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## Analysis of Timeliness and Price on Customer Satisfaction Goride Electric

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**Abstract:** This study analyzes the impact of timeliness and price on customer satisfaction in the context of Gojek's innovative service, Goride Electric. This research uses quantitative methods with research instruments in the form of questionnaires. Data analysis was performed using SmartPLS version 4.0. Based on the results of this study, it shows that timeliness and pricing have a positive and significant impact on customer satisfaction, thereby increasing Gojek's competitive advantage in the online transportation service market. This research contributes to a better understanding of the dynamics of customer satisfaction in the context of innovative electric vehicle-based vehicle booking services, so that it can help Gojek improve its services and maintain customer loyalty.

**Keyword:** Customer Satisfaction, Timeliness, Price, Transportation.

### INTRODUCTION

Gojek is an online-based application company that provides passenger transportation and goods delivery services. Gojek's flagship product is a motorcycle-based shuttle service, Goride. Gojek is one of the most frequently used online transportation services in 2022. This is based on a survey from the Research and Development Agency of the Ministry of Transportation which noted that Gojek got 59.13% and for Grab (32.24 percent), Maxim (6.93 percent), InDriver (1.47 percent) and others (0.23 percent). (Mutia, 2022)

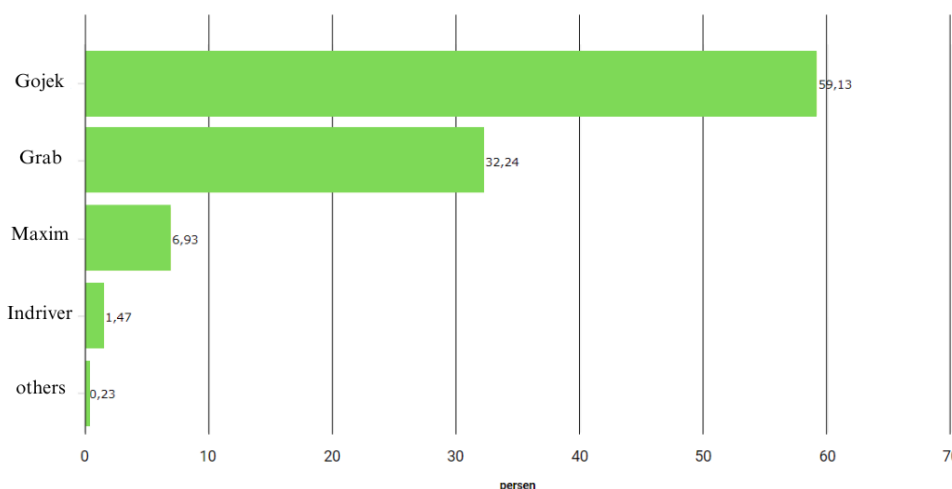


Figure 1. Data User online Transportation in Jabodetabek

Gojek launched a new service innovation, Goride Electric, in the framework of Gojek's Three Zeros campaign, namely Zero Emissions, Zero Waste, and Zero Barriers. Goride Electric is an electric motorcycle-based passenger shuttle service. For now, Goride Electric only operates in the South Jakarta area and with a maximum distance of 30 km.

The electric motor used by Goride Electric has a maximum speed of 60 km/hour (Pradopo, 2022). By using the maximum speed, the use of battery consumption will be more so that the driver partner must regulate the speed of the electric motor. The speed of the electric motor, which is fairly ordinary, will affect the accuracy of pick-up time and passengers delivery time. Some Goride electric service users complained that the speed of the electric motor they used was not as fast as conventional motorbikes / gasoline-fueled motorbikes and even though the price offered is the same, we encountered this complaint on social media and direct interviews.

Timeliness that is far from estimation and tolerance will affect customer satisfaction. In this study, the authors will explain the relationship between travel time and customer satisfaction in using Goride electric services.

## Literature review

### 1. Timeliness

The aspect related to transportation activities is timeliness, in this case Gojek provides an estimated time that available in the application on the device owned by consumers. According to Chariri and Ghozali (2016) Timeliness is defined as the use of information that is used by stakeholders to make decisions before the information loses its share or capacity to determine decisions. The information must be available for decision-making before the information loses the opportunity to influence decision making.

