
The Effect Of The Increase In Online Motorcycle Taxi Fares On Driver Income With Customer Satisfaction As An Intervening Variable (Case Study On FEBI IAIN Syekh Nurjati Cirebon Students)

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KEYWORDS

Increase in Online Motorcycle Taxi Fares , Customer Satisfaction , Driver Income .

ABSTRACT

The purpose of this study is to find out the effect of the Increase in Online Motorcycle Taxi Fares on Driver Income in FEBI IAIN Syekh Nurjati Cirebon students in the use of online motorcycle taxis and to find out that customer satisfaction mediates the relationship between the increase in online motorcycle taxi fares and the increase in online motorcycle taxi fares to the driver income . The problem in this study is that there are still many customers who do not know about the rate increase , especially among students. The subject of this study is FEBI IAIN Syekh Nurjati Cirebon students. The population in this study is 2,398 students. The sample in this research was 96 students calculated by the slovin formula using the purposive sampling technique. The data analysis method in this study is descriptive analysis and path analysis using SPSS Version 25. The results of this study are partially that the increase in online motorcycle taxi fares has a direct and significant influence on customer satisfaction, then the increase in online motorcycle taxi fares has a direct and significant influence on Driver Income, and Customer Satisfaction has a direct and significant influence on driver income. Simultaneously, the increase in online motorcycle taxi fares has a direct positive and significant influence on driver registration mediated by customer satisfaction.

INTRODUCTION

Online transportation emerged in the midst of the condition of the transportation system in Indonesia that is not well organized . Several large companies are competing to form online application-based transportation companies, some of which are Ojek Online, Grab, Anterin, Maxim and Nujek. For some people, online transportation is a solution to a poor transportation system , but on the other hand , it is a problem for people who depend on transportation services that do not rely on technology. Online transportation offers convenience, cheaper costs, comfort and more guaranteed safety, so it is not surprising that many people are switching from conventional modes of transportation to online modes of transportation (Ayu, 2018).

The increase in the use of online motorcycle taxis has created new problems about fare competition between online motorcycle taxi applications. The absence of regulations that regulate the basic fare of online motorcycle taxis causes price competition. As a result, every online motorcycle taxi company seeks to gain customers by setting basic fares that are generally unreasonable . Because of this difference , the government has started to set the lower and upper limit fares for online motorcycle taxis. This regulation is stipulated in the Decree of the Minister of Transportation number 348 of 2019 concerning guidelines for calculating the cost of motorcycle use services used for the benefit of the community carried out with applications.

It is possible that many online motorcycle taxi users still disagree and do not know about this fare increase. Customers, will consider various online transportation options before using them. They will consider various factors such as price, convenience, security and customer satisfaction. As a study conducted by Risdiyanto et al, (2021), about income before and after the determination of online motorcycle taxi fares shows that there is an increase in motorcycle taxi revenue online after the tariff increase . One of the main things that customers consider is customer satisfaction. Therefore, price is an important factor that can influence a customer's decision, because the more expensive the price offered, the fewer choices they can make. On the contrary, more and more people are using online transportation services along with the decrease in prices (Enru et al., 2021).

It is undeniable that the competition is getting tighter because of the increasing interest of consumers in using online transportation services. The business world must always keep up with technological developments so as not to be left behind its competitors. A business must be able to satisfy its clients in order to excel in the competition. Some ways to do this include offering superior customer service, affordable prices, and high-quality service compared to competitors. Customer dissatisfaction can stem from high prices , poor service , and poor service on various levels. Yunita (2019).

LITERATURE REVIEW

Rate Increase

According to Philip Kotler and Gary Armstrong (2008) Tariff is the amount of money billed for a product or service, or the amount of value that customers redeem to benefit from owning or using a product and according to Kotler and Armstrong, (2009) is the amount of money paid for goods and services or the amount of value that consumers exchange in order to

benefit from owning or using goods and service. Lovelock at al, (2012) argues that tariffs are a financial mechanism in which revenue is generated to offset the costs incurred to provide services as well as create a surplus for profits.

