THE EFFECT OF SALES PROMOTIONS AND TARIFFS ON CONSUMER LOYALTY (CASE STUDY OF GRAB COMPANIES IN BANDUNG CITY)

Evangelius Hans Wiguna[1], Rizal Ramdan Padmakusumah [2]
[1,2]Management Study Program, Faculty of Business and Management, Widyatama University
Email: evangelius.hans@widyatama.ac.id, rizal.ramdan@widyatama.ac.id

Abstract

Research conducted on Grab in the city of Bandung was conducted to determine and analyze the effect of sales promotions and tariffs on consumer loyalty. The independent variables in this study are sales promotions and tariffs. While the dependent variable used is consumer loyalty. The research method used in this research is a verification method to find out the relationship between two variables and to do the test using IBM Statistics 25 SPSS. The population in this study are people who live in the city of Bandung and use the Grab application. In this study, the sampling method used is the nonprobability sampling method. The sampling technique in this study used a purposive sampling technique, which means that the sample was taken because of certain considerations. The criteria that must be owned to determine the sample for this study are having an account in the Grab application, domiciled in the city of Bandung and having used online transportation services from Grab at least once. The number of samples in this study was determined using multiple regression data analysis techniques with an error rate of 5%, the sample in this study was determined by 100 people.
Keywords: Sales Promotion, Tariffs, Customer Loyalty.

INTRODUCTION

The development of technology in the era of globalization is growing rapidly. Technology can affect people's lives and the surrounding environment in various ways (Ngafifi, 2014). Advances in technology can improve the economy of many groups of people. But technology can also have impacts that can be detrimental and damage the earth and its environment by polluting and depleting natural resources (Mayeni, R., Syafti, O., & Sefrinal, S).Wahyudi, HS, & Sukmasari, MP (2018) argues that Technological progress has positive and negative values, because it can be accessed easily by the community so that it can influence cultural values that exist in the community. With the advancement of technology can make someone fall asleep with the world of screens. Almost every time we use our mobile phones to exchange messages with friends, or play games and when we wake up we always turn on the television to see the screen (Azizah, M, 2020).
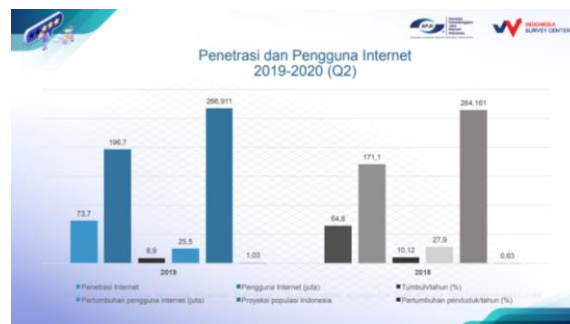

Figure 2. Internet User
Source: APJII and PusKoKam UI Survey Data for 2019 – 2020 (Q2)

Technology develops every year with the aim of creating more up-to-date technology and making big changes to help ease every activity and task that humans live in.Guizar, VT 2019).

Based on internet user penetration data which continues to increase every year, it is able to create opportunities for online-based businesses to be born by startup companies, now startup companies have emerged that are engaged in online transportation for two-wheeled or four-wheeled vehicles. (Kurnianti, AW 2017).

The emergence of startup companies engaged in online transportation in Indonesia is able to provide solutions for people who are worried about passenger safety guarantees when using public transportation fleets orconventional (Kurnianti, AW 2017). As for the view put forward by (Anindhita, 2016) which states that online transportation services prioritize the safety factor of each user, in the application when ordering an online motorcycle taxi there is complete information about the rider, including the name, photo of the rider, and contact of the rider. Online transportation services can only be ordered through online transportation applications such as Uber, Grab, Go-Jek and so on, therefore customers or consumers can ensure their security and accountability.
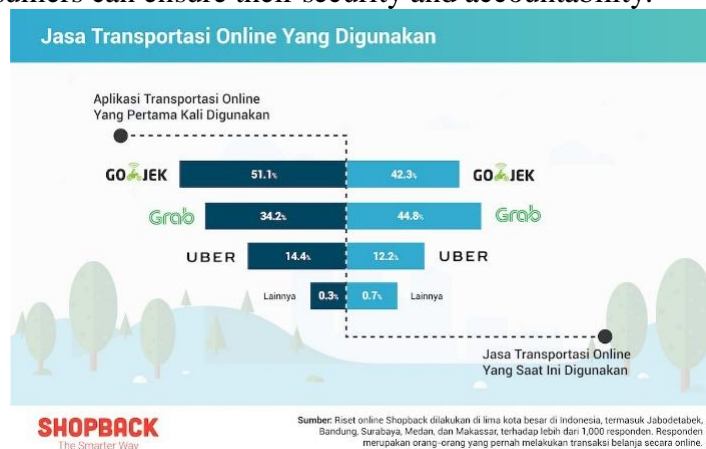

