

# The Relationship between E-Service Quality and Customer Satisfaction Evidence on Online Transportation Services in Indonesia

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Abstract: To date, in Indonesia, online delivery service has become a new trend in selling transaction in the urban community. The utilization of two-wheeled vehicle is the privilege for alternative service delivery, regardless of whether it is conveying the merchandise or convey customer the proposed spot. PT. GOJEK is a company that provides services for delivery-based android applications. Customers only need an internet connection to use the service Gojek. This study examines the influence of customer satisfaction on customer loyalty against PT GOJEK Indonesia. As for the methods used for the collection of data using simple random sampling and to process data using Partial Least Square (PLS) as well as to review the analysis of the influential factors on the E-Service Quality and Customer Satisfaction using Importance Performance Analysis (IPA). The results of this research show that E-Service Quality is very effecting on customer Satisfaction PT. GOJEK Indonesia so the PT GOJEK should retain customer satisfaction

## 1 INTRODUCTION

PT. GO-JEK Indonesia has been a pioneer and pioneer organization occupied with e-commerce based business in the industrial revolution. GO-JEK provided services with many features in the application. The nearness of internet business on GO-JEK is relied upon to help address the community needs and encourage the transportation of Indonesia in completing day by day exercises. Now, two-wheeled vehicle application or online taxi are being well-known. Simple, cheap, safe, and quick are offered by them that is needed by the community. Particularly for transportation on the boulevards are congested, altogether not to take additional time on the outing, at that point an online arrangement. Traditional taxi transportation with transport-taxi online application has fundamental differences. They also make it easy because everyone in Jakarta can get the app with download it on their smartphone. By using the application, it will be associated with a cab driver on the web, online taxi, and the driver will go to a customer in the predefined area to convey client or request to the goal. It's very helpful to everyone. They will tell the exact place where the driver needs

to pick up, and the application itself will calculate the cost to be paid

## 2 LITERATURE REVIEW

### 2.1 Customer Satisfaction

In today situated business condition, it tends to be said seemingly that the inquiry of how to fulfill clients turns into a definitive worry of the majority of the organizations in any sort of business. Customer satisfaction is the evaluation after the purchase of the selected alternative is at least equal or exceed customer expectations, while dissatisfaction arose when the result (result) does not meet expectations (Engel, et al., 1995:187). We believe that feeling pleasure or disappointment after comparing perceived product is important, and the customer will have disappointed if the performance is behind their expectations and if not they will be satisfied, but if it is more than that they would be happy and definitely satisfied. Kotler and Keller (2012, 10) hold that Satisfaction reflects the perceived product performance assessment in conjunction with hope.

## 2.2 E-Service Quality

E-Service Quality is the expansion of the ability of a web site for easy shopping, purchasing, and distribution effectively and efficiently (Chase, Jacobs, Aquilano &, 2006). Information Quality, Security, Website Functionality, Customer Relationship, and Responsiveness and Fulfilment are the five dimension of how to measure e-servicee quality. Each dimension can be explained as follows:

- a. Information Quality is the available information on the website is the main component of the perceived quality of service. Security with regard to how a proven trustworthy website for customers. Online services are done well, and fluently can build trust and confidence to customers.
- b. Dimensions of Website Functionality consists of three aspects. Navigation is concerned with how easy the users searching for information on websites. It is considered a staple in terms of the build quality of service. The second aspect, access the website, refer to the user's ability to access resources (including information related to travel and service features)
- c. On the dimensions of the Customer Relationship, a virtual community that developed in a website can be considered a social organization online to provide users and customers with the opportunity to share opinions and exchanging information among the community of Gojek. View of Armstrong and Hagel (2001) about the virtual community it can be concluded that a virtual community can unify information and society into a relationship. Features of the services provided by the website give the opportunity to the user (users) to interact with other users. Two-way communication helps users to search for information, making buying decisions, and giving feedback or input to the website. This relationship can be developed through interaction with an online community that allows users to participate, learn, and interact online.
- d. Then the dimensions of Responsiveness and Fulfilment is measured based on the timeliness of a website that responds to the customer in an online environment, such as how to answer questions from customers with fast and efficient or how needs and can respond to customer complaints via email politely. These

problems conceptually are a component of the dimension of responsiveness.