In general , the tariff application system is classified as :

1. Flat or flat system, which is a system that sets fares for all passengers and all distances.
2. Mileagebase system or based on distance, which is a system that sets different fares for each passenger according to the distance traveled.
3. Group rates system , which is a combination of flat and mileagebase, which is a fare system based on the origin and destination of the passenger.
4. The tapering rates system is a system with a mileagebase or based on distance but the increase in tariffs is not proportional to the change in distance. The farther the distance traveled, the smaller the fare increase will be . This system is very appropriately used for long-distance travel with a lot of transit in other words given special prices for direct and continuous travel.
5. The fare system is based on passenger status, in this case the fare is differentiated according to the passenger status, so that there are groups of passengers with different fares. The division of this group can be based on age, status and others, for example students and non-students.

Revenue

In the large Indonesian dictionary, income is the result of work (business or so on). Meanwhile, income in the management dictionary is money received by individuals, companies, and other organizations in the form of wages, salaries, rents, interest, commissions , and profits. Income is the inflow of assets or debt reductions obtained from the delivery of goods or services to customers (Marbun, 2003).

According to Sadono, Sokirno defines income as the amount of income received by residents for the achievements submitted, namely in the form of income from professions carried out by themselves or individual businesses. Meanwhile, Suyanto defines income as a number of funds obtained from the use of production factors owned. These sources of income include:

1. Rent wealth used by others, for example renting houses, land.
2. Wages or salaries for working for other people or being a civil servant
3. Interest is due to investing in banks or companies, for example, trading, raising livestock, establishing a company, or farming.

From the explanation above, it can be concluded that what is received during a certain period of remuneration from the company can be in the form of salary, wages, benefits, such as health and pension

Customer Satisfaction

Customer satisfaction, according to Kotler and Keller if the performance does not meet expectations, the customer is not satisfied; if the performance meets the expectations of satisfied customers; customers will be happy if their expectations are met." Customer satisfaction and quality are closely related, and this directly affects how well a product performs. Maintaining and improving employee performance is one of the strategies to achieve and maintain customer satisfaction . Because what they sell is services to customers, service companies have obstacles when trying to achieve this . Clients may not be happy with the work employees are doing. Employee performance is essential to maintaining high

customer service standards in line with business needs. In their research, Tranggono (2008) found that the level of customer satisfaction is greatly influenced by employee performance.

Customer satisfaction is explained by Drs. H Oka A. Yoeti in the book *Customer Service How to Effectively Satisfy Customers*, customer satisfaction does not mean giving to customers, what we expect to be liked by customers. However, they must give them what they really want, when, and the way they want it.

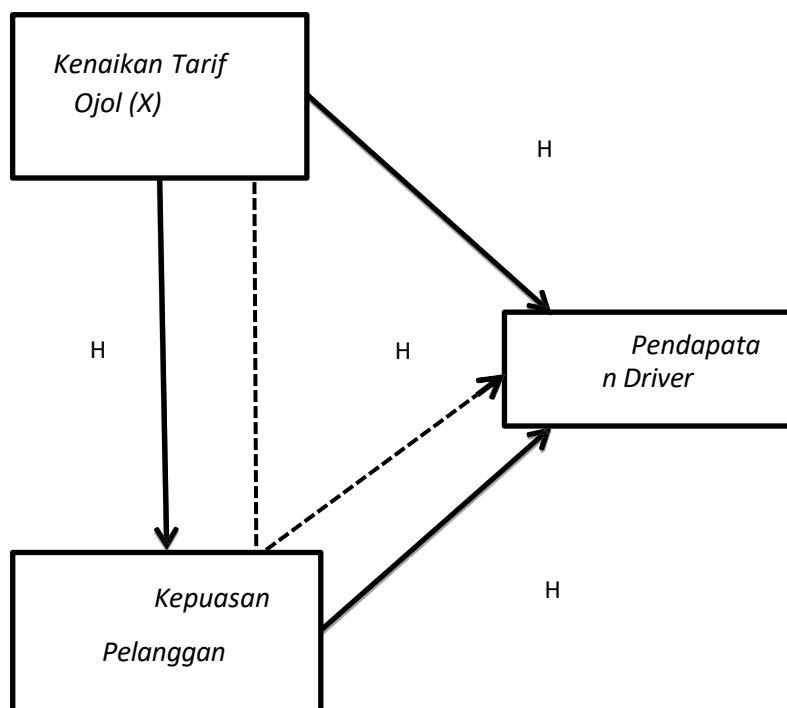
RESEARCH METHODS

The research method used in this study is quantitative research. Quantitative research is research that can be measured or calculated directly, which is in the form of information, or explanations expressed in numbers or in the form of numbers (Sugiyono, 2010).