Figure 2. Online Transportation Usage Data
Source: www.shopback.co.id

Based on online research compiled by shopback (www.shopback.co.id) that has been carried out In Indonesia, Go-Jek, Uber and also Grab are the three main companies that provide online transportation services. The widespread use of online transportation services in Indonesia began with the emergence of the Go-Jek company in 2015. In this research, 51.1% of respondents used Go-Jek as the first online transportation service provider platform they used, followed by Grab. by (34.2%) and Uber by (14.4%). The increasing penetration of the internet and smartphone users in Indonesia is one of the things that has made online motorcycle taxi applications more frequently used. Go-Jek is widely used because of this online motorcycle taxi platform that emerged in their area.

The results of this research also show a decrease in the use of the Go-Jek application. The researcher asked respondents about the online motorcycle taxi application currently used, as many as (44.8%) of respondents used Grab while Go-Jek (42.3%). With shopback research conducted online, it explains that the price offered by Grab is currently

cheaper than the other two platforms. In addition to the low prices offered, more weekly promos and the quantity of drivers from the Grab platform are reasons to use this online transportation service provider.

The discussion of this phenomenon as well as a brief definition of consumer loyalty is based on previous studies that have been carried out by several researchers. Consumer loyalty is not only influenced by service quality, brand image, and atmosphere (Harianto, D. 2013), but can also be influenced by promotion strategy, price and satisfaction (Anggia, TR, Kawet, L., & Ogi, I. 2015) , customer relationship management and service quality (Kalo, RE 2013), promotion, price and product quality (Rosalina, M., Qomariah, N., & Sari, MI 2019), as well as service excellence, customer experience and brand trust (Ratnawili, R., Fitri, MA, & Arini, E. 2021).

Based on some of the research above, it can be seen that consumer loyalty can be carried out to various kinds of objects and is influenced by a variety of different variables. The objects applied in these various studies are culinary (Harianto, D. 2013), services in the field of communication and information (Anggia, TR, Kawet, L., & Ogi, I. (2015), department stores (Kalalo, RE 2013) , communication and information tools (Rosalina, M., Qomariah, N., & Sari, MI 2019), as well as services in the field of online transportation (Ratnawili, R., Fitri, MA, & Arini, E. 2021).

This research was conducted aiming to find out how big the influence of sales promotion (variable X_1) on consumer loyalty (variable Y) and to find out how much influence tariffs (variable X2) have on consumer loyalty (variable Y). The research conducted on respondents in the city of Bandung is expected to be able to provide input and important information for Grab companies related to the economy, especially regarding the effect of sales promotions and tariffs on consumer loyalty to be considered by the company in developing its business. In addition, it is hoped that the results of this research can be useful for people who read it, which is expected to add insight to the knowledge of readers. With this research it is hoped that it will be able to provide opportunities for other researchers to be able to research online transportation companies so that they can further develop transportation services at these companies.

LITERATURE REVIEW
Sales Promotion

Sales promotion is a sales activity that is not carried out repeatedly and is not carried out routinely, but aims to accelerate different market responses (Saladin, 2016). Sales promotion is a company activity carried out to meet consumer expectations for the services offered(Gods, CB 2018).Meanwhile Anbiya, NN, & Sofyan, A. (2021) argues that sales promotion is the most important activity to introduce and provide information about the benefits of a product to buy the product being promoted.

