

## The Effect of Price, Promotion, and Product Innovation on Grab Car Customer Satisfaction

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**Abstract-** This study aims to analyze the effect of Price, Promotion, and Product Innovation on Customer Satisfaction. The research was conducted on 100 respondents selected using purposive sampling methods. Data were collected through questionnaires and analyzed using statistical methods, including validity tests, reliability tests, and multiple linear regression analysis. The results of the study indicate that all three independent variables, namely Price, Promotion, and Product Innovation, have a significant effect simultaneously on Customer Satisfaction. Partially, Promotion contributes the most dominant influence on customer satisfaction, followed by Product Innovation, while Price has a smaller but still significant effect. This study also demonstrates that Customer Satisfaction can be significantly enhanced through effective promotional strategies, relevant product innovations that meet market needs, and competitive pricing. This research provides practical recommendations for business practitioners to focus on strategic promotion and sustainable product innovation, as well as the importance of considering price management that aligns with market values. This study has limitations in terms of sample size and the focus on the variables used, thus, future research is suggested to expand the scope of variables and increase the number of respondents.

**Keywords:** Price, Promotion, Product Innovation, Customer Satisfaction

### INTRODUCTION

Transportation is a very important means of supporting daily activities or human mobility at any time to travel or move from one place to another so it must be well prepared and safe because it is very influential in activities such as the economy, delivery of goods or services, passenger transportation and so on (Fransiska, 2022). Grab entered the Indonesian market in 2012 when there was still fierce competition between Go-Jek, Grab, and Uber in the Indonesian market. However, in early 2018, Uber experienced problems in its business development and was eventually acquired by Grab (<https://ekonomi.kompas.com/read/2018/04/05>). So, in the last year (2017-2018), the competition between online transportation application products in Indonesia was controlled by only two companies, namely Go-Jek and Grab. GrabCar service is intended to provide alternative driving for drivers and passengers who emphasize speed, safety, and certainty. GrabCar is a taxi booking application and has since provided a variety of transport service options, such as GrabCar, GrabCar XL, and GrabCar Protect. Grab maintains its position as a market leader, and, of course, it must implement the right strategies. Customer satisfaction in a company is an important point that must be considered. Satisfying service, of course, can make customers give a positive response so that they become loyal and will continue to use the product/service (Boimau & Bessie, 2021).

Promotion is the most important company factor in increasing sales (Ronsumbre & Telagawathi, 2022). Promotion is also related to efforts to direct consumers to get to know the company's products, then understand them, change attitudes, like, believe, then finally buy and always remember the product (Atmojo 2021). Promotion is a communication between sellers and buyers that comes from the right information that aims to change the attitudes and behavior of buyers who previously did not know to get to know so that they become buyers and keep remembering the product (Syerlina, Imran & Asbara, 2022). Promotion is all types of marketing activities aimed at encouraging demand. Promotion is one of the elements in the

company's marketing mix that is utilized to inform, persuade, and remind about the company's products (Ronsumbre & Telagawathi, 2022). The promotion also has negative impacts including high costs, consumer dependence, decreased brand image, unsustainable purchasing behavior, and the emergence of consumer expectations that are difficult to meet (Ronsumbre & Telagawathi, 2022) and can hinder product innovation because companies focus too much on promotional activities rather than new product development (Aprianto & Si, 2016).

Product innovation is the development and introduction of new products or services to the market that can provide new or additional benefits to consumers. (Waha, Kindangen, & Wenas, 2023) Product innovation is also the process of creating or developing new products or services that are different from existing ones, to meet unmet market needs (Khotim 2021). With the company's efforts to create new products or services or update existing products or services to better meet consumer wants and needs (Ernawati, 2019). An idea, practice, or object that is considered new by individuals or other adoption units, which is applied to (Nabila and Suryadi, 2022), a process of turning opportunities into ideas that can be implemented and accepted in the market (Ismunandar, 2021). Product innovation can hurt customer satisfaction if it creates problems such as a lack of familiarity, incompatibility with needs, quality and reliability problems, and costs and prices that are too high (Ismunandar, 2021).