RESULTS AND DISCUSSION

Analysis Results

a. Partial Test Results (t-Test)



Based on the images, the results of the path analysis can be concluded :

a) The Effect of Online Motorcycle Taxi Tariff Increase on Driver Income

H1 which stated that the increase in ojol fares (X) had a positive effect on driver income (Y) in FEBI IAIN Syekh Syekh Nurjati Cirebon students in the use of the Online Ojek application was accepted, because there was a positive influence given by the increase in ojol fares (X) on driver income (Y) with a significance value of $0.002 < 0.05$, t value count spread 0.308, which is also greater than the t-value of the table ($0.308 > 0.2006$). So it can be concluded that

the variable of the *increase in online* motorcycle taxi fares (X1) has an influence on the driver's income (Y)

b) The Effect of Online Motorcycle Taxi Tariff Increase on Customer Satisfaction

H2 The increase in online motorcycle taxi fares (X) has a positive effect on customer satisfaction (M) in FEBI IAIN Syekh Nurjati Cirebon students in the use of the motorcycle taxi application online is accepted, because there is a positive influence given by the increase in online motorcycle taxi fares (X) on customer satisfaction (M) with a significance value of $0.000 < 0.05$, and with a calculated t-value of 0.756, which is greater than the t-value of the table ($0.756 > 0.2006$). So it can be concluded that the variable of the *increase in online* motorcycle taxi fares (X) has an influence on the variable of customer satisfaction (M)

c) The Effect of Customer Satisfaction on Driver Revenue

H3: Customer satisfaction (M) has a positive effect on driver revenue (Y) among students of FEBI IAIN Syekh Nurjati Cirebon using online ride-hailing applications. This hypothesis is accepted because there is a positive influence of customer satisfaction (M) on driver revenue (Y), with a significance value of $0.000 < 0.05$ and a calculated t-value of 0.524, which is greater than the t-table value ($0.524 > 0.2006$). Therefore, it can be concluded that the variable of customer satisfaction (M) has a significant influence on driver revenue (Y).

d) The Effect of Online Ride-Hailing Tariff Increases on Driver Revenue with Customer Satisfaction as a Mediating Variable

H4: Customer satisfaction mediates the relationship between online ride-hailing tariff increases and driver revenue among students of FEBI IAIN Syekh Nurjati Cirebon using online ride-hailing services. This hypothesis is accepted because there is a positive effect of online ride-hailing tariff increases (X) on driver revenue (Y) through customer satisfaction (M), with significance values of 0.000 and $0.002 < 0.05$ and a calculated t-value of 0.396, which is also greater than the t-table value ($0.396 > 0.2006$). Therefore, there is a direct effect of online ride-hailing tariff increases (X) through customer satisfaction (M) on driver revenue (Y), amounting to 0.396.

b. F Test (Simultaneous)

1. The Effect of Online Ride-Hailing Tariff Increases on Customer Satisfaction (M)

Table 3 F (Simultaneous) Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	773.917	1	773.917	125.268	.000 ^b
Residual	580.739	94	6.178		
Total	1354.656	95			
a. Dependent Variable: Kepuasan					
b. Predictors: (Constant), Kenaikan					

Source: SPSS 25 processed data

Hypotheses:

H0: No influence of online ride-hailing tariff increases on customer satisfaction among FEBI IAIN Syekh Nurjati Cirebon students.

Ha: Online ride-hailing tariff increases significantly influence customer satisfaction among FEBI IAIN Syekh Nurjati Cirebon students.

Hypothesis Testing Criteria:

- If $F_{\text{calculated}} > F_{\text{table}}$, then H_0 is rejected, and H_a is accepted.
- If $F_{\text{calculated}} < F_{\text{table}}$, then H_0 is accepted, and H_a is rejected.