According to Septiana, & Nosita (2020) Sales Promotion has the following dimensions: 1) Coupons or certificates, entitle customers to discounts on certain products, 2) Rebates, price discounts given after a purchase, 3) Bonus packs, which are additional product offerings offered to consumers from a product at a normal price, 4) Loyalty program, is a program that offers rewards related to the frequency and intensity of customers in using the services provided by the company.

In this study, there are two dimensions used as a reference for making questions to informants to determine the effect of sales promotion on customer loyalty, including: 1) Coupons (Voucher) Dimensions: attractiveness and ease of using vouchers, 2)Rebates Dimension: The attractiveness and ease of getting cashback after purchase.

Tariffs

Price is an important factor that can influence decision making to encourage the purchase of a product or service (Purnama, PM 2019). Price is one of the elements of the marketing mix to generate large profits (Siregar, N. 2018). Meanwhile, according to (Insani, NA, & Madiawati, PN, 2020) price is the value that consumers or customers need to pay to buy a commodity that is offered. According to Kotler and Armstrong (2016: 78), there are four indicators that characterize prices, namely 1) Affordability; 2) price match with product quality (price match with product quality); 3) price match with benefits; 4) Price according to ability or price competitiveness (Price Competitiveness).

Consumer Loyalty

Consumer loyalty is a deep commitment from a customer to make consistent repurchases (Romadhan, MR, Indriastuty, I., & Prihandoyo, C. 2019). Consumer loyalty is a person who buys regularly and continuously and repeatedly comes to the same place to have a product or get a service and pay for the product (Hasan, 2014: 3). Meanwhile, according to (Saravanakumar, 2014) consumer loyalty is a repeated purchase of a product or service which includes the same purchase in the long term for a brand whose quality is still maintained. The dimensions of consumer loyalty according to Hermawan Kartajaya (2003: 126), namely: 1) Repeatation, making repurchases, 2) Purchase accros product line, buying other products or services from the same manufacturer,

Hypothesis Formulation

Relationship between Sales Promotion (X1) to Customer Loyalty (Y)

Previously, research had been conducted on testing the sales promotion variable (as variable X1) on the customer loyalty variable (as variable Y), in research conducted by Hilmawati, I. (2022) which proved that partially sales promotion had a significant positive effect on customer loyalty. This relationship is also strengthened by Sara Sagala, G. (2021) who says that the sales promotion variable has a moderate and positive relationship of 22% to the customer loyalty variable. Research conducted by Diansyah, D., & Putera, RM (2017) also tested the hypothesis and found that sales promotions have a positive and significant influence on consumer loyalty. This is also supported by research conducted by Mahardhika, NP, & Pradekso, T. (2020) which states that consumer loyalty is affected by exposure to sales promotions of 23.2%. Septiani, R. (2020) also succeeded in proving that sales promotion is able to retain consumers and has a long-term impact by increasing product repurchases by users who rarely buy.

Relationship between Price (X2) and Customer Loyalty (Y)

As for the research that has been done regarding testing the price variable (as variable X2) on the customer loyalty variable (as variable Y), in the research conducted by Natasya, Nathania Prilly (2021) found that individually price has an influence on Grabfood consumer loyalty, p. Hasanah, R., & Suryoko, S. (2017) also found the same, which stated

that tariffs have a positive and significant indirect effect on consumer loyalty. This is also supported by research conducted by Herlambang, S., Hidayat, A., & Listyorini, S. (2013) which proves that the tariff variable has an effect of 43% on customer loyalty. Research conducted by Ritonga, L., & Fikri, MH (2021) also found that tariffs have a significant effect both partially and simultaneously. Santoso, JB (2019) said that the price variable has an influence on the consumer loyalty variable,the price set by Geprek Bensu Rawamangun also makes consumers feel satisfied and loyal.
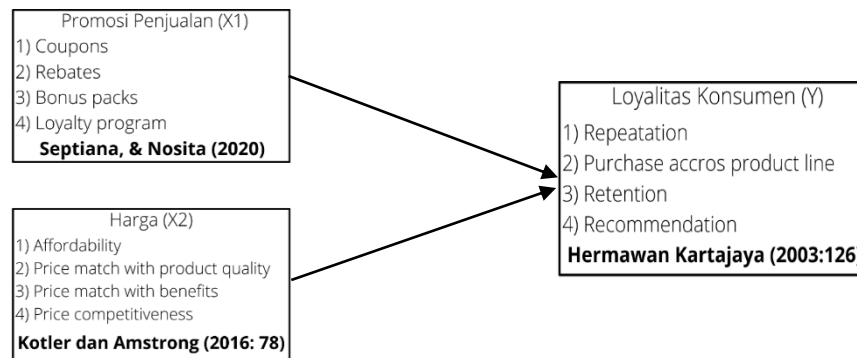

