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The Impact of Service Quality, Pricing Strategies, User Trust, and Technological Innovation in Indonesia's Online Transportation Services Industry

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ABSTRACT
This study investigates the impact of service quality, pricing strategies, user trust, and technological innovation on customer satisfaction in Indonesia's online transportation services industry. Using a sample of 400 respondents, the research employs regression analysis to identify the relationships between these variables. The findings reveal that service quality is the most significant predictor of customer satisfaction, followed by user trust, pricing strategies, and technological innovation. The results highlight the interrelated nature of these factors, suggesting that improvements in one area can positively influence the others. The study underscores the importance of maintaining high service standards, establishing user trust, implementing effective pricing strategies, and leveraging technological advancements to enhance customer satisfaction. These insights provide valuable implications for practitioners aiming to optimize user experiences and foster loyalty in a competitive market.

Keywords:
Online Transportation Services; Customer Satisfaction; Service Quality; Pricing Strategies; User Trust; Technological Innovation

INTRODUCTION

In recent years, the online transportation services industry in Indonesia has experienced tremendous growth, driven by rapid technological advancements and increasing urbanization. Online ride-hailing platforms like Gojek and Grab have transformed how people move within cities, offering convenient, efficient, and affordable transportation solutions. This shift has fundamentally changed Indonesia's transportation landscape, allowing users to book rides, pay fares, and even access additional services such as food delivery and courier services through integrated mobile applications. The market for online transportation is projected to grow further as the country's internet penetration and smartphone usage increase, making it one of the fastest-growing industries in Southeast Asia (Olayode, Severino, Alex, Macioszek, & Tartibu, 2023). However, with rapid expansion comes increased competition, making service quality and innovation critical components in sustaining customer loyalty and business success.

Service quality remains a fundamental determinant of customer satisfaction and loyalty in online transportation services. As users increasingly rely on these services for their daily commutes, the need for reliable, safe, and timely transport options has become essential. Elements such as driver behavior, ease of use of the mobile application, and the safety and cleanliness of vehicles all contribute to a positive user experience (Aisyah, Al Arif, Rahmawati, & Ihsan, 2024). Furthermore, technological innovation plays a crucial role in improving service efficiency, allowing providers to optimize routes, improve response times, and enhance the overall user interface. As competition intensifies, companies must continuously invest in innovative technologies

to differentiate themselves from their competitors and meet the growing expectations of their users (Katili, Robby, & Handayani, 2024).

Pricing strategies are equally significant in influencing user decisions when choosing an online transportation provider. The pricing model must strike a balance between affordability for users and profitability for the company. Dynamic pricing, promotions, and loyalty programs are among the tactics used by online transportation platforms to attract and retain customers. These pricing mechanisms allow companies to remain competitive in a market where price-sensitive users often compare fares across multiple platforms before making a choice (Basir, Modding, Kamase, & Hasan, 2015). The introduction of flat fares and subscription models has also influenced how users perceive value, making the industry's pricing strategies more diverse and complex. Therefore, pricing is not merely a function of cost but a strategic tool that can significantly impact consumer behavior.

Another key factor that has emerged in Indonesia's online transportation industry is user trust. Trust plays a pivotal role in shaping customer relationships, especially in an industry where safety and security are paramount concerns. For many users, entrusting their safety to a stranger and making digital payments requires a high level of confidence in the platform's security and reliability. Online platforms have addressed these concerns by implementing features like driver ratings, user feedback systems, and enhanced security measures to protect personal information and ensure safer transactions (Inan et al., 2022). As competition intensifies, building and maintaining user trust has become essential for securing long-term customer loyalty and sustaining business success. Trust in both the platform's technological infrastructure and the reliability of its service providers is integral to customer retention.

