Analysis of Factors Affecting Costumer Satisfaction of "Gojek" Online Transportation Service in Sidoarjo

Khotim Fadhli[1*], Zulfa Ulin Nuha[2], Febby Indah Oktavia[3]
[1,2,3]Management, KH. A. Wahab Hasbullah University
[*]Email: khotim@unwaha.ac.id

ABSTRACT

In this era, people have various activities and require transportation to do them activity. Therefore, transportation network companies are competing to attract consumers by improving their services, ease of ordering, pricing, punctuality, and so on. This study aimed to determine whether factors affect consumers' satisfaction in other sectors also have an influence on Gojek online transportation services. The technique used in sampling of this research is non-probability sampling with accidental sampling. The number of samples taken as many as 100 people. Data collection techniques used questionnaires that have been tested for validity and reliability. Data analysis techniques used are classical assumptions and multiple regression. The results showed that: (1) there is no effect of service quality on customer satisfaction of Gojek online motorcycle taxi service in Sidoarjo, as evidenced by the t-observed value of 0,680; significance value 0,498>0,05; and a regression coefficient of 0,062; (2) there is an effect of price on customer satisfaction of Gojek online motorcycle taxi in Sidoarjo, as evidenced by the t-observed value of 5,129; significance value 0,000<0,05; and a regression coefficient of 0,610; (3) there is an effect of brand image on customer satisfaction of Gojek online motorcycle taxi in Sidoarjo, as evidenced by the t-observed value of 4,128; significance value 0,000<0,05; and a regression coefficient of 0,433; (4) there is an effect of service quality, price and brand image simultaneously on customer satisfaction of Gojek online motorcycle taxi services in Sidoarjo, it is proven that F-ratio is 49,402; significance value 0,000<0,05.

Keywords: Service Quality, Price, Brand Image, Customer Satisfaction.

INTRODUCTION

Currently, there are many transportation network companies in Indonesia. Some companies that are well known to the public, such as Gojek, Uber, Blu-Jek, Taksi Roda Dua, Grab, Gojek Syar'I, Bang Ojek Aja, and others. All of these companies provide almost the same service as delivering customers to a prearranged destination using an online-anabeld application or platform, which can be programmed on mobile phones or via websites, even though the companies each have a different cost.

During the COVID-19 pandemic, many transportation network companies were affected by the reduction in customers because people began to often use private vehicles instead of taking motorcycle taxis (ojek). The number of online motorcycle taxis also has an impact on the increasingly fierce competition between these service companies. There are several factors that influence customer satisfaction, including, according to (Fadhli & Pratiwi, 2021), explaining that the quality of the product or service has a significant influence on Pos Kopi Zio Jombang consumer satisfaction.

In general, good service quality can be an advantage for every company, especially for companies engaged in services. Service quality can also be the key for service companies to survive and achieve success. Whether or not the service quality for services is manifested in the producers' ability to consistently meet consumer expectations.

According to Lewis and Booms Tjiptono (Tjiptono, 1997), simply, service is a measure of how well the level of service provided is able to match customer expectations. This means that the service is determined by the company or institution's ability to meet needs in accordance with what is expected or desired based on the needs of customers or visitors.

Service quality can also affect customer loyalty directly (Zeithaml et al., 1996) and also affect customer loyalty indirectly through satisfaction (Caruana, 2002). In other words, the main factors that affect the service quality are the services expected by customers or visitors and also the public's perception of these services. The value of service quality depends on the company's ability and its staff to consistently meet customer expectations.

However, is the service quality still a determining factor that is used as the basis for consumers' choosing or using the service company's services so that consumers are still willing to use the company's services? Or is it other factors that have an influence on customer satisfaction, including transportation network companies?

In addition to service, price is also known to be one of the determinants of customer satisfaction. As is the case according to (Putra, 2020), price has an influence on travel service consumer satisfaction. Price is the only element of the marketing mix that provides income for the organization (Tjiptono & Diana, 2015). Price is something that can be controlled and determines whether a product is accepted or not by consumers.