Figure 3. Research Model

Based on the descriptions and results of research conducted by experts and previous researchers, the formulation of the hypothesis made by the authors in this study is:
H_1 : Sales Promotion affects Consumer Loyalty
H_2 : Tariff affects Consumer Loyalty

METHODOLOGY

The research method used in this study is a verification method to re-test the research that has been done by testing the hypothesis using statistical calculations, namely IBM Statistics 25 SPSS. To obtain information about the variables studied, the researcher uses a survey method that takes samples and uses a tool for data collection, namely a questionnaire by providing questions about the matter being studied, whether it is about beliefs or self-behavior reports. The population in this study are people who live in the city of Bandung and use the Grab application. In this study, the sampling method used is the nonprobability sampling method. The sampling technique in this study used a purposive sampling technique, which means that the sample was taken because of certain considerations. The following are the criteria that must be possessed to determine the sample of this study, have an account in the Grab application, live in the city of Bandung and have used online transportation services from Grab at least once. The number of samples in this study was determined by using multiple regression data analysis techniques with an error rate of 5%, at least 100 to 200 people (Augusty, 2013: 173), so the number of samples in this study was set at 100 people. domiciled in the city of Bandung and have used online transportation services from Grab at least once. The number of samples in this study was determined by using multiple regression data analysis techniques with an error rate of 5%, at least 100 to 200 people (Augusty, 2013: 173), so the number of samples in this study

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To measure or analyze the answers obtained from each question item given to respondents, researchers used calculations using the Likert Scale method, which is a psychometric response scale that is often used in research, especially those using questionnaires. The weight or value used in this study consists of:

Table 1. Likert scale

Statement	Mark
Very Unfavorable / Strongly Disagree	1
Not Good / Disagree	2
Fairly Good / Fairly Agree / Neutral	3
Good / Often Agree	4
Very Good / Strongly Agree	5

RESULTS AND DISCUSSION
Descriptive Statistical Analysis

Table 2. Descriptive Statistical Analysis Test Results

Statistics

		Total X1	Total X2	Total Y
N	Valid	100	100	100
	Missing	0	0	0
Mean		28.86	28.74	26.81
Std. Deviation		6.396	6.450	6.762
Minimum		11	10	8
Maximum		40	40	40

Source: Output Result, 2022

Based on the results of the SPSS output table above, it shows that each variable has a total of 100 respondents. Variable X1 (Sales Promotion) has the smallest value of 11 and the largest value of 40. The average variable X1 (Sales Promotion) based on the results of the questionnaire is 28.86 which means that in general Grab has a positive response because it is able to accelerate different market responses and attract consumers to purchase a product or service. The standard deviation of the X1 variable shows a value of 6,396, this value is below the average value, which means that the X1 variable has a low level of data variation.

The variable X2 (tariff) has the smallest value of 10 and the largest value of 40 with an average value of 28.74, which means that prices have an influence on consumers buying products. The standard deviation of the X2 variable shows a value of 6,450, this value is

below the average value, which means that the X2 variable has a low level of data variation.

Based on the output in the table regarding the variable Y (Consumer Loyalty) shows that consumer loyalty has the smallest value of 8 and the largest value of 40 with an average value of 26,811 which means consumers make purchases regularly and continuously to get a service and pay for a product the. The standard deviation of the Y variable shows a value of 6,762, this value is below the average value, which means that the Y variable has a low level of data variation.