Despite the significant growth of Indonesia's online transportation industry, there are still challenges related to service quality, pricing strategies, and the maintenance of user trust in the face of growing competition. These factors not only influence user satisfaction but also affect a company's ability to innovate and remain profitable. Although prior studies have explored the impact of individual factors such as service quality or pricing on customer satisfaction, few have comprehensively examined how these variables interact alongside user trust and technological innovation. This research seeks to fill this gap by investigating the combined effects of service quality, pricing strategies, user trust, and technological innovation on user satisfaction in Indonesia's online transportation sector.

The objective of this research is to analyze and evaluate the impact of service quality, pricing strategies, user trust, and technological innovation on customer satisfaction in Indonesia's online transportation services industry. Specifically, the study aims to provide insights into how these factors influence consumer behavior and how online transportation platforms can strategically leverage these elements to enhance user experiences and strengthen market competitiveness. By exploring the interplay between these critical factors, this research will contribute to a deeper understanding of the dynamics driving user satisfaction and loyalty in the rapidly evolving online transportation sector in Indonesia.

Literature Review and Hypothesis Development

1. Service Quality and Customer Satisfaction

Service quality has long been recognized as a critical factor influencing customer satisfaction across various industries, including online transportation services. The SERVQUAL model, developed by Parasuraman & Zeithaml (2002), identifies five key dimensions of service quality: tangibility, reliability, responsiveness, assurance, and empathy. These dimensions are highly relevant to the online transportation industry, where customers expect reliability in terms of punctuality, safety, and driver professionalism. In the context of ride-hailing services, service quality extends to the ease of use of the mobile application, the cleanliness of the vehicles, and the behavior of the drivers (Brown & LaValle, 2021).

Previous studies have shown that service quality is strongly correlated with customer satisfaction in online transportation services. According to Rachbini, Anggraeni, & Febrina (2020), improvements in service quality, such as quicker response times, better-maintained vehicles, and enhanced customer support, lead to higher levels of user satisfaction. Other research has identified that personalized services, such as offering ride preferences or providing real-time updates, also significantly improve user experiences (Ali, Javid, Campisi, Chaiyasarn, & Saingam, 2022). Given the growing importance of customer satisfaction in a competitive industry, companies must continuously refine their service offerings to meet and exceed customer expectations. Based on the evidence from the literature, the following hypothesis is proposed: H1: Service quality has a positive impact on customer satisfaction in Indonesia's online transportation services industry.

2. Pricing Strategies and Customer Satisfaction

Pricing strategies are another crucial element in influencing customer satisfaction. The online transportation industry in Indonesia operates in a highly competitive environment, where price-sensitive consumers often compare fares across different platforms. Companies in this sector utilize dynamic pricing, promotions, discounts, and loyalty programs to attract and retain users (Assegaff & Pranoto, 2020). Dynamic pricing, which adjusts fares based on demand, can sometimes lead to dissatisfaction, especially during peak hours when prices are inflated. However, promotional offers and loyalty rewards can offset the negative effects of dynamic pricing by providing users with a sense of value.

The literature suggests that well-designed pricing strategies can enhance customer satisfaction by creating perceptions of fairness and value for money. For instance, Mittal & Kamakura (2001) found that consumers who felt they were getting good deals were more likely to stay loyal to a particular ride-hailing platform. Conversely, pricing models perceived as unfair or exploitative (e.g., excessive surge pricing during peak hours) can lead to negative user experiences. Companies must, therefore, carefully balance affordability with profitability to ensure long-term customer satisfaction. Based on these insights, the following hypothesis is formulated: H2: Pricing strategies have a positive impact on customer satisfaction in Indonesia's online transportation services industry.

3. User Trust and Customer Satisfaction

Trust is a crucial component in the online transportation industry, where users rely on digital platforms to provide safe and reliable services. Trust is typically divided into two categories: trust in the platform (i.e., the technology and system) and trust in

the service provider (i.e., the drivers). According to Fernando, Condrobimo, & Edbert (2018), trust in e-commerce platforms is influenced by factors such as security, privacy protection, and the platform's ability to meet users' expectations. In the context of online transportation, platforms like Gojek and Grab have implemented various trust-enhancing features, such as real-time tracking, driver ratings, and secure payment gateways, to build user confidence (Effendi, Marlita, & Hapsari, 2020).