Meanwhile, according to Mahendra Arief (2010) timeliness is "service time in fulfilling orders for goods and services." (Rizal, 2020). Timeliness is the reliability of responding to customer requests efficiently and on schedule.(Daengs et al., 2022). Kahn et al. (2002) Timeliness is defined as the degree to which information is sufficiently up to date for the task at hand., while (Michnik & Lo, 2009) defines timeliness as arriving early or at the right time.(Widiyanto et al., 2021).

According to Hanafi and Halim (2018), there are four aspects that include indicators of timeliness, namely: (1) Arrival timeliness, is the accuracy of the rider's arrival time to pick up the customers in their location according to the estimated time on the application. (2) Departure timeliness, is the speed at which the rider confirms the customer's pickup and departs to the customer's destination. (3) Timeliness of preparation, is the speed of the system

and riders in responding to customer orders on the app. (4) Timeliness compared to other modes of transportation with the same destination, is the timeliness of arrival compared to other available modes of transport. (5) Timeliness to Destination, is the accuracy of the arrival time at the customer's location with what is estimated in the application.

## 2. Price

Kotler and Keller (2009) explain that "price is one element of the marketing mix that generates revenue, other elements generate costs". Meanwhile, Tjiptono (2008) explains that price is one of the important variables in marketing, where price can influence consumers in making decisions to buy a product, for various reasons. Swastha (2010) explains that "price is the amount of money (plus some goods if possible) needed to get several combinations of goods and services". Quoted from. (Choirul & Sudarwanto, 2021)

According to (Handayani et al., 2021) suggests that Price refers to the monetary expenditure made by individuals in exchange for a particular product or service, or the value ascribed by consumers in order to acquire ownership or utilise said product or service.

The term "price" denotes a specific monetary value (potentially inclusive of associated goods) that is required to acquire a particular combination of goods and services.(Gresyta BrN et al., 2020). Price is often associated with the sale value or purchase value of goods or services.(Chrisnawan et al., 2019). In conclusion, price is the nominal money used by consumers in exchange for goods or services.

According to (Kotler et al., 2017) , The following are indicators of price namely: (1) Price affordability, (2) Price compatibility with product quality, (3) Price competitiveness, (4) Price compatibility with production benefits, (5) Price affects consumer purchasing power, (6) Price can influence consumers in making decisions.

## 3. Customer Satisfaction

P. Kotler and K. Lane, (2018) say that Customer satisfaction refers to the emotional state of contentment or dissatisfaction experienced by individuals when evaluating the actual performance of a product in relation to their anticipated performance (or results). Customers will experience dissatisfaction if something the customer gets is lower than his expectations when using a service product, on the other hand, the customer would feel satisfied if the thing obtained exceeds his expectations.(Tampanguma et al., 2022)

According to Engel, Roger & Miniard (2009), Satisfaction refers to the assessment made after consumption, wherein multiple alternatives are considered in order to meet or exceed one's expectations. According to Band (2010), satisfaction is attained when the quality of a product or service meets or surpasses the expectations, desires, and requirements of consumers. On the contrary, in the event that the quality fails to meet or surpass the expectations, desires, and requirements of consumers, satisfaction remains unattained. Consumers who experience dissatisfaction with the goods or services they have consumed tend to seek alternative companies that are capable of fulfilling their requirements.(Indriyati, 2020)

According to (Ridho et al., 2021) Customer satisfaction refers to the subjective evaluation of an individual's preference or aversion towards a product, which is determined by comparing the product's performance to the customer's preconceived expectations.

Indicators of customer satisfaction according to Tjiptono (2019) cited in (Tanasale & Syamtiati, 2022) namely: (1) Overall customer satisfaction, A comprehensive measure of how happy customers are with their entire experience with the service. (2) Dimensions of customer satisfaction, The specific aspects or components that contribute to overall customer satisfaction, such as product quality, service quality, and pricing. (3) Expectation confirmation, Whether a customer's expectations were met or exceeded during their interaction with a product or service. (4) Repurchase intention, Are the likelihood that a

customer will buy from the same company again in the future, indicating loyalty and a positive experience.