Customer satisfaction is an important topic in today's business and management world because it plays a key role in determining the success and survival of a company (Rianto et al. 2022). With more and more choices for consumers, companies are required to be able to meet and exceed customer expectations to stay ahead of fierce competition (Napitupulu, 2019). Retaining existing customers is much cheaper than finding and attracting new customers, so maintaining customer satisfaction is a major focus for many companies (Maulina Br Marbun, Hapzi Ali, 2022). In addition, satisfied customers tend to spread positive information through word-of-mouth, become loyal customers, and increase company profitability in the long run (Rachmawati, Andjarwati, & Ketintang, 2020). Customer satisfaction also hurts the company. Dissatisfied customers can spread negative information that can damage the company's reputation. In addition, the loss of dissatisfied customers can also reduce the company's sales and profits (Ronsumbre & Telagawathi, 2022).

To overcome the challenges that too high or low prices can affect the effectiveness of promotions and brand image, excessive promotions can incur high costs, reduce innovation and brand image, product innovation can cause familiarity, quality, and price problems that are too high, and dissatisfied customers can spread negative information that can damage reputation and reduce sales, companies can recommend solutions that include strategies in all four areas, where companies must conduct comprehensive analyses, design effective and efficient strategies, conduct in-depth market research, and proactively monitor and manage customer satisfaction.

## **LITERATURE REVIEW**

### **Pricing**

Price is an exchange rate for goods and services that is recognized in units of currency (Dollar, Rupiah, Yen, etc.). Meanwhile, the definition of price from a marketing perspective is a unit of currency or unit of measurement (including goods and services) that can be exchanged to obtain the right to use or ownership of a good or service (Tjiptono, 2014: 193). According to Kotler and Armstrong (Setiyaningrum et al., 2015: 128), the price is the total of all values provided by customers to benefit from the ownership or use of a product or service. Based on several definitions from the experts above, it can be concluded that price is an exchange rate

given by customers to obtain ownership or use of a product or service to meet their needs and desires. According to Kotler and Keller (2016: 491-492), pricing needs to consider several factors, namely demand and competition, target market, marketing mix strategy, new product status, competitor reactions, product costs, and government and environmental policies. Product demand and the level of competition affect selling prices, so it is not enough to rely solely on production, distribution, and promotion costs. Higher target markets require precision in pricing, while new products can be priced high to cover research costs or low with the risk of losses if market forecasts are off. Competitor reactions also need to be monitored to set a competitive and profitable price. In addition, product costs as well as government policies and environmental factors, are important considerations.

### **Promotion**

According to Kotler and Keller (2016: 47), promotion is an activity that communicates product advantages and persuades target customers to buy it. Meanwhile, according to Alma (2012: 179), promotion is a type of communication that provides an explanation that convinces potential consumers about goods and services. From the two definitions above, it can be concluded that promotional activities are a communication activity between buyers and sellers regarding the existence of products and services, persuading and increasing back on these products and services to influence attitudes and behaviors that encourage exchange in marketing. According to Terence A. Shimp (2002: 7), the promotion has four main functions: Informing: Promotions make consumers aware of new products, educate about brand features and benefits, and build the company's image. In addition, promotions convey valuable information that introduces new benefits of existing brands; Persuading: Effective promotions can persuade consumers to try the product or service offered, either by creating primary demand for the product category in general or secondary demand for specific brands; Reminding: Promotions keep the brand fresh in consumers' minds, influence brand switching, and ensure the company's brand is the choice when the need arises; and Adding Value: Promotion adds value to the brand through innovation, quality improvement, or changes in consumer perception. Effective promotion makes the brand look more elegant, stylish, or prestigious.

### **Product Innovation**

The decision-making process, from the discovery of ideas to their implementation in the market. (Devi, 2018), argue that product innovation is often associated with technology because technology makes it easier for companies to develop ideas that will help achieve company goals. Product innovation is seen as very important, especially in the development of new products, because it can help companies with economic benefits and produce new technology. Meanwhile, Lapian (2016) states that increasingly strong competition and consumers who are increasingly intelligent and sensitive in choosing products require companies to be more innovative in producing products. With this, the company must be able to offer new products that are different and much better than the products offered by competitors. According to Amir (2018), product innovation is any activity that cannot be produced in just one try, but rather a long and cumulative process.