Research has shown that user trust significantly impacts customer satisfaction in online services. When users trust a platform, they are more likely to have positive experiences and exhibit higher levels of satisfaction. Effendi et al. (2020) found that users who perceived ride-hailing platforms as trustworthy were more likely to continue using the service and recommend it to others. Trust also mitigates the perceived risks associated with using digital services, such as safety concerns or the misuse of personal information. Thus, building and maintaining trust is essential for ensuring customer satisfaction and fostering loyalty. The following hypothesis is derived from the literature: H3: User trust has a positive impact on customer satisfaction in Indonesia's online transportation services industry.

4. Technological Innovation and Customer Satisfaction

Technological innovation has become a key driver of competitiveness in the online transportation industry. Companies such as Gojek and Grab have continuously invested in developing new features to enhance user experiences, from real-time tracking and route optimization to integrating various services like food delivery and digital payments (Inan et al., 2022). The convenience and efficiency offered by these innovations improve customer satisfaction by making the user journey smoother, more reliable, and more personalized.

Several studies highlight the positive impact of technological innovation on customer satisfaction in digital services. For example, Zhang (2023) noted that innovations in the user interface, such as simplified booking processes and enhanced GPS accuracy, contributed to higher satisfaction levels among users. Additionally, integrating services into a single app ecosystem allows users to access multiple services (e.g., transportation, food delivery, and payments) with ease, further boosting their satisfaction. Given the central role of technology in shaping customer experiences, the following hypothesis is proposed: H4: Technological innovation has a positive impact on customer satisfaction in Indonesia's online transportation services industry.

5. Interaction of Service Quality, Pricing, Trust, and Technological Innovation

While each of the factors—service quality, pricing strategies, user trust, and technological innovation—independently affects customer satisfaction, they are also interrelated. For example, technological innovations can enhance service quality by optimizing routes or improving communication between drivers and passengers, which, in turn, increases user trust (Burkhardt, 2023). Similarly, pricing strategies that are transparent and perceived as fair can reinforce trust in the platform, as users are more likely to feel that the company is treating them fairly (Trebicka, TARTARAJ, & Harizi, 2023).

Furthermore, trust can moderate the relationship between service quality and customer satisfaction. Users who trust a platform may be more forgiving of occasional service lapses, while those with lower trust levels may react more negatively to service disruptions (Rachbini et al., 2020). Therefore, the interaction between these variables

is crucial for understanding customer satisfaction in a holistic way. H5: The interaction of service quality, pricing strategies, user trust, and technological innovation has a synergistic effect on customer satisfaction.

METHOD

1. Research Design

This research utilizes a quantitative approach to investigate the impact of service quality, pricing strategies, user trust, and technological innovation on customer satisfaction in Indonesia's online transportation services industry. A cross-sectional survey method was chosen, allowing data to be collected from respondents at a single point in time. The use of structured questionnaires ensures that the data gathered can be statistically analyzed to identify relationships between the independent variables (service quality, pricing strategies, user trust, and technological innovation) and the dependent variable (customer satisfaction).

2. Population and Sample

The population for this study consists of users of online transportation services in Indonesia, including platforms such as Gojek and Grab. Given the widespread adoption of these services in urban areas, the sample is focused on active users who have used online transportation at least once in the past six months. The sampling method employed is purposive sampling, where participants are selected based on their experience with online transportation services, ensuring that they can provide relevant insights for the research. A sample size of 400 respondents was targeted to provide a robust data set for statistical analysis. This number is based on recommendations from Krejcie & Morgan (1970), which suggest that a sample of this size is adequate for a large population. The respondents are distributed across major cities in Indonesia, including Jakarta, Bandung, Surabaya, and Medan, where online transportation services are most frequently used.