Result:

From Table 3, $F_{\text{calculated}}=73.603$, $F_{\text{table}}=3.09$, and $\text{Sig.}=0.000$ ($p<0.05$). Since $F_{\text{calculated}} > F_{\text{table}}$, H_0 is rejected, and H_a is accepted. This indicates a significant positive effect of online ride-hailing tariff increases on customer satisfaction among FEBI IAIN Syekh Nurjati Cirebon students.

2. The Effect of Online Ride-Hailing Tariff Increases on Driver Revenue (Y) with Customer Satisfaction (M) as a Mediating Variable

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	535.387	2	267.693	73.603	.000 ^b
	Residual	338.238	93	3.637		
	Total	873.625	95			
a. Dependent Variable: Pendapatan						
b. Predictors: (Constant), Kepuasan, Kenaikan						

Source: SPSS 25 processed data

Hypotheses:

H0: Customer satisfaction does not mediate the relationship between online ride-hailing tariff increases and driver revenue among FEBI IAIN Syekh Nurjati Cirebon students.

Ha: Customer satisfaction mediates the relationship between online ride-hailing tariff increases and driver revenue among FEBI IAIN Syekh Nurjati Cirebon students.

Hypothesis Testing Criteria:

- If $F_{\text{calculated}} > F_{\text{table}}$, then H_0 is rejected, and H_a is accepted.
- If $F_{\text{calculated}} < F_{\text{table}}$, then H_0 is accepted, and H_a is rejected.

Result:

From Table 4.18, $F_{\text{calculated}}=73.603$, $F_{\text{table}}=3.09$, and $\text{Sig.}=0.000$ ($p<0.05$). Since $F_{\text{calculated}} > F_{\text{table}}$, H_0 is rejected, and H_a is accepted. This indicates that customer satisfaction mediates the relationship between online ride-hailing tariff increases and driver revenue among FEBI IAIN Syekh Nurjati Cirebon students

c. Coefficient of Determination (R Square)

The Coefficient of Determination (R Square) test is used to measure how much the ability of all independent variables to explain the variance of the dependent variable (bound). In simple terms, the determination coefficient is calculated by squared the correlation coefficient (R).

Table 4 Test Results of Coefficient of Determination (R²)

Online Ride-Hailing Tariff Increases on Customer Satisfaction (M)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 ^a	.571	.567	2.48557
a. Predictors: (Constant), Kenaikan				

Source: SPSS 25.00 output, data processed, 2024

Based on the results of the t-test, the Adjusted R-Square value is 0.567 or 56,7%. meaning 56.7% of customer satisfaction is explained by tariff increases, while the remaining 43.3% is influenced by other factors

**Table 5 Test Results of Coefficient of Determination (R²)
Tariff Increases and Customer Satisfaction on Driver Revenue (Y)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783 ^a	.613	.605	1.90708
a. Predictors: (Constant), Kepuasan, Kenaikan				

Source: SPSS 25.00 output, data processed, 2024

Based on the results of the t-test, the Adjusted R-Square value is 0.605 or 60,5%. meaning 60.5% of driver revenue is explained by tariff increases and customer satisfaction, while the remaining 39.5% is influenced by other factors

DISCUSSION

Based on the research conducted, the results obtained from the hypothesis testing are as follows:

1. The Effect of Online Motorcycle Taxi Fare Increases on Driver Income

Based on the data previously tested, it can be seen that the 8 statement items in the independent variable, namely Online Motorcycle Taxi Fare Increase (X), and 2 questions in the dependent variable, namely Driver Income (Y), are valid and reliable. The research results show that partially, Online Motorcycle Taxi Fare Increases (X) have a positive and significant effect on Driver Income (Y) among FEBI IAIN Syekh Nurjati Cirebon students who use online motorcycle taxis. This is evidenced by regression results with a regression coefficient value for Online Motorcycle Taxi Fare Increase (X) of 0.308 with a significance of $0.002 < 0.05$. This coefficient value indicates that if the Online Motorcycle Taxi Fare Increase (X) variable decreases, Driver Income (Y) among FEBI IAIN Syekh Nurjati Cirebon students using online motorcycle taxis will decrease. Therefore, H01 is rejected and Ha1 is accepted, meaning that the Online Motorcycle Taxi Fare Increase variable partially affects the Driver Income variable.