According to (Kotler & Armstrong, 2012) explains that there are several indicators of price that can affect consumer purchasing power, namely, price affordability and price level suitability with respect to the quality of goods or services. The price of an item or service that is relatively cheap will encourage demand for goods or services to increase, whereas the price of an item that is relatively expensive will encourage low demand for goods or services. Even though the price of an item or service is relatively expensive, it is comparable to the quality of the goods or services provided and will provide a satisfaction level to consumers.

Price has an important role in the decisions made by consumers. Price is commonly used as an indicator to measure consumer satisfaction, particularly when it comes to the benefits of purchasing goods or services. The relatively low price of goods or services makes consumers consume a lot and re-demand for these goods, which in turn maximizes consumer satisfaction. Therefore, price is an important variable that is often a concern for consumers as well as a concern for entrepreneurs to understand the role of price, especially in relation to the decision-making process (Kotler & Keller, 2012).

In addition, brand image can also be used as a basis for consumers to judge whether they are getting maximum satisfaction or vice versa. As well as the results of Batari research et al. (2018), which states that brand image has a positive and significant effect on consumer satisfaction for Ford cars at PT. Kumala Prima Motor Makassar.

According to (Tjiptono, 2015), brand image is a consumer association's description and beliefs about a particular brand. A good image will be able to increase the success of a company, and vice versa, a bad image will worsen the company's stability.

According to (Kotler & Keller, 2012), consumer satisfaction is a person's feeling of pleasure or disappointment that comes from the comparison between the impression he gets of the performance (results) of a product and his expectations. According to (Kotler & Armstrong, 2012), marketing is a process in which companies create value for customers and build strong relationships with customers with the aim of capturing value from customers.

The difference between perceived performance and expectations can affect one's level of satisfaction.If performance, especially service performance and so on, is below expectations, the customer will be dissatisfied. If the performance matches expectations, the customer will give an expression of satisfaction. Meanwhile, if the performance exceeds expectations, the customer will be very satisfied. These customer expectations can be shaped by past experiences, comments from relatives, promises and information from various media.

Satisfied customers are loyal for longer, are less price-sensitive, and leave favorable comments about the company. Thus, satisfaction is basically an expectation that customers want to obtain, either in price, service, comfort, or other things that will directly give satisfaction to their customers. If an expectation is not fulfilled in accordance with their needs, it is possible that customers will look for other products and even drop the company's image.

The theory of consumer satisfaction proposed by (Kotler & Keller, 2012) is a description of the feelings experienced by consumers in the form of pleasure or disappointment that arise as a result of the comparison of the results (quality) of the perceived benefits of the product to the expected product (quality) results. There are three possible levels of satisfaction that can be felt by consumers. If the results (quality) of the perceived product are as expected, it will give a sense of satisfaction to the consumer. If the result (quality) of the perceived product is greater than expected, the consumer will feel very satisfied.

However, if the results (quality) of the product as perceived by the consumer are not in accordance with what is expected, the consumer is disappointed and dissatisfied.

Based on the theory stated earlier, consumer satisfaction can be obtained from the match between what consumers feel about a product and their expectations for the product. At this point, most companies focus on this statement, even though consumers may make a decision to prefer a product that provides a very high level of satisfaction because the product quality that they feel is much higher than what they expect from the product.

So, there is a need for a study related to factors that affect customer satisfaction of online motorcycle taxi services, one of which is "Gojek." Do the factors mentioned above, namely service quality, price, and brand image, simultaneously or partially have an influence on customer satisfaction for the online "Gojek" motorcycle taxi transportation service?

Therefore, this study aims to find:

- Is there an effect of service quality on customer satisfaction for motorcycle taxi transportation services? Gojek online in Sidoarjo.
- Is there an effect of price on customer satisfaction with ojek transportation services? Gojek online in Sidoarjo.
- Is there an influence of brand image on customer satisfaction with ojek transportation services? Gojek online in Sidoarjo.
- Is there an impact of service quality, price, and brand image on ojek transportation customer satisfaction? Gojek online in Sidoarjo.