Effect of X1, X2, on Y

After the research data was collected, the researcher calculated the average number of all respondents' answers in each variable and each question item. In order to facilitate the assessment of the average, the researcher makes an interval value of 5 (five). The formula for calculating the length of class intervals according to Sudjana (2014) is as follows:

$$\text{Class Interval Length} = \frac{Rentang\ Kelas}{Banyak\ Kelas\ Interval}$$

$$\text{Class Interval Length} = \frac{Nilai\ Tertinggi - Nilai\ Terendah}{Banyak\ Kelas\ Interval}$$

$$\text{Class Interval Length} = \frac{5-1}{5}$$

$$\text{Interval Class Length} = 0.8$$

So it can be determined that the interval of assessment criteria is as follows:

Table 3. Score Interpretation

Average value	Interpretation
1.00 – 1.79	Very Unfavorable / Strongly Disagree
1.80 – 2.59	Not Good / Disagree
2.60 – 3.39	Fairly Good / Fairly Agree / Neutral
3.40 – 4.19	Good / Often Agree
4.20 – 5.00	Very Good / Strongly Agree

Sales Promotion Descriptive Analysis

Table 4. Sales Promotion Descriptive Analysis Result

Sales Promotion (X1)							
Score	STS 1	TS 2	N 3	S 4	SS 5	Amount	Average	Information
Q1	0	5	26	43	26	390	3.90	Well
Q2	1	7	27	38	27	383	3.83	Well
Q3	6	16	42	23	13	321	3.21	Pretty good
Q4	2	13	37	30	18	349	3.49	Well

Q5	3	15	38	27	17	340	3.40	Well
Q6	3	19	36	28	14	331	3.31	Pretty good
Q7	1	7	33	27	32	382	3.82	Well
Q8	2	4	24	42	28	390	3.90	Well
Amount	18	86	263	258	175	2886	28.86	
Total	18	172	789	1032	875	2886	3.61	Well
Percentage	0.62	5.96	27.34	35.76	30.32	100		

Source: Output Result, 2022

Based on the table above, it can be seen that the average value of respondents' responses to the sales promotion variable is 3.61, which means that sales promotions areimplemented by the Grab company is considered good because the average value is in the interval 3.40 – 4.19. But there are still several factors that must be considered because the value is below the average, namely Item Q3, namely "The cashback provided is in accordance with what I want", Item Q4 namely "Grab provides cashback on certain services so that it encourages me to make ppurchase", Item Q5 namely "Grab always offers bonus packs for consumers in every use of the service" and Item Q6 namely "The costs incurred to purchase bonus packs are appropriate". Thus the Grab company needs to pay more attention to this problem so that it can improve it for the better.

Tariff Descriptive Analysis

Table 4. Tariff Descriptive Analysis Result

Rates (X2)								
Score	STS 1	TS 2	N 3	S 4	SS 5	Amount	Average	Information
Q9	2	11	38	31	18	352	3.52	Well
Q10	2	7	31	37	23	372	3.72	Well
Q11	4	6	37	32	21	360	3.60	Well
Q12	2	7	29	39	23	374	3.74	Well
Q13	1	7	34	41	17	366	3.66	Well
Q14	1	11	29	38	21	367	3.67	Well
Q15	9	19	37	21	14	312	3.12	Pretty good
Q16	1	8	31	39	21	371	3.71	Well
Amount	22	76	266	278	158	2874	28.74	
Total	22	152	798	1112	790	2874	3.59	Well
Percentage	0.77	5.29	27.77	38.69	27.49	100		

Source: Output Result, 2022

From the table above, it can be seen that the tariff variable has an average value of 3.59, this means that the rate given / determined by the Grab company is quite good because this value is in the interval 3.40 - 4.19. However, there are still factors that have scores below the overall average, namely Item Q15 regarding "The price set by Grab is more economical

compared to other online transportation service providers. Thus, overall the rates offered by the Grab company are in line with consumer expectations.