This indicates that Online Motorcycle Taxi Fare Increases significantly influence Driver Income among FEBI IAIN Syekh Nurjati Cirebon students using online motorcycle taxis due to factors such as fare affordability, alignment of fare with service quality, fare competitiveness, and fare continuity with benefits.

This aligns with the study by Risdiyanto et al. (2021), which showed that driver income in 2019 increased compared to 2018. In terms of service, the Customer Satisfaction Index (CSI) also improved, indicating that post-fare increase, online motorcycle taxi services became better.

2. The Effect of Online Motorcycle Taxi Fare Increases on Customer Satisfaction

Based on the data previously tested, it can be seen that the 6 statement items in the independent variable, namely Online Motorcycle Taxi Fare Increase (X), and 2 questions in the dependent variable, namely Customer Satisfaction (M), are valid and reliable. The research results show that partially, Online Motorcycle Taxi Fare Increases (X) have a direct and positive effect on Customer Satisfaction (M) among FEBI IAIN Syekh Nurjati Cirebon students using online motorcycle taxis. This is evidenced by regression results with a regression coefficient value for Online Motorcycle Taxi Fare Increase (X) of 0.756 with a significance of $0.000 < 0.05$. This coefficient value indicates that if the Online Motorcycle Taxi Fare Increase (X) variable increases, Customer Satisfaction (M) among FEBI IAIN Syekh Nurjati Cirebon students using online motorcycle taxis will also increase. Therefore, H02 is rejected and Ha2 is accepted, meaning that the Online Motorcycle Taxi Fare Increase variable partially affects the Customer Satisfaction variable.

This indicates that Online Motorcycle Taxi Fare Increases significantly influence Customer Satisfaction among FEBI IAIN Syekh Nurjati Cirebon students using online motorcycle taxis due to factors such as meeting expectations, interest in returning, and willingness to recommend. This aligns with Cahyo's (2023) research, which found that online motorcycle taxi fare increases significantly affect customer satisfaction.

3. The Effect of Customer Satisfaction on Driver Income

Based on the data previously tested, it can be seen that the 6 statement items in the independent variable, namely Customer Satisfaction (M), and 2 questions in the dependent variable, namely Driver Income (Y), are valid and reliable. The research results show that partially, Customer Satisfaction (M) has a direct and positive effect on Driver Income (Y) among FEBI IAIN Syekh Nurjati Cirebon students using online motorcycle taxis. This is evidenced by regression results with a regression coefficient value for Customer Satisfaction (M) of 0.524 with a significance of $0.000 < 0.05$. This coefficient value indicates that if the Customer Satisfaction (M) variable increases, Driver Income (Y) among FEBI IAIN Syekh Nurjati Cirebon students using online motorcycle taxis will also increase. Therefore, H03 is rejected and Ha3 is accepted, meaning that the Customer Satisfaction variable partially affects the Driver Income variable.

This indicates that Customer Satisfaction significantly influences Driver Income among FEBI IAIN Syekh Nurjati Cirebon students using online motorcycle taxis due to factors such as customer satisfaction surveys provided by online motorcycle taxi services. This aligns with studies conducted by Sugiarto (2020), which showed that customer satisfaction among students has a positive and significant effect on online motorcycle taxi driver income, and Nafisa (2016), which also found that customer satisfaction positively and significantly affects driver income.

4. The Effect of Online Motorcycle Taxi Fare Increases on Driver Income with Customer Satisfaction as a Mediating Variable

Based on the above results, it is known that Online Motorcycle Taxi Fare Increases have a direct and positive effect on Driver Income, Online Motorcycle Taxi Fare Increases have a direct and positive effect on Customer Satisfaction, and Customer Satisfaction also has a direct and positive effect on Driver Income.