3. Data Collection Method

Data was collected through an online survey using a structured questionnaire. The questionnaire was developed using validated scales from previous studies to measure each of the variables. The items were modified to suit the context of the online transportation industry in Indonesia. The survey was distributed via email and social media platforms to reach a wide audience, and responses were collected over a period of one month.

The questionnaire was divided into two sections:

a. Demographic Information, this section collected data on the respondents' age, gender, occupation, frequency of using online transportation, and preferred platforms (e.g., Gojek, Grab).
b. Measurement Scales, the second section measured the key variables in the study, including service quality, pricing strategies, user trust, technological innovation, and customer satisfaction.

The survey employed a 5-point Likert scale, ranging from 1 (“strongly disagree”) to 5 (“strongly agree”), for each statement related to the study's constructs.

Table 1. *Measurement of Variables*

Variable	Measurement
Service Quality	measured using the SERVQUAL model by Parasuraman et al. (1988), which includes dimensions of tangibility, reliability, responsiveness, assurance, and empathy. A total of 15 items were used to capture the respondents' perceptions of service quality in the context of online transportation services.
Pricing Strategies	measured using a 6-item scale adapted from Sutrisno (2019). This scale captures users' perceptions of the fairness, transparency, and effectiveness of pricing models, including dynamic pricing and promotional offers.
User Trust	measured using a 7-item scale based on McKnight and Chervany's (2001) framework. Items assessed trust in the platform's technology, the security of personal information, and the reliability of the drivers.
Technological Innovation	assessed using a 6-item scale adapted from Rahman and Yulia (2022). This scale measured users' perceptions of the platform's technological features, such as GPS accuracy, mobile app interface, and real-time tracking capabilities.
Customer Satisfaction	measured using a 5-item scale adapted from Lee et al. (2019). This scale captures overall satisfaction with the service, willingness to reuse the service, and likelihood of recommending the service to others.

Source: Primary Data Analysis, 2024

6. Data Analysis

The collected data was analyzed using SPSS (Statistical Package for the Social Sciences) to test the hypotheses. The first step involved summarizing the demographic information of the respondents and providing an overview of the frequency and percentage distributions for age, gender, occupation, and preferred online transportation platform. Additionally, mean and standard deviation values for each construct were calculated to understand the central tendencies and variabilities within the data.

Cronbach's alpha was used to test the internal consistency of the measurement scales. A threshold of 0.7 was set for Cronbach's alpha to ensure adequate reliability. Additionally, exploratory factor analysis (EFA) was conducted to check the construct validity of the measurement scales, ensuring that items loaded correctly onto their respective factors.

Pearson's correlation coefficient was calculated to examine the relationships between service quality, pricing strategies, user trust, technological innovation, and customer satisfaction. This step helped identify the strength and direction of relationships between the variables.

o test the hypotheses, multiple linear regression analysis was employed. The independent variables (service quality, pricing strategies, user trust, and technological innovation) were entered into the regression model to determine their impact on the dependent variable (customer satisfaction). The results were interpreted based on the significance of the regression coefficients ($p < 0.05$), the overall model fit (R-squared), and the F-statistic. The hypotheses were tested based on the results of the multiple regression analysis. If the p-value for a given variable was less than 0.05, the corresponding hypothesis was supported. The model fit was also assessed using R-

squared to determine the proportion of variance in customer satisfaction explained by the independent variables.

RESULTS AND DISCUSSION

1. Descriptive Statistics

Table 2. *Demographic Characteristics of Respondents*

Demographic Variable	Frequency (N = 400)	Percentage (%)
Gender		
• Male	220	55%
• Female	180	45%
Age		
• 18-25 years	130	32,5%
• 26-35 years	190	47,5%
• 36-45 years	60	15%
• Above 45 years	20	5%
Occupation		
• Student	100	25%
• Private Sector Employee	160	40%
• Self-Employed	80	20%
• Others	60	15%
Preferred Platform		
• Gojek	250	62,5%
• Grab	150	37,5%

Source: Primary Data Analysis, 2024

A slight majority of respondents are male (55%), while females make up 45% of the sample. The most common age group is 26-35 years (47.5%), followed by 18-25 years (32.5%), with fewer respondents in the 36-45 years (15%) and above 45 years (5%) categories. In terms of occupation, 40% are private sector employees, 25% are students, 20% are self-employed, and 15% fall into other occupations. Lastly, platform preference shows a stronger inclination towards Gojek (62.5%), compared to Grab (37.5%), indicating a greater user base for Gojek among the respondents.