#### **4. Research Framework and Hypothesis**

##### **a. Timeliness (X1) to customer satisfaction (Y)**

According to Eviani and Hidayat (2021) argue that timeliness of delivery is very important and has a positive effect on customer satisfaction. It can be interpreted that timeliness is a time discipline that must be applied by the company, the more punctual the company fulfills its promises in delivering goods, the better the company's image because customers feel satisfied and trust the services used. Similar to the opinion of Dewantoro et al (2020) which says that timeliness of delivery has a positive and significant effect on customer satisfaction, timeliness has an important role because every customer certainly wants the package sent to be received at the time promised by the service provider. (Wahyuni Nasution & Ayu Nofirda, 2023)

Dikaprio Dewantoro (2020) in his research entitled *The Effect of Service Quality, Delivery Timeliness and Tracking System Facilities on JNE Customer Satisfaction*. According to the author, the findings of this study indicate that there is a notable impact of service quality on customer satisfaction. The punctual delivery of goods or services has a substantial impact on the level of satisfaction experienced by customers. The utilisation of tracking system tools is found to have a noteworthy and adverse impact on the level of customer satisfaction. (Iqbal & Widyawati, 2022)

Cited research conducted by Phan & Huynh, The attribute of being timely has a favourable impact on the level of satisfaction experienced by customers. The Beta coefficient is observed to be 0.111, with a significance level of 0.039, which is less than the predetermined threshold of 0.05. (Vinh et al., 2023)

H1: Timeliness at Goride Electric affects customer satisfaction

##### **b. Price (X2) to customer satisfaction (Y)**

The results of this study are supported by the results of previous research conducted by Alfredo Anshar (2019) which examines the influence of location, price, and service quality on customer satisfaction of PT. Nugraha Ekakurir Line (JNE) Gunung Anyar Surabaya from the results of this study obtained the results of a significant influence of the price variable on customer satisfaction. (Putri & Hermawan, 2022)

Based on research analysis, it shows that partial price (X1) has a significant effect on Customer Satisfaction (Y) Binasehat. This means that price represents a value that exists in a product or service and the price itself, the customer must accept in order to get the desired product/service. Of course, this can lead to a sense of satisfaction and use of services for these customers to use services repeatedly. (Suhardi et al., 2022)

Price has a strong and significant effect on customer satisfaction to continue using the company's services and win the competition. (Pribadi et al., 2022) Indeed, There exists a strong and statistically significant correlation between the price of a product or service and the level of customer satisfaction. The strength of the relationship between the two variables, as evidenced by the correlation coefficient and the coefficient of determination, highlights the influence of price on customer satisfaction. (Haryono et al., 2016)

H2: Prices affect customer satisfaction Goride Electric

##### **c. Timeliness and price affect customer satisfaction**

Based on the discussion and research results that have been analyzed in the following referenced studies that price and timeliness affect customer satisfaction at JNE Malang City. (Suhardi et al., 2022)

In the research referenced, following the results of the joint tests carried out, the timeliness of delivery and price has a positive and significant effect on customer satisfaction. In the journal Rosadi, (2021) customer satisfaction is customer joy or disappointment as a

consequence of comparing items (or results) that are considered in accordance with consumer expectations. From the test results, it can be concluded that the delivery time and price factors affect Ninja Xpress Sampit customer satisfaction because a significance value of 0.000 is obtained which is smaller than 0.05. With the achievement of the adjusted R square coefficient value of 0.755. This figure shows that the variable delivery time and price affects customer satisfaction by 75.5 percent, while the rest comes from other variables not examined in this study.(Atmoko et al., 2022)

The study conducted by Hafizha, Abdurrahman, and Nuryani (2019) reveals that the variable of timeliness exhibits a statistically significant positive impact on customer satisfaction.(Ridho et al., 2021)

