand reputation, having a positive brand reputation can increase customer. Also through brand loyalty, where customers who have a strong interest in a brand will be more likely to be satisfied with their purchases. Thus with high brand equity, Gojek is able to improve marketing programs in attracting new consumers which will benefit the company in terms of profit.

On the other hand, the results showed that brand equity partially has a positive and significant effect on customer satisfaction of gojek. The results of this study indicate that brand equity is used to attract customers' attention through their visual senses. Product management is used as a way for a brand to attract consumers based on personal experience and perceptions from customers, this is a way for brand equity to attract consumers. The creation of effective brand equity is by having a strong brand identity. According to Chalil et al. (2021), brand identity is a message conveyed by a brand (brand) through names, product display forms, symbols, advertisements with the hope of forming a unique brand identity and in the minds of consumers. Brand identity is the first step in building brand equity because it is a consumer perception of a brand that can influence customer decisions. According to Kotler and Keller (2009), if brand equity increases, it will increase customer satisfaction. As a result, the more Gojek's good brand perception increases, the greater customer loyalty and customer satisfaction.

Brand equity refers to the value of a brand which if the value of the brand increases then it is an advantage for the company. Related to how to increase a value in a brand, to achieve positive brand equity cannot be done instantly. Brand equity consists of four dimensions that can be used as indicators to measure and evaluate brand equity, there are four important indicators: Brand awareness, Brand association, Perceived quality, and brand loyalty. These four indicators have different roles: Brand awareness, Brand association, Perceived quality, and brand loyalty. These four indicators have different roles in helping build a positive brand equity. Brand awareness is the ability of a brand to introduce itself to the target market, either through advertisements or exhibition events that contain promotional activities. Then brand association which is an acknowledgment of the brand, which means that customers are already familiar with and recognize the brand. And perceived quality, where when customers have recognized the presence of a brand, they will definitely try the quality of the product or service offered, so that it will determine for a brand if it has good quality, it will form the fifth indicator, brand loyalty, where after customers get a good brand experience, they will continue to choose the brand and even recommend it to others.

Seiyani (2019) explains the effect of brand equity and marketing mix on customer satisfaction and impact on customer loyalty which a significant influence between brand equity on customer. Another study conducted Tanveer and Lodhi (2016) concerning the effect of brand equity on customer satisfaction; an empirical study based on David Aaker's Brand Equity model which proves that brand equity has a dominant effect on customer satisfaction. On the results conducted using the t-test show that brand equity has a significant effect on customer satisfaction, which means that brand equity has increased the importance of marketing strategies and provided a focal point for companies, so with the addition of various new brands in the online transportation industry important that the level of the value dimension, that is the people's perception of the product is high, because one of the most valid marketing concepts is customer satisfaction which has a dominant role in creating loyalty, because satisfaction is the beginning of loyalty.

Based on the results above, brand equity can help Gojek to increase its brand value that it can compete with other brands. This can be realized if Gojek is stable in various aspects such as the quality of service from drivers as well as the service of customer in helping consumers and the quality of the features provided in the gojek application itself. So this leads to the findings of this study which show and prove that the brand equity hypothesis has a positive impact on customer satisfaction is accepted..

### The Influence of Perceived price on Customer Satisfaction

The results showed that Perceived price partially has a positive and significant effect on customer

satisfaction of Gojek. The results of this study indicate that perceived price is used to create a consumer perception of a product or service to compare high and low prices in determining the decision to purchase a good or service. As stated by Schiffman and Kanuk (2004), price perception is the consumer's view of the price of a good or service which can have a strong influence on consumer decisions and intentions to buy a product. This happens because price is often the main indicator in consumers assessing product quality, where in general many people assume that the higher the price of a good or service, the better the quality is considered, so companies must consider more rational prices quality relationship when setting prices or promotions.

The results of hypothesis testing and multiple regression analysis of perceived price show a positive impact on customer satisfaction. This is similar with the literature on the effect of perceived price fairness on customer satisfaction and loyalty finding that perceived price fairness has a positive and significant effect on customer satisfaction and loyalty (Bassey, 2014). Other studies by Witama and Keni (2019) show that perceived price has a positive and significant effect on customer satisfaction.besides that, the results conducted using the f-test state that perceived price has a significant effect on customer satisfaction. It means that perceived price has a very important role in increasing satisfaction and creating customer loyalty. Therefore, producers/sellers must carefully consider their pricing strategy, it would be better if they do research in advance on competitors in order to create a better strategy.

The results showed that price perception partially had a positive and significant effect on Gojek customer satisfaction. The results of this study indicate that price perception is used to attract customer buying interest through the perception of the highest and lowest prices of a product. Product management is used as a way for companies to attract consumers based on personal experience and perceptions from customers, this is how perceived price attracts consumers. With an effective perceived price, marketers need to find the perfect perceived sacrifice / perceived quality balance when pricing a product in a way that will attract a large number of customers but also maintain the perceived quality to a certain degree. Perceived Sacrifice is a sacrifice that has been given by consumers to get these goods or services. Perceived Sacrifice is the first step to creating perceived price for consumers because it can make a company get customers who are loyal to a brand which can influence customer decisions. Based on research conducted by Setyowati (2016) states that price perceptions have a positive and significant effect on customer loyalty As a result, the more the perception of the Gojek brand is good, the greater customer loyalty and customer satisfaction will be.

Based on the results above, it can be stated that perceived price can further encourage Gojek to pay more attention to the quality that will be provided in accordance with the price that will be offered to customers and also ensure that the perceived price of their product or service is in line with the perceived value of their customers to increase customer satisfaction and loyalty. Then this leads to the findings of this study which shows and proves that the perceived price hypothesis has a positive impact on customer satisfaction is accepted.

## CONCLUSION AND RECOMMENDATION

### Conclusions

1. There is a positive effect of Brand Equity on Gojek on Customer Satisfaction partially
2. There is a positive effect of Perceived Price on Gojek on Customer Satisfaction partially
3. There is a positive effect of Brand Equity and Perceived Price on Gojek on Customer Satisfaction simultaneously.

### Recommendation

1. Brand equity has a significant positive result on Customer Satisfaction from Gojek, in order to maintain positive reaction with the customer, it is important to maintain the brand equity by keeping the quality of the brand itself on the top. So the suggestion is to keep in touch with the customer to build and maintain the trust to the brand, always listen and carefully correct everything to satisfy customer, and by keeping the customers trust on the top priority. It is amazing to always create an innovation such as creative advertising, interesting services, etc. By being always on the top, the customer will feel the satisfaction of using the brand Gojek because the brand equity itself is positive on the perspective of the customer
2. Perceived Price has a significant positive result on Customer Satisfaction from Gojek and to maintain positive results with customers, it is important for Gojek to better compete with other brands in terms of price, so my suggestion is that Gojek can minimize prices more than other brands or can also by providing rewards to customers after using services such as getting cashback or discounted vouchers for further use of services.

3. Brand equity and perceived price have a significant positive impact on customer satisfaction from the Gojek brand, so my recommendation is, maintain the positive value by keeping brand equity always high, so that it will support the perceived price. By supporting price perceptions, Gojek will set prices more accurately and maintain brand equity by creating a balanced value proposition between the two.
4. It is suggested to further researchers to be able to expand this research by using other independent variables for better research. This research can be used as a reference to develop new ideas to be implemented in future studies, and researchers can make comparisons with other online companies

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