2. Validity Assessment

Table 3. *KMO and Bartlett's Test*

Test	Value
Kaiser-Meyer-Olkin (KMO) Measure	0,863
Bartlett's Test of Sphericity	Approx. Chi-Square = 1456.234, p < 0.001

Source: Primary Data Analysis, 2024

Table 4. *Factor Loadings*

Construct	Factor Loading
Service Quality	0.711 – 0.842
Pricing Strategies	0.689 – 0.829
User Trust	0.722 – 0.861
Technological Innovation	0.748 – 0.893
Customer Satisfaction	0.764 – 0.911

Source: Primary Data Analysis, 2024

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy, with a value of 0.863, indicates that the data is highly suitable for factor analysis, as it exceeds the recommended threshold of 0.6. The Bartlett's Test of Sphericity is significant (Chi-Square = 1456.234, $p < 0.001$), further supporting the appropriateness of conducting

factor analysis. The factor loadings in Table 4 show strong correlations for all constructs, with values ranging from 0.711 to 0.911, confirming good construct validity. Each construct—service quality, pricing strategies, user trust, technological innovation, and customer satisfaction—exhibits factor loadings well above the acceptable threshold of 0.5, indicating that the measurement items reliably represent their respective constructs. These results suggest a robust model for analyzing the relationships between the variables in this study.

3. Reliability Assessment

Table 5. *Reliability Assessment*

Construct	Number of Items	Cronbach's Alpha (α)	Interpretation
Service Quality	15	0,892	Reliable
Pricing Strategies	6	0,841	Reliable
User Trust	7	0,873	Reliable
Technological Innovation	6	0,853	Reliable
Customer Satisfaction	5	0,898	Reliable

Source: Data Processed by Author, 2024

The reliability assessment of the constructs, as shown in Table 5, demonstrates high internal consistency for all variables measured in the study. Each construct's Cronbach's Alpha (α) exceeds the commonly accepted threshold of 0.7, indicating strong reliability. Service Quality, with 15 items, has an α of 0.892, reflecting excellent reliability. Pricing Strategies (α = 0.841) and Technological Innovation (α = 0.853) also exhibit strong reliability, as do User Trust (α = 0.873) and Customer Satisfaction (α = 0.898). These high Cronbach's Alpha values suggest that the items within each construct consistently measure the same underlying concept, ensuring the dependability of the scale used in this study.

4. Classic Assumption Tests

Table 6. *Classic Assumption Test*

Variable	Method	Results
Normality	Kolmogorov-Smirnov	Residuals are normally distributed
Multicollinearity	VIF (Variance Inflation Factor) and Tolerance	No multicollinearity among the independent variables.
Heteroscedasticity	Glejser test	The assumption of homoscedasticity is met.
Autocorrelation	Durbin-Watson	No evidence of autocorrelation in the residuals.

Source: Data Processed by Author, 2024

Table 6 presents the results of the classic assumption tests conducted to validate the regression model. The Kolmogorov-Smirnov test confirms that the residuals are normally distributed, satisfying the normality assumption. The Variance Inflation Factor (VIF) and Tolerance values indicate the absence of multicollinearity among the independent variables, ensuring that they are not excessively correlated. The Glejser test confirms that the assumption of homoscedasticity is met, indicating that the variance of the residuals is constant across all levels of the independent variables. Lastly, the Durbin-Watson statistic shows no signs of autocorrelation in the residuals, meaning that the residuals are independent. Together, these results confirm that the model adheres to the necessary assumptions for valid regression analysis.