H3: Timeliness and Price affect Electric Goride customer satisfaction

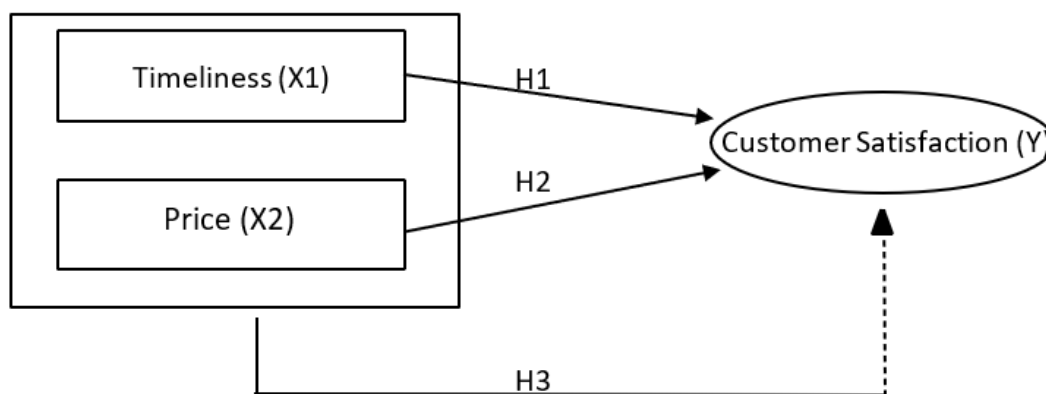


Figure 2. Conceptual Framework

## METHOD

### Research design

In this research, the author will conduct research in the South Jakarta area according to the operation of Goride Electric. This research was conducted using quantitative methods, namely questionnaires. For the questionnaire method where respondents are people who have used Goride electric in 2023.

### Research Population

Population research encompasses a diverse range of objects or subjects that possess specific qualities and characteristics, as determined by the researcher or writer. Subsequently, conclusions will be derived based on these determinations. (Mauldy, 2020) The population in this study are users of Goride Electric services in the city of Jakarta, whose population is not known with certainty by researchers (unknown population).

### Research Sample

According to Malhotra (2009), A sample refers to a subset of elements from a larger population that is chosen to partake in a research investigation. Samples are a subset of a larger population that are selected in a manner that accurately reflects the characteristics of the entire population. The Research Sample is part of the total Research Population. In this research, the research was conducted on Goride Electric service users in the South Jakarta area who use these services within the scope of 2023 and are at least 17 years old and a maximum of 50 years old. Professor Edhi Budi (2023) said, if the number of mediations is small then the multiplier is multiplied by 10 of the number of indicators. Then 15 (Number of indicators) x 10 = 150, The minimum number of respondents is 150, and there is no maximum. So we used 170 respondents in total.

### Data Collection Technique

The data collection techniques used in this study to collect the data needed by researchers are:

#### 1. Questionnaire

The questionnaire technique is a method employed for the purpose of data collection, wherein a set of written questions or statements are provided to respondents, who are then expected to provide answers or responses. Iskandar (2008) asserts that a questionnaire can be a highly effective tool for collecting data, provided that the researcher possesses a clear understanding of the variables to be measured and has reasonable expectations regarding the responses of the participants. According to Uma Sekaran (2009), several principles of writing questionnaires are as follows:

- a. The content and purpose of the question, what is meant here is whether the content of the question is a form of measurement or not.
- b. The language used in writing the questionnaire must be adapted to the language skills of the respondents.
- c. The type and form of questions, the type of questions in the questionnaire can be open or closed, and the sentences can use positive and negative sentences.
- d. Questions are not ambiguous
- e. Didn't ask what I had forgotten.
- f. Non-leading questions, meaning try to avoid leading to only good or only bad answers.
- g. The length of the question, the questions in the questionnaire should not be too long, so that it will make respondents bored in filling in.
- h. The arrangement of questions within the questionnaire follows a pattern that progresses from a broad scope to a narrower focus, or from simpler inquiries to more complex ones.

The measurement scale of this questionnaire uses the Likert Scale. The Likert scale is a psychometric instrument frequently employed in questionnaires, and it holds the distinction of being the most extensively utilised scale in the field of survey research. The Likert scale is a widely employed tool in social science research for assessing the attitudes, opinions, and perceptions held by individuals or collectives towards various social phenomena. The answer to each question item in this questionnaire is in the form of words including: Strongly Agree (SS), Agree (S), Undecided (RG), Disagree (TS), and Strongly Disagree (STS).