The conceptual framework in this research can be seen through the following concept drawing:
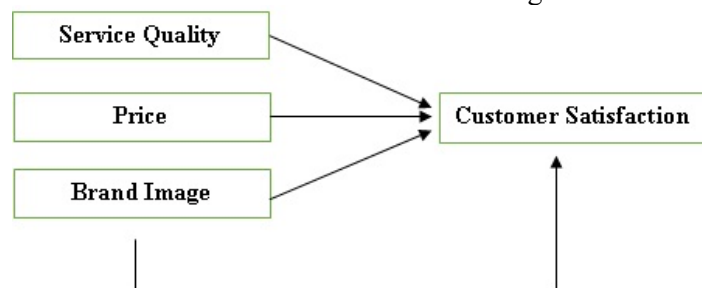

Figure 1. The conceptual framework research

METHOD

According to (Sugiyono, 2017) and (Sa'adah, 2019), quantitative research is data collection that uses a questionnaire or interview instrument to get responses from respondents. The population in this study were all customers using Gojek online motorcycle taxi in Sidoarjo in October 2021. The sample that could be taken was 100 people using the Lameshow formula because the number of Gojek online motorcycle taxi users in Sidoarjo was infinite. In this study, the technique used was incidental sampling.

RESULT AND DISCUSSION

Respondent Profile

The profile of the respondents in the distribution of this questionnaire is 100 respondents, with the number of respondents for men as many as 56 respondents, or 56%, and women as many as 44 respondents, or 44%, so that a total of 100%.
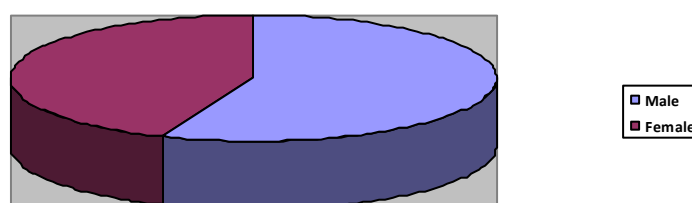
Figure 2. Number precentage of respondents

Multiple Regression Analysis Result

Test the effect in this study using multiple linear regression analysis. Multiple linear regression analysis was carried out with the aim of predicting what the condition of the dependent variable would be if two or more independent variables as predictor factors were manipulated.

Multiple Regression Test Result

Summary[b] Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779[a]	.607	.595	2.568

- Predictors: (Constant), X3, X1, X2
- Dependent Variable: Y

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.003	4.475		1.789	.077
	X1	.062	.091	.048	.680	.498
	X2	.610	.119	.458	5.129	.000
	X3	.433	.105	.367	4.128	.000

- Dependent Variable: Y

Source : Processed data, 2021

From the results of the regression analysis, it can be seen that the multiple regression equation is as follows:

$$Y = 8,003 + 0,062X_1 + 0,610X_2 0,433X_3 e$$

Based on these equations, it can be explained as follows:

- The constant value of 8.003 can be interpreted as follows: if the service quality variable, price, and brand image are considered constant, then the customer satisfaction variable will be 8.003.
- The value of beta coefficient on the service quality variable is 0.062, meaning that every change in the service quality variable (X1) is one unit, and it will result in a change in customer satisfaction of 0.062 units, while price perceptions and brand image are considered constant. One-unit increase in the service quality variable will increase customer satisfaction by 0.062 units, whereas one-unit decrease in the service quality variable will decrease customer satisfaction by 0.062 units.
- The value of beta coefficient on the price variable is 0.610, meaning that every change in the price variable (X2) of one unit will result in a change in customer satisfaction of 0.610 units, while service quality and brand image are considered constant. One-unit increase in the price variable will increase customer satisfaction by 0.610 units, whereas one-unit decrease in the price variable will decrease customer satisfaction by 0.610 units.
- The value of beta coefficient on the brand image variable is 0.433, meaning that every change in the brand image variable (X3) is one unit, and it will result in a change in customer satisfaction of 0.433 units while service quality and price are considered constant. One-unit increase in the brand image variable will increase customer satisfaction by 0.433 units, whereas one-unit decrease in the brand image variable will decrease customer satisfaction by 0.433 units.