Based on the T-test results, H_04 is accepted because there is a positive effect of Online Motorcycle Taxi Fare Increase (X) on Driver Income (Y) through Customer Satisfaction (M), with a significance value of 0.000 and $0.002 < 0.05$ and a calculation value of 0.396. Thus, there is a direct effect of Online Motorcycle Taxi Fare Increase (X) through Customer Satisfaction (M) on Driver Income (Y) of 0.396.

Customer Satisfaction is critical, and its deterioration will impact driver income. Therefore, to achieve satisfaction, prospective customers often seek and gather information about the fare they will pay by inquiring from customers who have already used online motorcycle taxis. Thus, Customer Satisfaction mediates the relationship between Online Motorcycle Taxi Fare Increases and Driver Income among FEBI IAIN Syekh Nurjati Cirebon students using online motorcycle taxis.

5. The Influence of Inflation Rate and Human Development Index on the Open Unemployment Rate

Based on the results of the F-test, it is found that the calculated F value (F_{count}) is greater than the F table value (F_{table}), specifically $89.091 > 3.89$. Furthermore, the significance value for the effect of Inflation (X1) and the Human Development Index (X2) on the Open Unemployment Rate (Y) is less than 0.05, at $0.000 < 0.05$. This indicates that each independent variable, namely Inflation (X1) and the Human Development Index (X2), simultaneously affects the dependent variable, the Open Unemployment Rate (Y).

Additionally, the results of the coefficient of determination test show that the Adjusted R-Square value is 0.937, or 93.7%. This indicates that the independent variables (Inflation and Human Development Index) explain 93.7% of the variance in the dependent variable (Open Unemployment Rate), while the remaining 6.3% is explained by factors outside the model or by other variables.

CONCLUSION

The conclusion of the research titled "**The Influence of Customer Satisfaction as a Mediating Variable on the Relationship Between Online Motorcycle Taxi Fare Increases and Driver Income**", a case study on FEBI IAIN Syekh Nurjati Cirebon students using online motorcycle taxis, is as follows:

1. **Online Motorcycle Taxi Fare Increases have a direct, positive, and significant effect on Customer Satisfaction** among FEBI IAIN Syekh Nurjati Cirebon students using online motorcycle taxis. This indicates that Online Motorcycle Taxi Fare Increases influence Customer Satisfaction.
2. **Online Motorcycle Taxi Fare Increases have a direct, positive, and significant effect on Driver Income** among FEBI IAIN Syekh Nurjati Cirebon students using the online motorcycle taxi application. This shows that Online Motorcycle Taxi Fare Increases influence Driver Income.
3. **Customer Satisfaction has a direct, positive, and significant effect on Driver Income** among FEBI IAIN Syekh Nurjati Cirebon students using online motorcycle taxis. This confirms that Customer Satisfaction influences Driver Income.
4. **There is a direct effect of Online Motorcycle Taxi Fare Increases on Driver Income through Customer Satisfaction** among FEBI IAIN Syekh Nurjati Cirebon students using online motorcycle taxis. This demonstrates that Customer Satisfaction

mediates the relationship between Online Motorcycle Taxi Fare Increases and Driver Income

RECOMMENDATION:

Based on the findings of the research, the following recommendations are proposed:

1. **Online Motorcycle Taxi Fare Increases.** Based on the research conducted, it is recommended that online motorcycle taxi companies improve transparency regarding fare changes by clearly explaining the reasons behind the increases. Most importantly, these changes should be communicated effectively to customers to avoid dissatisfaction and conflicts. Additionally, consider offering compensation or additional benefits to drivers as part of the fare adjustments to maintain their motivation and ensure high-quality service.
2. **Customer Satisfaction.** Enhance communication with customers by providing clear and timely notifications regarding estimated arrival times and travel costs. Furthermore, as service providers, online motorcycle taxi companies should monitor and take firm action against drivers who fail to meet customer satisfaction expectations based on feedback or complaints. This will help maintain high levels of customer satisfaction with the service.
3. **Driver Income.** Driver income can increase if customer satisfaction and interest in the service are well-aligned. Online motorcycle taxi companies could consider improving incentives, such as offering discount vouchers not only on specific dates but also on weekends or even daily with discounts of 5–10%. Another approach could be exploring loyalty programs or discount options for frequent users of the service.

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