**Table 1. List of Indicators**

Variables	Reference	Indicator	Question Item	Sequence Number
Timeliness (X1)	Hanafi and Halim (2019)	Timeliness of Arrival	Goride electric drivers pick up customers on time according to the estimate on the application	1
		Departure Timeliness	Goride Electric drivers depart on time when they meet the customer.	2
		Timeliness of Preparation	Goride Electric drivers are fast in responding to customer orders on the application	3
		Punctuality compared to other modes of transportation with the same destination	Goride Electric is timelier to reach the destination than other transportation with the same destination.	4
		Punctuality to destination	Goride electric drivers deliver customers on time according to estimated travel time	5
Price (X2)	Kotler (2016)	Price Affordability	Goride Electric is affordable	6
		Price match with product quality	The price offered by Goride Electric is in accordance with the quality of both drivers and vehicles	7

Variables	Reference	Indicator	Question Item	Sequence Number
		Price competitiveness	Goride electric price is relatively cheaper than competitors	8
		Price compatibility with production benefits	The price offered by Goride Electric is in accordance with the value that customers get	9
		Price affects consumer purchasing power	The price offered by Goride Electric makes me use this service	10
		Price can influence consumers in making decisions	The price offered by Goride Electric makes me prefer Goride over others	11
Customer Satisfaction (Y)	Tjiptono (2019)	Overall Customer Satisfaction	I am satisfied with Goride Electric's current service	12
		Dimensions of Customer Satisfaction	I am satisfied with the hospitality provided by the Goride electric driver	13
		Confirmation of Expectations	The existence of satisfaction value obtained from Goride electric drivers (drivers confirm the name and destination of the order)	14
		Repurchase Intention	I will use and recommend Goride electric to my friends	15

## RESULTS AND DISCUSSION

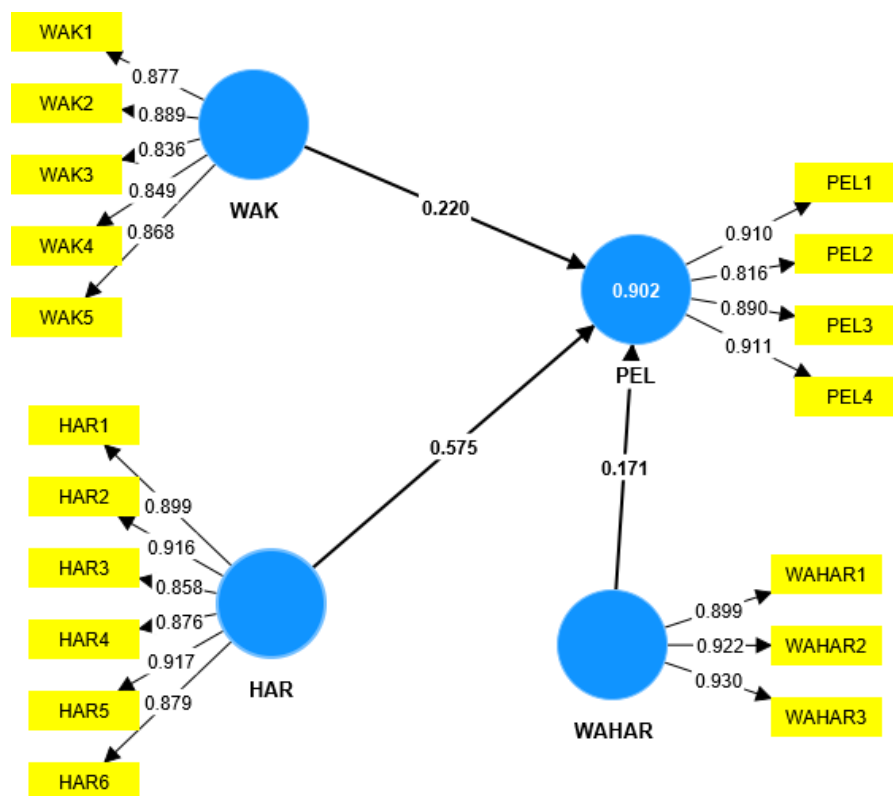


Figure 2. X1, X2, X3 and Y Variable Model Outer Test Results

Description:

- WAK = X1 (Timeliness)
- HAR = X2 (Price)
- WAHAR = X3 (Timeliness & Price)
- PEL = Y (Customer Satisfaction)