Consumer Loyalty Descriptive Analysis

Table 4. Consumer Loyalty Descriptive Analysis Result

Consumer Loyalty (Y)								
Score	STS 1	TS 2	N 3	S 4	SS 5	Amount	Average	Information
Q17	2	12	33	31	22	359	3.59	Well
Q18	4	22	35	23	16	325	3.25	Pretty good
Q19	7	15	37	26	15	327	3.27	Pretty good
Q20	1	5	18	45	31	400	4.00	Well
Q21	15	22	35	16	12	288	2.88	Pretty good
Q22	19	30	25	14	12	270	2.70	Pretty good
Q23	4	11	45	23	17	338	3.38	Pretty good
Q24	3	4	36	30	27	374	3.74	Well
Amount	55	121	264	208	152	2681	26.81	
Total	55	242	792	832	760	2681	3.35	Pretty good
Percentage	2.05	9.03	29.54	31.03	28.35	100		

Source: Output Result, 2022

Based on the table above, it can be seen that most consumers assess consumer loyalty as good enough because it has a value of 3.35. These values are in the interval 2.60 – 3.39. In this variable there are still several factors that need to be considered, including item Q18, namely "I will use Grab more often than other online transportation platforms", item Q19 namely "I will use Grab for every type of service I need", Q21 namely "I am not interested in using online transportation services other than Grab" and Q22 namely "I am not will be affected by the lower fees offered by other online transportation service providers besides Grab", because it has a score below the overall average.

Validity and Reliability Test
Validity Test

Table 5. Validity Test Results

Kuesioner	R hitung	R tabel	Keterangan
Promosi Penjualan			
Q1	0,784	0,197	Valid
Q2	0,811	0,197	Valid
Q3	0,841	0,197	Valid
Q4	0,883	0,197	Valid
Q5	0.820	0,197	Valid
Q6	0.806	0,197	Valid
Q7	0.795	0,197	Valid
Q8	0.778	0,197	Valid
Tarif			
Q1	0,855	0,197	Valid
Q2	0,822	0,197	Valid
Q3	0,809	0,197	Valid
Q4	0,823	0,197	Valid
Q5	0,888	0,197	Valid
Q6	0,824	0,197	Valid
Q7	0,825	0,197	Valid
Q8	0,743	0,197	Valid
Loyalitas Konsumen			
Q1	0,830	0,197	Valid
Q2	0,860	0,197	Valid
Q3	0,835	0,197	Valid
Q4	0,579	0,197	Valid
Q5	0,743	0,197	Valid
Q6	0,750	0,197	Valid
Q7	0,866	0,197	Valid
Q8	0,794	0,197	Valid

Source: Output Result, 2022

Based on the results of the validity test that has been carried out on the Sales Promotion (X1), Tariff (X2), and Consumer Loyalty (Y) variables, it can be seen in the table that all variables in this study can be said to be valid. This can be seen based on the resulting value showing that r count > r table. This means that all questions can be said to be valid and worthy of representing each variable.

Reability Test

Table 6. Reability Test Results

Variabel	R alpha	Keterangan
Promosi Penjualan	0,927	Reliabel
Tarif	0,931	Reliabel
Loyalitas Konsumen	0,908	Reliabel

Source: Output Result, 2022

Based on the results of the reliability test that has been carried out on the Sales Promotion (X1), Tariff (X2), and Consumer Loyalty (Y) variables, it shows that all variables have an alpha coefficient whose value is above 0.6 so that it can be said that each variable from the questionnaire is reliable.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827[a]	.685	.678	3.836

a. Predictors: (Constant), Total X2, Total X1

Source: Output Result, 2022

In the table it is known that the value of R Square or the coefficient of determination is 0.685. This value is obtained from the "R" value or the correlation coefficient value, namely 0.827 x 0.827 = 0.685 or equal to 68.5%. This figure means that the Sales Promotion variable (X1) and the Tariff variable (X2) simultaneously (together) affect the Consumer Loyalty variable (Y) by 68.5%. While the rest (100% - 68.5% = 31.5%) is influenced by other variables outside the regression equation or variables not examined.