From the table above, it is known that the R value of 0.779 indicates that the correlation/relationship between customer satisfaction and the 3 independent variables is strong. While the adjusted R square value is 0.607, this shows that customer satisfaction is influenced by the variables of service quality, price, and brand image by 60.7%, while the remaining 39.3% is influenced by other factors not included in this study.

Discussion

F Test

F test result

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	977.401	3	325.800	49.402	.000ᵇ
	Residual	633.109	96	6.595		
	Total	1610.510	99			

- Dependent Variable: Y
- Predictors: (Constant), X3, X1, X2

Source : Processed data, 2021

From the test result, the f-ratio value is 49,402 with a significance of 0,000. Because the significance value is 0,000<0,05, Ho is rejected and Ha is accepted, it can be concluded that there is an effect of service quality, price, ang brand image simultaneously on the satisfaction of Gojek online motorcycle taxi consumer in Sidoarjo.

t test

The explanation of t-test results for each independent variable is:
- Service quality

The statistical results of the t test for the service quality variable obtained a t-observed value of 0,680 with a significance value of 0,498>0,05. Ho is accepted, Ha is rejected, and the regression coefficient has a positive value of 0,062, so there is no effect of service quality on customer satisfaction for Gojek online motorcycle taxi services in Sidoarjo.

In connection with the statement above, the relationship between service quality and customer satisfaction in terms of equality between the rights of men and women is essentially the same; they both have the same rights, the same degree, and the same opportunities in terms of getting service. Both have the same desires and demands as customers. Desires are articulated in the form of human needs generated by individual culture and personality, while demand is a human desire that is supported by purchasing power (Prasetio & Laturette, 2017).

However, from the findings in the field, it is known that customer satisfaction, which is the customer's perception of the performance of Gojek online motorcycle taxi services or products, is considered standard, and customers feel that the quality of service provided by Gojek still does not provide maximum satisfaction to customers. So, the quality of Gojek service is still not good enough to be used as the key for customers to feel satisfied. There are several reasons, including the condition of the vehicles used by motorcycle taxis that are still not comfortable to ride in, motorcycle taxi drivers who are considered less aware of the smell of clothes and others.

- Price

The results of the t-test statistic for the price variable obtained a t-observed value of 5,129 with a significance value of 0,000<0,05. Ho is rejected, Ha is accepted, and the regression coefficient has a positive value of 0,610. Therefore, the hypothesis states that there is an influence of price on customer satisfaction of Gojek online motorcycle taxi service in Sidoarjo accepted.

Perception of price on consumer satisfaction of online transportation service users in Sidoarjo found that price has a positive effect on consumer satisfaction. Every increase in the price perception by consumers will increase consumer satisfaction. To carry out a business activity, business actors are required to always be able to understand consumer behavior and always fulfill the expectations of

consumers. Various efforts can be made, such as setting product prices that are relatively affordable for consumers.

If the price is set in accordance with what consumers expect, then the perception of the price will be formed in the consumer's mindset by itself. This is based on the consumer's assessment of a motorcycle taxi service product, based on what consumers feel after using the online motorcycle taxi service. Consumer perceptions of the price of a product set by the company affect consumer satisfaction, which in turn affects the loyalty of consumers.

Gojek has an authorized capital which includes a price. According to the direct evidence, Gojek customers, according to the respondents' statements, have almost all the indicators of price and customer satisfaction variables, so that consumers are not interested in other services.

According to the statements of some respondents, customers of Gojek online transportation services show that affordable prices for all people are an important thing for consumers who want to use motorcycle taxi services through Gojek available applications, especially when there are discounts or rebates. Judging from the price suitability indicator according to the respondent's statement from the questionnaire, which is spread, shows that the price is according to what consumers want.

Judging from the price indicator, power consumer buying according to the respondent's statement in the price questionnaire listed in the application is given at a lower price compared to its competitors. The affordable price instills trust in consumers who use the Gojek application already. Judging from the price indicators can influence consumers in taking decisions according to respondents' statements from the distributed questionnaire, which shows that price is the main factor seen by consumers. Consumer satisfaction is affected by the price set by the effort for all the products it produces.