**Validity Test**

**Table 2. Validity Test (Outer Loading)**

<b>Outer Loading Timeliness</b>			
<b>Variabel</b>	<b>Indicator</b>	<b>Outer Loading</b>	<b>Result</b>
Timeliness (X1)	X1.1	0.877	Valid
	X1.2	0.889	Valid
	X1.3	0.836	Valid
	X1.4	0.849	Valid
	X1.5	0.868	Valid
<b>Outer Loading Price</b>			
Price (X2)	X2.1	0.899	Valid
	X2.2	0.916	Valid
	X2.3	0.858	Valid
	X2.4	0.876	Valid
	X2.5	0.917	Valid
	X2.6	0.879	Valid
<b>Outer Loading Timeliness and Price</b>			
Timeliness and Price (X3)	X3.1	0.899	Valid
	X3.2	0.922	Valid
	X3.3	0.930	Valid
<b>Outer Loading Customer Satisfaction (First Model)</b>			
Customer Satisfaction (Y)	Y.1	0.910	Valid
	Y.2	0.816	Valid
	Y.3	0.890	Valid
	Y.4	0.911	Valid

Source: Processed by SmartPLS version 4.0

For the purpose of determining convergent validity, researchers utilize the values of outer loading or loading factors. If the outer loading value is greater than 0.7, the indicator is said to meet convergent validity in the good category. The data above reveals that there is no indicator variable whose outer loading value is below 0.5 (Ningtias & Karisma, 2019) Therefore, it can be concluded that all indicators are deemed practical and valid for research purposes and can be utilized for subsequent analysis.

**Table 3. Validity Test (AVE analysis)**

<b>Variable</b>	<b>Average variance extracted (AVE)</b>	<b>Result</b>
Timeliness (X1)	0.794	Valid
Price (X2)	0.779	Valid
Timeliness and Price (X3)	0.841	Valid
Customer Satisfaction (Y)	0.746	Valid

Source: Processed by SmartPLS version 4.0

The square root of the average for each variable exhibits a greater value compared to the corresponding coefficient for the other variables. This metric is deemed appropriate for any variable that exhibits a strong determinant of validity. The discriminant validity test confirms that the Timeliness, Price, Timeliness & Price, and Customer satisfaction variables have been validated, since their Average Variance Extracted (AVE) values are all over the threshold of 0.50.(Aburumman, 2018)

### Discriminant Validity

The findings of the study are as follows. The assessment of discriminant validity is conducted through the examination of cross-loading values. Discriminant validity is employed to ascertain that each concept within a given latent variable exhibits distinctiveness in relation to the other concepts.(Prisillah & Ade, 2018) A model that exhibits strong discriminant validity is characterised by indicators of a latent variable having the highest cross-loading values with other indicators of the same latent variable, compared to their cross-loading values with indicators of other latent variables(Kurniawati et al., 2021). The cross-loading value is presented in Table 4 as depicted below:

**Table 4. Discriminant Validity test results (Cross Loadings)**

Variable	Timeliness	Price	Timeliness and Price	Customer Satisfaction	Result
X1.1	0.877	0.853	0.854	0.847	Valid
X1.2	0.889	0.805	0.776	0.785	Valid
X1.3	0.836	0.709	0.674	0.710	Valid
X1.4	0.849	0.794	0.774	0.770	Valid
X1.5	0.868	0.845	0.805	0.805	Valid
X2.1	0.852	0.899	0.852	0.860	Valid
X2.2	0.863	0.916	0.863	0.860	Valid
X2.3	0.763	0.858	0.763	0.801	Valid
X2.4	0.822	0.876	0.822	0.868	Valid
X2.5	0.844	0.917	0.844	0.838	Valid
X2.6	0.826	0.879	0.826	0.822	Valid
X3.1	0.832	0.880	0.899	0.880	Valid
X3.2	0.827	0.896	0.922	0.823	Valid
X3.3	0.823	0.882	0.930	0.839	Valid
Y.1	0.837	0.852	0.845	0.910	Valid
Y.2	0.682	0.717	0.753	0.816	Valid
Y.3	0.830	0.878	0.827	0.890	Valid
Y.4	0.848	0.877	0.839	0.911	Valid

Source: Data Is Processed By Smartpls Version 4.0

The cross-loading values of both Price and Timeliness, which are indicators for the Customer satisfaction variable, are already above the threshold of 0.70. This implies that each latent variable exhibits strong discriminant validity(Kurniawati et al., 2021), indicating that the latent variable possesses a measuring instrument that demonstrates a high correlation with other constructs, or that discriminant validity is achieved at the level of indicators.