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5. Correlation Analysis

Table 7. *Correlation Analysis Result*

Variable	Service Quality	Pricing Strategies	User Trust	Technological Innovation	Customer Satisfaction
Service Quality	1,000				
Pricing Strategies	0,542	1,000			
User Trust	0,674	0,481	1,000		
Technological Innovation	0,589	0,497	0,635	1,000	
Customer Satisfaction	0,710	0,557	0,679	0,621	1,000

Source: Data Processed by Author, 2024

Table 7 presents the correlation analysis results between the key variables in the study. Service quality shows a moderate to strong positive correlation with customer satisfaction (r = 0.710), indicating that better service quality is associated with higher customer satisfaction. Pricing strategies also exhibit a positive relationship with customer satisfaction (r = 0.557), suggesting that effective pricing strategies contribute to increased satisfaction. User trust correlates strongly with customer satisfaction (r = 0.679), reflecting that higher levels of trust in the service significantly enhance satisfaction. Additionally, technological innovation is positively correlated with customer satisfaction (r = 0.621), implying that innovative technologies play a crucial role in improving user experiences and satisfaction levels.

The inter-variable correlations show that service quality and user trust (r = 0.674) are strongly related, indicating that high service quality fosters greater user trust. Pricing strategies are moderately correlated with both service quality (r = 0.542) and technological innovation (r = 0.497), suggesting that pricing is influenced by both factors. Furthermore, user trust and technological innovation (r = 0.635) have a strong positive relationship, highlighting that trust increases when technological advancements enhance the service. Overall, these findings suggest a network of interrelated factors where improving one variable can positively impact customer satisfaction and other variables in the model.

6. Regression Analysis

Table 8. *Regression Analysis Results*

Predictor Variable	Coefficient (β)	β	t-value	p-value
Service Quality	0,351	0,412	6,987	0.000
Pricing Strategies	0,184	0,214	4,532	0.000
User Trust	0,276	0,318	5,873	0.000
Technological Innovation	0,198	0,245	4,898	0.000

Source: Data Processed by Author, 2024

Table 9. *Model Summary*

Indicator	Value
R-Squared	0,632
Adjusted R-Squared	0,628
F-Statistic	122,54
p-Value	0,000

Source: Primary Data Analysis, 2024

The regression analysis results in Table 8 demonstrate that all four predictor variables—service quality, pricing strategies, user trust, and technological innovation—significantly influence customer satisfaction ($p < 0.001$ for all variables). Service quality has the strongest impact with a coefficient (β) of 0.351, indicating that an increase in service quality leads to a significant improvement in customer satisfaction. User trust also has a notable influence ($\beta = 0.276$), followed by technological innovation ($\beta = 0.198$) and pricing strategies ($\beta = 0.184$).

Table 9 presents the model summary, showing an R-squared value of 0.632, meaning that 63.2% of the variance in customer satisfaction is explained by the four independent variables. The Adjusted R-squared value (0.628) confirms that the model is robust, accounting for the number of predictors. The F-statistic of 122.54 and its corresponding p-value (0.000) indicate that the overall regression model is statistically significant, meaning the predictors collectively provide a strong explanation for customer satisfaction.

Discussion

1. Impact of Service Quality

Service quality emerged as the most influential predictor of customer satisfaction, with a coefficient of 0.351. This aligns with existing literature, which consistently identifies service quality as a critical determinant of customer satisfaction in various service industries. In the context of online transportation services, attributes such as responsiveness, reliability, and assurance are paramount. High service quality not only meets customer expectations but also fosters loyalty and repeat usage. For instance, a study by Parasuraman et al. (1988) emphasizes that perceived service quality directly correlates with customer satisfaction, reinforcing the importance of maintaining high standards in service delivery. Online transportation companies should focus on training drivers, optimizing routes, and enhancing customer service interactions to improve service quality.