- e. The dimensions of fulfillment refer to a website's success in delivering products or services and its ability to correct errors that occurred during the transaction process. The website seeks to minimize dissatisfaction with service provided will achieve a higher level of an evaluation of the quality provided by the customer).

## 2.3 Partial Least Square (PLS)

As indicated by Imam Ghozali (2006:1) the technique for Partial Least Square (PLS) is clarified as pursues: Model-based fluctuation structure condition. To measure the unmeasurable PLS latent variables has been able to describe it and using the indicators for the manifest variables. This model was created as an option for circumstances where essential hypothesis on structuring a model of weak or markers that are accessible don't meet model estimations of reflexive.

## 2.4 Importance Performance Analysis (IPA)

To know what could contribute to higher satisfaction of users, we can use a method called Importance-performance analysis (IPA) that can help to identify important performance factor what must be demonstrated by an organization. This was introduced by John A. Martilla and John C. James (1977). The results of the research quadrant Martilla and James exemplified as follows:

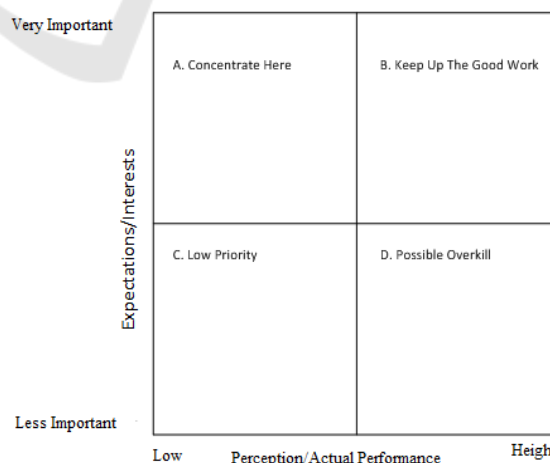


Figure 1: IPA MATRIX

A. Concentrate Here.

In this quadrant, 'Concentrate Here' factor is an important and a priority for improvement because we know that in this quadrant the expectation of them is high, but the actual performance of the product has not been satisfactory, so the company is being liable to improve the performance of a variety of factors.

B. Keep up with the good work.

Components that lie in this quadrant are viewed as significant and expected as a supporting variable for consumer satisfaction so the company will be obliged to guarantee that the presentation of the establishments can keep on keeping up the accomplishments has been accomplished.

C. Low Priority.

In here, we know that actual performance levels are low because the consumers also have a low expectation, so they don't need to move their attention to the factors.

D. Possibly Overkill.

Components that lie in this quadrant isn't considered excessively significant, so the executives need to distribute assets that are related with those variables to different elements that have the higher taking care of need still needs improvement, for example, in quadrant B.

### 3 METHODOLOGY

Data collection was done through the survey by way of spreading the questionnaire to respondents defined

by researchers that have enjoyed the service GO-RIDE from PT. GO-JEK Indonesia. The responses collected were 230 respondents in total, which using the Simple random sampling technique. Of research results are disseminated through the questionnaire most users Gojek with the purpose to House 75 people with percentage of 37%, then the Office 77 people with 39% and the percentage of the Campus as much as 15 people with percentage of 8% as well as public places as many as 33 people with percentage of 16%. Furthermore, the respondents were given the opportunity to fill in statements such as that indicated in the questionnaires by giving the sign of the cross (X) in accordance with the opinion, judgment or perception of the observations of the respondents. As for the data-processing tools to use with Smart-software PLS.

## 4 RESULTS AND DISCUSSION

### 4.1 Research Instrument

To do the research, we used the questionnaire as an instrument in this study with some of the statement. The method is a primary data that means it's a data from a respondent that we feel perfect fit for this. In total, we have 200 respondents to answer the statement with a graphic rating scale. Here, the detail in the research instrument:

Table 1: Research Instrument Variable of E-Service Quality

Variabel	Indicator	Statement Item	Score				
			1	2	3	4	5
E-Service Quality	1. Information Quality	a. Information in application is clearly b. The content I visited is up to date					
	2. Security	a. I believe that protecting the privacy of customers b. PT. GO-JEK ensure the security of the personal data of users of their online					
	3. Website Function	a. application design can I operate b. Application Gojek can be accessed at anytime c. I get I am looking from the relationships between pages in the application					
	4. Customer Relationship	a. Driver's Gojek polite in serving passengers b. Taxi driver online explains the information properly regarding the location requested					
	5. Responsiveness	a. Online taxi route information to clearly explain to customers b. The use of rating a driver help acceleration services					
	6. Fullfilment	a. Drivers deliver to destination b. Online taxi explains requested/destination					

Table 2: Research Instrument Variable of Customer Satisfaction

Variable	Indicator	Statement Items	Score				
			1	2	3	4	5
Customer Satisfaction	1. Satisfy Customer Expectation	a. Ojek online alternative transportation congestion					
		b. Ojek online escorted safely					
	2. Easy to obtaining	a. Ojek online serving customers for 24 hours.					
		b. I didn't wait for long time in need of transportation ojek online					
	3. Willingness to recommend	a. I invite a friend to use the ride gojek					
		b. I Suggest my brother to use ride-Gojek					

## 4.2 Description of Analysis Results

### a. Result Analysis Variable E-Service Quality

Table 3: Result Analysis Variable E-Service Quality

Statement	Scale					Mean
	1	2	3	4	5	
	STS	TS	N	S	SS	
Information in application is clearly	5	5	23	103	64	4.08
The content I visited is up to date	2	6	25	107	60	4.09
I believe that protecting the privacy of customers	2	12	49	105	32	3.77
PT. GO-JEK ensure the security of the personal data of users of their online	2	10	47	102	39	3.83
application design can I operate	2	5	13	110	70	4.21
Application Gojek can be accessed at anytime	1	2	19	112	66	4.20
I get what am looking from the relationships between pages in the application	1	4	20	134	41	4.05
Driver's Gojek polite in serving passengers	1	3	56	109	31	3.83
Taxi driver online explains the information properly regarding the location requested	3	5	43	114	35	3.87
Online taxi route information to clearly explain to customers	2	15	44	114	25	3.73
The use of rating a driver help acceleration services	1	14	42	116	27	3.77
Drivers deliver to destination	2	6	19	133	40	4.02
Online taxi explains requested/destination	2	10	42	109	37	3.85
Percentage & Average (%)	1.00	3.73	17	56.46	21.81	3.94

Notes :

STS : Strongly Disagree

TS : Not Agree

N : Neutral

S : Agree

SS : Very Agree

As we can see, from table 3.3 that the mean is 3.94 and they agreed for 56.46%, which means that E-servicee quality provided by GO-JEK goes well.

### b. Result Analysis Variable Customer Satisfaction

Table 4: Result Analysis Variable Customer Satisfaction

Statement	Scale					Mean
	1	2	3	4	5	
	STS	TS	N	S	SS	
Ojek online alternative transportation congestion	3	4	21	110	62	4.12
Ojek online escorted safely	7	8	33	88	64	3.97
Ojek online serving customers for 24 hours.	23	6	49	86	36	3.53
I didn't wait for long time in need of transportation ojek online	3	16	64	87	30	3.63
I invite a friend to use the ride gojek	15	19	27	98	41	3.66
I Suggest my brother to use ride-Gojek	7	17	30	115	31	3.73
Percentage & Average (%)	4.83	5.83	18.67	48.67	22.00	3.77

Notes :  
 STS : Strongly Disagree  
 TS : Not Agree  
 N : Neutral  
 S : Agree  
 SS : Very Agree

From table 3.4 that percentage and the average agreed amounted to 48.67% which means that the customer was satisfied against the drivers GOJEK.

### 4.3 Quadrant IPA

#### a. E-Service Quality

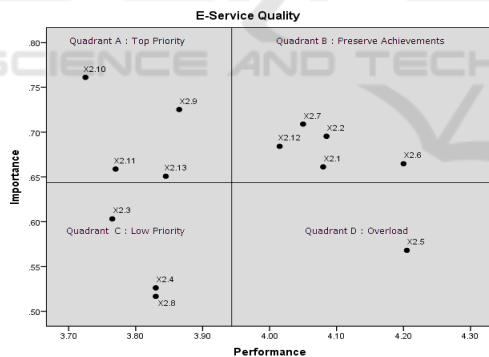


Figure 2: Quadrant IPA E-Service Quality

Variable E-Service Quality indicators X2.9 (Taxi Driver online explains the information properly regarding the location requested), X2.10 (online Taxi route information to clearly explain to customers), X2.11 (use of rating a driver help acceleration Ministry) and X2.13 (Gojek describes the information properly regarding the requested location) into A Quadrant that is a top priority (Concentrate Here) so that the indicator X2.9 (Taxi Driver online explains the information properly regarding location asked), X2.10 (online Taxi route information to clearly