The factors that caused this to happen are the existence of price competition and the many alternative choices of online motorcycle taxi services. This makes consumers more selective. Anticipating this situation, online motorcycle taxi companies, especially Gojek, must be able to create maximum customer satisfaction.

Consumer satisfaction can be obtained from the compatibility between what consumers feel about a product and their expectations for it. At this point, most companies focus on this statement, even though consumers may make a decision to prefer a service product that provides a very high level of satisfaction because the quality of the service product they feel is much higher than what they expect from the product.

The results of the study, which found that price perception had a positive influence on customer satisfaction, provide an illustration that the prices provided by Gojek online motorcycle taxi services are in line with the expectations of customers who use their services. Results This study is also in accordance with the findings of research conducted by (Maskuri, 2017) which examines the effect of price perception and quality of materials on consumer satisfaction. A crisp estuary in Jakarta. Research results found that there is a partial effect and simultaneous perception of price and quality materials on consumer satisfaction. Study results by (Biantong & Maharani, 2020) found that service quality and perception of price have a significant influence on customer satisfaction.

These results also support the results of research by (Fadhli et al., 2021) explaining that price has a positive and significant influence on purchasing decisions. And research conducted by (Montung et al., 2015) who researched the influence of product quality, service quality, and price perception on customer satisfaction in a new friend restaurant found product quality, service quality, and perception price have a positive influence on customer satisfaction and are significant to customer satisfaction.

- Brand image

The statistical results of the t-test for the brand image variable obtained a t-observed value of 4,128 with a significance value of 0,000<0,05. Ho is rejected, Ha is accepted, and the regression coefficient has a positive value of 0.433. There is an influence of brand image on customer satisfaction of Gojek online motorcycle taxi services in Indonesia. Sidoarjo.

This is in accordance with the results of previous research conducted by (Syahfudin & Endang, 2015), and research by (Batari et al., 2018), and (Wardhana, 2013), which found that the image of a brand has a positive and significant influence on consumer satisfaction.

According to (Wardhana, 2013), measurement of brand image can be done based on aspects of a brand, namely: strength, uniqueness, and favorable. Likewise, in Gojek online transportation service, several things were found from the brand image that caused customer satisfaction. First, strength, which refers to various advantages possessed by the relevant brand that are physical and not found in other brands, the superiority of this brand refers to the physical attributes of the brand concerned so that it can

be considered an advantage over other brands. On Gojek, it was found that the physical appearance of the Gojek logo, its application, and the functioning of all the facilities within the application, the price of services, and the appearance of other supporting facilities were deemed to have a good image.

Secondly, uniqueness, namely the ability to distinguish a brand among other brands, this unique impression arises from product attributes. A unique impression means that there is a differentiation between one service product and another on Gojek, for example, variations in services and prices and differentiation. Third, favorable, which refers to the brand's ability to be easily remembered by customers. Included in this favorite group are: the ease with which Gojek brands are easy to pronounce; their ability to keep customers in mind; and the compatibility between the brand impressions in the minds of customers and the image the company wants for the brand.

Consumers who are very satisfied will find it very difficult to change their decision to switch to other online transportation service providers. In addition, consumers who feel very satisfied emotionally will create a sense of loyalty to the service provider company and, rationally, will make consumers continue to repurchases or reuse the service so that they become loyal customers.

CONCLUSIONS

Based on the results of research and discussion on the effect of service quality, price, and brand image on customer satisfaction at Gojek online motorcycle taxi services in Sidoarjo, the following conclusions can be drawn:

- There is no effect of service quality on Gojek online motorcycle taxi service customer satisfaction in Sidoarjo.
- There is an effect of price on Gojek online motorcycle taxi service customer satisfaction in Sidoarjo.
- There is an influence of brand image on Gojek online motorcycle taxi service customer satisfaction in Sidoarjo.
- There is an influence of service quality, price, and brand image simultaneously on Gojek online motorcycle taxi service customer satisfaction in Sidoarjo.

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