### Reliability Test

The Reliability Test is a method used to assess the measurement consistency of a questionnaire, which serves as an indicator of a specific variable. The reliability of a questionnaire is determined by the consistency or stability of an individual's responses to the statements over time.(Ihsan Edward et al., n.d.)

The reliability test assesses the degree of consistency exhibited by respondents in their responses to the questions. This study employs two distinct methodologies:

#### 1. Cronbach's Alpha

The enhancement of the reliability test results can be achieved through the utilisation of Cronbach's alpha coefficient for evaluating the variable assessment criteria. A variable can be considered reliable if its Cronbach's alpha value exceeds 0.7 (Silaban & Oviyanti, 2022). The following is Table 6 of the results of each Cronbach's alpha value:

**Table 6. Analysis Result of Cronbach's Alpha**

Variable	Cronbach's Alpha	Result
Timeliness (X1)	0.917	Significant
Price (X2)	0.949	Significant
Timeliness & Price (X3)	0.906	Significant
Customer Satisfaction (Y)	0.911	Significant

Source: SmartPLS processed data version 4.0

The findings of the variable Cronbach's alpha can be inferred from the table and graph provided, Timeliness > 0.7, namely 0.917, Price > 0.7, namely 0.949, Time and Price > 0.7, namely 0.906, and Customer Satisfaction > 0.7, namely 0.911. Thus, these results indicate It is essential to ensure that each variable satisfies the prerequisites for the Cronbach's alpha coefficient, thereby indicating a generally high level of reliability across all variables.

**2. Composite Reliability**

Composite Reliability results are a statistical measure utilised to indicate the reliability value of a variable indicator. According to (Nurlina & Jumady, 2021) variable can be considered reliable if its composite reliability rate exceeds 0.7, although a value of 0.6 is still deemed acceptable:

**Table 7. Composite Reliability Analysis Results**

Variable	Composite Reliability	Result
Timeliness	0.959	Reliable
Price	0.936	Reliable
Timeliness and Price	0.941	Reliable
Customer Satisfaction	0.934	Reliable

Source: Data is processed by SmartPLS version 4.0

The composite reliability value of the Timeliness variable is 0.959, Price > 0.7, namely 0.936, and Time and Price > 0.7, namely 0.941. The reliability of the three variables can be inferred from the fact that each individual variable has a composite reliability value greater than 0.7.

**Inner model**

The internal model demonstrates the robustness of the estimation pertaining to latent variables or constructs. This study aims to elucidate the findings pertaining to the R-Square value, path coefficient, and hypothesis testing. The structural model was examined utilising the SmartPLS software.

**1. R-Square Results**

The R-Square metric quantifies the degree of correlation between latent variables, thereby assessing the model's predictive capability. The metric used to evaluate the goodness-of-fit of a model is commonly referred to as R-Square (Sarstedt et al., 2021). The R-Square test is employed for the purpose of evaluating predictive accuracy. The subsequent findings present the outcomes of the R-Square examination conducted on each construct:

**Table 8. R-Square Analysis Results**

Variable	R-square	R-square adjusted	Result
Customer Satisfaction	0.902	0.900	Strong

The value for the R-squared value of 0.75 is strong, 0.50 is moderate, and 0.25 is weak (Ray & Harito, 2023). Based on the R2 values of the customer satisfaction variables, this involves the predictive relevance of Q2. The fit of the structural model can be checked from the Q-square as follows:

$$\begin{aligned}
 Q^2 &= 1 - (1 - 0.902) \\
 &= 1 - 0,098 \\
 &= 0,902
 \end{aligned}$$

The resulting Q-square is 0.902. Since the Q-square is higher than 0.75. The model is shown to have predictive relevance with a strong value.