### **Customer Satisfaction**

According to Park (Irawan 2021: 54), expressing customer satisfaction is a customer's feeling in response to goods or services that have been consumed. Kotler and Keller (2016: 33) say customer satisfaction is as follows: satisfaction reflects a person's assessment of their

perceived product performance about expectations. If performance falls short of expectations, the customer is disappointed. If performance meets expectations, the customer is satisfied. If it exceeds expectations, the customer is happy. Bahrudin, M., and Zuhro, S. (2016) state that customer satisfaction is an evaluation of choices caused by certain purchasing decisions and experiences in using or consuming goods or services. Meanwhile, Tjiptono (2014: 353) conceptualizes customer satisfaction as a feeling that arises as an output of the assessment of the experience of using a product or service. Based on several definitions from the experts above, it can be concluded that customer satisfaction is a result of the comparison between expectations and performance obtained in using a product or service.

### **Price Effect on Customer Satisfaction**

According to Kotler & Armstrong (2014), price is the amount charged for a product or service, or the value exchanged by customers to benefit from ownership or use of the product. This is because the value of a product or service reflected through price is one of the main considerations for customers in choosing these services. The higher the value that customers feel for a service, the greater the possibility of creating optimal customer satisfaction (Imaningsih & Rohman, 2018).

This follows the results of research conducted by Subaebasni et al. (2019), where price has a positive and significant effect on customer satisfaction. Other research conducted by Hasanah & Suryoko (2017; Maulana, 2016; Prasetyo, 2012), also shows that price has a positive and significant effect on customer satisfaction. Based on the results of this study, the following hypothesis can be proposed:

**H<sub>1</sub>:** Price has a positive and significant effect on Grabcar customer satisfaction in Yogyakarta City.

### **The Effect of Promotion on Customer Satisfaction**

Promotion is an activity of conveying or providing information about the benefits of a product or service to consumers with the aim of encouraging and convincing them to buy the product (Kotler & Armstrong, 2014). Well-designed promotional activities, such as discounts, attractive advertisements, and loyalty programs, can increase customers' positive perceptions of the products or services offered. When customers feel they get more benefits from these promotions, such as more competitive prices or a more pleasant shopping experience, they tend to feel satisfied (Novianti et al., 2018).

Research conducted by Tjahjaningsih (2016), shows that promotion has a positive and significant effect on customer satisfaction. Research findings by (Rezeki & Rinaldi, 2020; Suyono et al., 2020; Yuliyanto, 2020) also show that promotion has a positive and significant effect on customer satisfaction. Based on the results of this study, the following hypothesis can be proposed:

**H<sub>2</sub>:** Promotion has a positive and significant effect on Grabcar customer satisfaction in Yogyakarta City.

### **Effect of Product Innovation on Customer Satisfaction**

Product innovation refers to the development or improvement of products that can provide added value to consumers, such as improved quality, functionality, or product design (Pishgar et al., 2013). Through innovation, companies can meet the evolving expectations and needs of customers, thereby improving their experience of the products offered. In other words, the higher the level of innovation applied in a product, the more likely it is to increase customer satisfaction (Pishgar et al., 2013). This is in line with research findings by Ayodele & Oginni

(2019), Pan & Nguyen (2015), which show that product innovation has a positive and significant effect on customer satisfaction. Other research by Fadhli et al. (2021; Indriyani et al., 2023) also shows that product innovation has a positive and significant effect on customer satisfaction. Based on the results of this study, the following hypothesis can be proposed:

**H<sub>3</sub>:** Product innovation has a positive and significant effect on Grabcar customer satisfaction in Yogyakarta City.

### **Price, Promotion, and Product Innovation have a significant effect on customer satisfaction.**

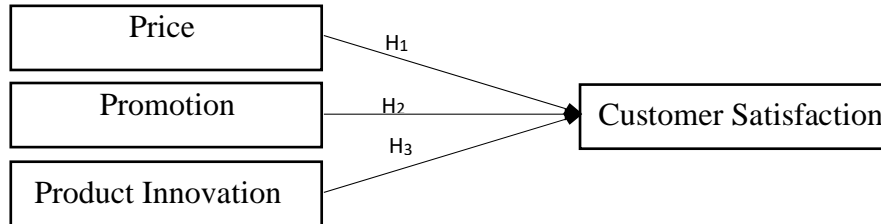
Research analysis results (Rianto et al. 2022) that several factors influence customer satisfaction of Telkomsel provider users. The first finding is that the price variable has an effect on customer satisfaction for Telkomsel providers. This research is in line with previous research (Abdul Gofur, 2019), which states that price has a significant effect on customer satisfaction, which means that the high level of price provided by a company followed by benefits so that it can be felt by its users will provide customer satisfaction. The price given by the provider Telkomsel is relatively expensive when compared to other providers, but this makes Telkomsel more innovative in the prices given for its products. Currently, the millennial generation has activities that are not far from social media and the internet, therefore, Telkomsel provides a variety of price options with package options for certain applications such as TikTok, YouTube, WhatsApp, Instagram, and many more applications used by millennials in Bekasi City.