Table 8. Analysis of Variance Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3099.792	2	1549.896	105.310	.000[b]
	Residual	1427.598	97	14.718		
	Total	4527.390	99			

a. Dependent Variable: Total Y

b. Predictors: (Constant), Total X2, Total X1

Source: Output Result, 2022

Based on the output table, it can be seen that the Sig. is equal to 0.000 which has a value smaller ($<$) than 0.05, then according to the basis of decision making in the F test it can be concluded that the hypothesis is accepted or in other words Sales Promotion (X1) and Tariffs (X2) simultaneously affect Consumer Loyalty (Y). It is also known that the calculated F value is 105,310 > F Table 3.09, it can be concluded that the hypothesis is

accepted or in other words Sales Promotion (X1) and Tariffs (X2) simultaneously affect Consumer Loyalty (Y).

• Information :

FTable = (k ; nk) = (2;100-2)

k = number of independent variables (X)

n = number of respondents

Table 9. Coefficients Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.279	1.914		.146	.885
	Total X1	.230	.085	.217	2.719	.008
	Total X2	.692	.084	.660	8.260	.000

a. Dependent Variable: Total Y

Source: Output Result, 2022

The "Coefficients" table provides information about the regression equation and whether there is a partial influence of the Sales Promotion and Tariff variables on the Consumer Loyalty variable. The hypothesis that we propose in this study are:

1. H1 or the first hypothesis: there is an effect of Sales Promotion (X1) on Consumer Loyalty (Y).
2. H2 or the second hypothesis: there is an effect of Tariffs (X2) on Consumer Loyalty (Y).

It is known that the t count values X1 and X2 > t table (2.719 and 8.260 > 1.1985) so the consequence is that Ho and Ha are accepted for each of the variables above, in this case X1 and X2, meaning that each variable Digital Marketing and Brand Image is partial significant effect on Purchase Decision.

• Information :
Ttable = (a/2 ; nk-1)

Ttable = 0.05/2 ; 100-2-1

T table = 0.025 ; 97

T table = 1.98472

Based on the results of the descriptive analysis written above, it can be seen that the sales promotion variable (X1) has a good influence. The sales promotion that has been implemented by the Grab company is able to accelerate the response of different markets in a short period of time and is able to attract consumers to buy a product / service offered by Grab. Discounts or discounts provided by Grab are considered capable of encouraging consumers to make purchases and use the services offered by Grab. The GrabRewards program provides various benefits for consumers so as to increase consumer confidence in using the Grab platform. However,

For the tariff variable (X2) it also has a relatively good effect. The rates offered by Grab are relatively affordable which can help increase consumer interest in buying or using the services offered by the Grab platform. The rates offered by Grab are also considered to be in accordance with the quality, service and benefits desired by customers. The service rates offered by Grab are also considered to be able to compete with other online transportation service provider platforms and are in accordance with the specified mileage. However, Grab still has to pay attention to prices which are considered to be less economical compared to other platforms providing online transportation services.

Based on respondents' responses to the consumer loyalty variable (Y), it is considered good/high enough, which means consumers are loyal enough to use the Grab platform because consumers make purchases repeatedly and regularly. The use of the service which is quite easy is also considered good so that it keeps consumers loyal to using Grab. Good consumer loyalty is also proven from the responses of consumers who will recommend and say positive things about the Grab platform. This is also supported by the variable sales promotion (X1) and rates (X2) as previously explained.

CONCLUSION

The results of this study indicate that the sales promotion variable has an influence on consumer loyalty, this means that the sales activities implemented by Grab are able to attract, encourage and accelerate market response to make purchases and use the services offered by Grab. With the provision of discounts and the GrabRewards program, consumers are encouraged to make purchases because they get various benefits so they trust to use the Grab platform. Furthermore, the tariff variable affects consumer loyalty, this means that the tariff set by Grab is sufficient according to consumer desires.The rates offered by Grab are relatively affordable which can help increase consumer interest in buying or using the services offered by the Grab platform. By doing this research, it is hoped that it can provide an overview of how important sales promotions and tariffs are to consumer loyalty, this is very useful for a company in developing and making improvements and improvements to the application of sales promotions and tariffs as well as several factors that influence consumer loyaltyand better understand what consumers need and expect, so that it is useful to help increase consumer loyalty.

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