**2. Path Coefficients**

**Table 9. Path Coefficient**

Indicators	Price	Customer Satisfaction	Time and Price Timeliness
Price		0.575	
Customer Satisfaction			
Timeliness and Price		0.171	
Timeliness		0.220	

Source: Data is processed by Smart PLS 4.0

The obtained path coefficient of 0.575 indicates the variable that most effects customer satisfaction is price variabels.

**Table 10. Hypothesis Test Result**

Hypothesis Testing	Original Sample (O)	Sample Mean (M)	Standard Deviation (Stdev)	T Statiscis (O/Stdev)	P Values	Result
Price → Customer Satisfaction	0.575	0.578	0.115	4.995	0.000	Significant
Timeliness & Price → Customer satisfaction	0.171	0.163	0.097	1.755	0.040	Significant
Timeliness → Customer Satisfaction	0.220	0.224	0.068	3.232	0.001	Significant

Source: Data is processed by Smart PLS 4.0

Each latent variable's P value is statistically significant. Timeliness>> A T-value of 3.322 and a P-value of 0.001 for Customer Satisfaction indicate statistical significance.

It can be seen that the P values of each latent variable have a good value. Price>> Customer Satisfaction has a T value of 4,995 with a P value of 0.000 which can be declared Significant.

Each latent variable's P value is statistically significant. Accuracy in Time and Cost>> The significance level for Customer Satisfaction is set at 0.040, with a T-value of 1.755.

Based on the results of the research conducted as described above, the following are some conclusions from the results of the research conducted by the researcher, which consist of:

**Timeliness at Goride Electric affects customer satisfaction (H1)**

From the resulting test that timeliness has an effect on customer satisfaction. This is evidenced by the AVE test, it can be seen that the AVE value of the Timeliness variable is> 0.5 or 0.794, and based on the table and graph the results of the variable Cronbach's alpha, Timeliness> 0.7, namely 0.917. This is reinforced by the P values with the variable Timeliness → Customer Satisfaction has a T value of 3.322 with a P value of 0.001 which can be declared Significant. So from these results, the researcher concludes that timeliness has an effect on customer satisfaction.

**Prices affect customer satisfaction Goride Electric (H2)**

From the resulting test table that Price has an effect on customer satisfaction. This is evidenced by the AVE test, it can be seen that the AVE value of the Price variable is> 0.5 or 0.779, and based on the table and graph the results of the variable Cronbach's alpha, Price> 0.7, namely 0.949. This is reinforced by the P values of the Price variable → Customer Satisfaction has a T value of 4.995 with a P value of 0.000 which can be declared Significant.

It is also reinforced that the path coefficient obtained the price result value of 0.575, which states that the price variable has a positive influence on customer satisfaction. So from these results, the researcher concludes that price is very influential in customer satisfaction.

### **Timeliness and prices affect customer satisfaction for Goride Electric. (H3)**

From the resulting test table that the accuracy of Time and Price has an effect on customer satisfaction. This is evidenced by the AVE test, it can be seen that the AVE value of the variable Time and Price variable > 0.5 or 0.841, and based on the table and graph the results of the variable Cronbach's alpha, Time and Price > 0.7, namely 0.906. This is reinforced by the P value with the variable Timeliness and Price → Customer Satisfaction has a T value of 1.755 with a P value of 0.040 which can be declared Significant So from these results the researcher concludes that Price has an effect on customer satisfaction.

## **CONCLUSION**

Based on the results of the research conducted as described in the previous chapter, the following are some conclusions from the results of the research conducted by the researcher, which consist of:

This study proves the influence of the timeliness variable on customer satisfaction of Goride Electric and the results of customer assessments of the timeliness implemented by Goride Electric drivers are in significant. The range that shows the significance is based on validity and reliability tests.

This study proves the influence of the price variable on the satisfaction of Goride Electric customers, and the results of customer assessments of the timeliness carried out by Goride Electric drivers are in the significant.

This study proves the effect of timeliness and price variables simultaneously on customer satisfaction of Goride Electric and the results of customer assessments of timeliness and prices implemented by Goride Electric drivers are in the good category. Based on the Path coefficient, that price result value of 0.575 which states that the price variable has a positive influence on customer satisfaction.

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