The second finding results in the promotion affecting customer satisfaction of Telkomsel provider users. This research is in line with previous research on the relationship between promotion and customer satisfaction (Rahmawati et al., 2020) which states that promotion has a significant effect on customer satisfaction, which means that the higher the level of promotion carried out by a company to offer its products, the higher the level of customer satisfaction. With promotions that are carried out consistently and successfully, consumers will be more familiar with the company's products. Telkomsel is a company that promotes consistently and successfully, with the proof that generations recognize Telkomsel provider in general, which is one of the successes of a promotional marketing technique. Based on this, Telkomsel providers carry out promotions, and according to the results of the analysis in this study, the promotions that have been carried out by Telkomsel providers have provided satisfaction to the millennial generation in Bekasi City. The results of the analysis in this study are in line with research conducted by (Fillayata & Mukaram, 2020) which states that product innovation has a significant effect on customer satisfaction, which means that the higher the level of innovation of a product carried out or developed by a company with a high level of creativity, the higher the level of customer satisfaction. With the existence of innovation with a level of creativity that is difficult to imitate, the possibility of copying products made by other competitors will be smaller. This makes customers remain loyal to products that have the first idea or innovation. Based on this, Telkomsel provider has made many product innovations, including providing affordable price options for its users and then expanding the network throughout Indonesia.



**H4:** Price, Promotion, and Product Innovation have a significant effect on customer satisfaction.

**Figure 1. Research Framework**



## METHODOLOGY

This research uses quantitative methods, which is a scientific approach that involves collecting data through measurement or observation, which is then analyzed statistically to test the hypothesis then analyzed statistically to test the hypothesis. Based on its purpose, this research is an explanatory study, which aims to explain the relationship and position between variables through hypothesis testing (Sugiyono, 2016).

This research was conducted on the price, promotion, and product innovation of Grabcars located in the Special Region of Yogyakarta Province. The primary data source for this research was obtained through respondents' answers to the questionnaire, which was directly distributed by the research team to the pre-defined sample. The population used in this study is price, promotion, and product innovation of Grabcars in the Special Region of Yogyakarta. The subjects in this study are the leaders/persons in charge of price, promotion, and product innovation Grabcars in the Special Region of Yogyakarta, while the objects are the price, promotion, and product innovation Grabcars in the Special Region of Yogyakarta. The population is infinite and the members of the population cannot be determined more or less precisely.

## RESULT

Based on Table 1 above, it is known that all items of each research variable have a calculated r value greater than the r table of 0.1966, so it can be stated that all items in the questionnaire are valid.

### Validity Test Results

**Table 1.** Validity Test Results

Variable	Statement	r-count	r-table	Description
Price (X1)	X1.1	,945	1,966	Valid
	X1.2	,712	1,966	Valid
	X1.3	,920	1,966	Valid
	X1.4	,938	1,966	Valid
Promotion (X2)	X2.1	,587	1,966	Valid
	X2.2	,564	1,966	Valid
	X2.3	,735	1,966	Valid
	X2.4	,670	1,966	Valid

Product Innovation (X3)	X3.1	,524	1,966	Valid
	X3.2	,714	1,966	Valid
	X3.3	,843	1,966	Valid
	X3.4	,882	1,966	Valid
Customer Satisfaction (Y)	Y1.1	,642	1,966	Valid
	Y1.2	,799	1,966	Valid
	Y1.3	,624	1,966	Valid
	Y1.4	,808	1,966	Valid

## Reliability Test

**Table 2.** Reliability Test

Variable	Cronbach's Alpha	Description
Price (X1)	,936	Reliable
Promotion (X2)	,704	Reliable
Product Innovation (X3)	,834	Reliable
Customer Satisfaction (Y)	,798	Reliable

The reliability test results in Table 2 above show that all variables have a Cronbach's Alpha value above 0.60, which means that all variables in this study are considered reliable.

## Normality Test

**Table 3.** Normality Test  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.59529996
Most Extreme Differences	Absolute	.098
	Positive	.087
	Negative	-.098
Kolmogorov-Smirnov Z		.984
Asymp. Sig. (2-tailed)		.288

a. Test distribution is Normal.

b. Calculated from data.