explain to customers), X2.11 (use of rating a driver help service acceleration) and X1.13 (Gojek describes the information properly regarding the location requested) that are considered important and or effect on customer satisfaction, so that the parties are companies need to concentrate on allocating its resources to improve performance that goes on in this quadrant. On indicators X2.1 (information on application clear) X2.2 (the content of the application that I visit up to date), X2.6 (application Gojek can be accessed at anytime), X2.7 (I get I am looking from the relationships between pages in the application) and X2.12 (Driver deliver to destination) belonging to the B Quadrant i.e. Preserve Achievements (Keep Up The Good Work) so X2.1 (information on application clear) X2.2 (the content of the application that I visit up to date), X2.6 (application Gojek can be accessed at anytime), X2.7 (I get my search of the ties between pages in the application) and X2.12 (Drivers accompany to goal) is an important indicator as a supporting factor for customer satisfaction and the company is obliged to maintain the achievement of performance such. On indicators X2.3 (I believe that protecting the privacy of their online customers), X2.4 (PT. GO-JEK ensure the security of users personal data online taxi) and X2.8 (Driver Gojek polite in serving passengers) entrance Quadrant C low priority (i.e. Low Priority) so that the indicator X2.3 (I believe that protecting the privacy of their online customers), X2.4 (PT. GO-JEK ensure the security of

users personal data online taxi) and X2.8 (Driver Gojek polite in serving passengers) are not too important so that companies do not need to prioritize or to give more attention to the indicators. And on indicator X2.5 (design applications can I run) into quadrant D (Possibly Overkill) so that the indicator X2.5 (I can operate the application design) are not too important and less influence on satisfaction customer. so the company better allocate resources related to these indicators to the indicators of other more have a higher priority level

b. Customer Satisfaction

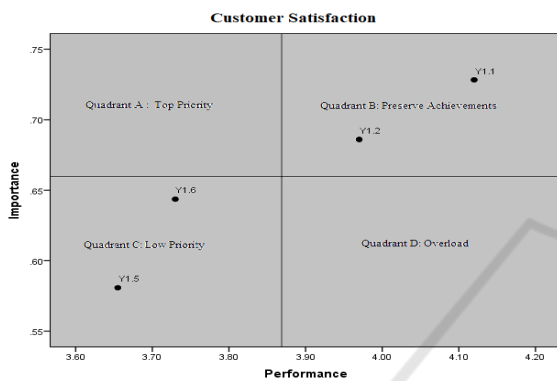


Figure 3: Quadrant IPA Customer Satisfaction

From IPA with customer satisfaction, the variable Y1.1 and Y1.2 are in the same quadrant name 'Preserve Achievement' or Keep up the good work, meanwhile, the variable Y1.5 and Y1.6 are in the quadrant 'Low Priority.' It means that they need to focus on Y1.1 and Y1.2 because those two variable are two indicators to customers and the company needs to maintain the performance accomplishment and the others two factors is not too influential, so they don't need to focus on those two.

## 5 CONCLUSION

After through the research, the influence of E-Service Quality towards customer satisfaction the conclusion to be drawn as follows: E-Service Quality influence the customer satisfaction as we can look that t-test statistic gives value for 6.041, Reliability test results obtained from the value of the Cronbach's Alpha E-Service Quality is 0.77 and customer satisfaction is 0.89 Means the variable reliable or consistent, From the quadrants of IPA concerning E-Service Quality can note that indicator X2.9, X2.10, X2.11 and X2.13 considered important and effect on customer satisfaction, so that the parties need to concentrate

companies to allocate resources to improve its performance in this quadrant, and from IPA, the company need to focus on Y1.1 and Y1.2 to get the maximum of customer satisfaction

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