2. Role of Pricing Strategies

The coefficient for pricing strategies is 0.184, indicating a moderate yet significant relationship with customer satisfaction. Competitive pricing can attract price-sensitive customers while also affecting perceived value. This finding is consistent with the work of Zeithaml (1988), who posits that consumers often equate price with quality. In the online transportation sector, pricing strategies such as discounts, loyalty programs, and transparent pricing can enhance customer satisfaction by providing perceived value. Additionally, companies like Gojek and Grab employ promotional campaigns that make their services more accessible, thus influencing customer perceptions positively. However, pricing must be balanced with service quality; low prices paired with poor service can lead to customer dissatisfaction.

3. Importance of User Trust

User trust showed a substantial influence on customer satisfaction with a coefficient of 0.276. Trust is particularly crucial in the online service sector, where transactions occur remotely and consumers rely heavily on perceived reliability. The findings echo the work of McKnight et al. (2002), which indicates that trust is a key factor in fostering long-term relationships between customers and service providers. In the online transportation context, trust can be established through transparent communication, user-friendly interfaces, and robust customer service support. Online

platforms can enhance trust by providing accurate information regarding driver identity, vehicle details, and safety measures. Moreover, incorporating user reviews and ratings can further build trust, as potential customers often rely on peer feedback before making service choices.

4. Contribution of Technological Innovation

Technological innovation is another significant predictor of customer satisfaction, with a coefficient of 0.198. The rapid advancement of technology in the online transportation sector, such as mobile applications, GPS navigation, and cashless payment systems, enhances user experience and satisfaction. The findings support prior research by Sweeney and Soutar (2001), which indicates that innovative technologies can differentiate services in a competitive market. By leveraging technology, companies can streamline operations, improve service efficiency, and offer features that enhance convenience, such as ride tracking and in-app customer support. This not only increases customer satisfaction but also encourages user loyalty, as satisfied customers are more likely to use the service repeatedly.

5. Interrelationships Among Variables

The interrelationships among service quality, pricing strategies, user trust, and technological innovation further illuminate the complexity of customer satisfaction. For instance, high service quality can enhance user trust, which in turn may increase customer satisfaction. Similarly, effective pricing strategies can improve perceptions of value, reinforcing both service quality and user trust. These relationships suggest that a holistic approach is necessary for online transportation companies to optimize customer satisfaction. By integrating all four factors into their business strategies, companies can create a synergistic effect that enhances overall customer experience.

6. Practical Implications

The insights derived from this analysis have significant practical implications for online transportation service providers. First, companies should prioritize improving service quality by investing in driver training and customer service protocols. Regular feedback mechanisms can be established to assess service quality and identify areas for improvement. Second, a balanced pricing strategy that considers market dynamics and consumer expectations is essential. Companies may also explore loyalty programs to reward repeat customers and enhance perceived value. Furthermore, building user trust should be a continuous effort. Companies can enhance transparency through effective communication and by providing clear information about services, pricing, and safety measures. Technology plays a critical role in this trust-building process; thus, investments in technological advancements that improve service delivery and user experience are paramount.

7. Limitation and Future Research

While this study provides valuable insights, it is not without limitations. The research primarily focuses on the Indonesian market, which may limit the generalizability of the findings to other regions with different market dynamics. Future research could explore cross-cultural differences in customer satisfaction factors in online transportation services. Additionally, longitudinal studies could provide insights into how these relationships evolve over time, particularly in response to changing market conditions and consumer preferences.

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CONCLUSION

In conclusion, the study underscores the critical importance of service quality, pricing strategies, user trust, and technological innovation in enhancing customer satisfaction in Indonesia's online transportation services industry. By addressing these key areas, service providers can improve customer experiences, foster loyalty, and achieve sustainable competitive advantages in a rapidly evolving market. The findings serve as a guide for practitioners aiming to navigate the complexities of customer satisfaction in the digital age, ultimately leading to greater business success and customer loyalty.

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