Based on the test results using Kolmogorov-Smirnov in the table, the p-value = 0.039, which is close to 0.05. Although not perfect, this is close enough to a normal distribution for the residuals. Thus, the assumption or requirement of normality in the regression model has been met.

## Multicollinearity Test

**Table 4.** Multicollinearity Test

Coefficients <sup>a</sup>								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	1.059	.504	2.100	.038			
	Price	.216	.139	.232	1.554	.337	2.967	
	Promotion	.459	.148	.339	3.099	.003	.628	1.592
	Product Innovation	.034	.174	.031	.196	.845	.296	3.381

Dependent Variable: Customer Satisfaction

Based on the results of the multicollinearity test in the table section "Collinearity Statistics" it is known that the tolerance value shows that all independent variables have a tolerance value above 0. that the tolerance value shows that all independent variables have tolerance values above 0.10. Variable Total Price is 0.337, promotion is 0.628, and product innovation is 0.845. This means that there is no multicollinearity between the independent variables.

## Heteroscedasticity Test

**Table 5.** Heteroscedasticity Test

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	4.999	.336	2.971	.004
	Price	.488	.093	.2526	.001
	Promotion	.176	.099	.2256	.008
	Product Innovation	.964	.116	2.832	.041

a. Dependent Variable: ABS\_ReS

Based on the results of the heteroscedasticity test in the table, it can be seen that sig. in each variable is less than 0.05. and it can be said that this indicates heteroscedasticity in the regression model in this study.

## Autocorrelation Test

Based on the results of the heteroscedasticity test in the table, it can be seen that sig. in each variable is less than 0.05. and it can be said that this indicates heteroscedasticity in the regression model in this study.



**Table 6. Autocorrelation Test Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.527 <sup>a</sup>	.278	.255	.60453	1.955

a. Predictors: (Constant), Innovation Product, Promotion, Price

b. Dependent Variable: Customer Satisfaction

Based on the test results, the DW value is 1.955, which is between dU (1.736) and 4-dU (2.264)  $1.736 < 1.955 < 2.264$ . Interpretation Since the Durbin-Watson value (1.955) is in between dU and 4- dU, then can be concluded that no autocorrelation occurs in the regression model. The data research fulfills the assumption of independence error and no serial correlation between errors in period t and the previous period. Thus the regression model has fulfilled the assumption of non-autocorrelation.

## Descriptive Statistical Results

**Table 7. Descriptive Statistical Results**

Coefficients <sup>a</sup>		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.059	.504		2.100	.038
	Price	.216	.139	.232	1.554	.124
	Promotion	.459	.148	.339	3.099	.003
	Product	.034	.174	.031	.196	.845
	Innovation					

a. Dependent Variable: Customer Satisfaction

Based on the table above, the regression equation can be arranged as follows:

$$Y = 1,059 + 0.216\text{Price} + 0.459\text{Promotion} + 0.034\text{Product Innovation} + e$$

## R Square

**Table 8. R-Square Test**

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.527 <sup>a</sup>	.278	.255	.60453	1.955

a. Predictors: (Constant): Product Innovation, Promotion, Price

b. Dependent Variable: Customer Satisfaction

Based on the test results above, it can be seen that the *Adjust R Square* value is 0.255.

So it is concluded that the variable Customer satisfaction can be explained by 25.5% by the variable Price, Promotion, and Product Innovation and the remaining 74.5% is explained by other variables outside this study.

### Partial test (t-test)

Assuming that all other independent variables are fixed, the t-test is used to assess the partial significance between the independent and dependent variables. A hypothesis is accepted or rejected based on the significance value, which can be found by comparing it to 0.05.

**Table 9. T-Test Result**

Coefficients <sup>a</sup>		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
	(Constant)	1.059	.504		2.100	.038
1	Price	.216	.139	.232	1.554	.124
	Promotion	.459	.148	.339	3.099	.003
	Product Innovation	.034	.174	.031	.196	.845

a. Dependent Variable: Customer Satisfaction

1. The independent variable *Price* has a t-count value of 1.554 and a significance value of 0.124 ( $> 0.05$ ), meaning that the null hypothesis ( $H_0$ ) is accepted and the alternative hypothesis ( $H_1$ ) is rejected. This indicates that price does not affect customer satisfaction. A positive B value suggests a positive functional relationship.
2. The independent variable *Promotion* has a t-count value of 3.099 and a significance value of 0.003 ( $< 0.05$ ), meaning that the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_1$ ) is accepted. This shows that promotion affects customer satisfaction. A positive B value indicates a positive functional relationship.
3. The independent variable *Product Innovation* has a t-count value of 0.196 and a significance value of 0.845 ( $> 0.05$ ), meaning that the null hypothesis ( $H_0$ ) is accepted and the alternative hypothesis ( $H_1$ ) is rejected. This indicates that innovation price does not affect customer satisfaction. A positive B value suggests a positive functional relationship.

### Statistics Test (F-Test)

**Table 10. F-Test Result**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	13.501	3	4.500	12.31	.000 <sup>b</sup>
1	Residual	35.084	96	.365	4	
	Total	48.585	99			

b. Dependent Variable: Customer Satisfaction

c. Predictors: (Constant), Product Innovation, Promotion, Price

The table above shows the results of the statistical test (F-test), and based on the ANOVA test it is known that the significance value of  $0.000 < 0.05$ , which means that price, promotion, and product innovation simultaneously affect customer satisfaction 0.05 which means that price, promotion, and product innovation simultaneously affect customer satisfaction.

## **DISCUSSION**

### **The Effect of Price on Customer Satisfaction**

Based on the results of the T-test, if the significance value of the price variable is greater than 0.05, it can be concluded that price does not have a significant effect on GrabCar customer satisfaction in Yogyakarta. This may be due to consumers considering other factors in determining their satisfaction. Further interpretation will show whether customers perceive the price of the service to be in line with the benefits received. The results show a positive coefficient value, meaning that the more affordable and appropriate the quality, the price tends to increase customer satisfaction.

### **The Effect of Promotion on Customer Satisfaction**

The T-test results for the promotion variable show whether promotion has a significant effect on customer satisfaction. If the significance value is  $< 0.05$ , then the promotion has a significant effect. This discussion can explain how aspects such as discounts, sales promotions, or effective advertising increase satisfaction. A good promotion will provide additional encouragement for customers to continue using GrabCar services.

### **The Effect of Product Innovation on Customer Satisfaction**

The T-test analysis for the product innovation variable will determine whether product innovation has a significant effect on customer satisfaction. The results show significance  $> 0.05$ , product innovation does not affect customer satisfaction. This may indicate that the innovations made have not fully met the needs and expectations of customers. Innovations offered, such as safety features or service flexibility, can have an impact on positive customer perceptions and strengthen loyalty.

### **Simultaneous Effect of Price, Promotion, and Product Innovation on Customer Satisfaction**

1. Based on the F-test, if the F value is significant ( $p < 0.05$ ), then the price, promotion, and product innovation variables together influence customer satisfaction. This indicates that these three variables are important factors in shaping overall customer satisfaction.
2. This discussion may indicate that to improve customer satisfaction, GrabCar needs to consider these three factors in its marketing strategy and product development.

## **CONCLUSION**

Based on the results of the analysis of the research on the effect of Price, Promotion, and Product Innovation on Customer Satisfaction, the following conclusions can be drawn:

1. Price does not have a significant effect on customer satisfaction, although its contribution is lower than other variables. Competitive price management, in accordance with customer expectations, is proven to increase the level of customer satisfaction directly.

2. Promotion is the variable that has the most significant effect on customer satisfaction. This research shows that effective and targeted promotions can strengthen the relationship between customers and products, create loyalty, and increase customer satisfaction.
3. Product innovation has no significant positive effect on customer satisfaction. The higher the level of innovation in accordance with market needs, the more satisfied customers are with the products offered. This reinforces the importance of providing new solutions to customer problems and improving service quality.
4. The overall results show that the contribution of Promotion has a strong impact on Customer Satisfaction, with the value of the correlation of customer satisfaction reaching a fairly high level of dependence in significant analysis. However, there is a need for innovation that is more in line with customer needs.

## LIMITATION

This study has limitations that need to be considered in generalizing the results. For example:

1. Number of Respondents: This study may have limitations in the limited number of respondents, so it cannot represent all GrabCar users in Yogyakarta.
2. The scope of the study is limited to Yogyakarta: Results may differ if conducted in other regions due to cultural differences and preferences.
3. Data Collection Methods: The use of questionnaires may introduce bias on the part of respondents who tend to give expected answers.

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