Building Satisfaction and Loyalty of Go-Jek User Communities in Cibodas District, Tangerang City

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ABSTRACT People's mobility is currently increasing, of course, requires transportation facilities that can facilitate movement and movement from one place to another quickly, even though the distance is long. The rapid and practical development of internet-based technology has given rise to an online application-based transportation innovation supported by communication technology via smartphones. This online application-based transportation is a combination of motorcycle taxi transportation services and communication technology. This study aims to examine the effect of service quality on customer satisfaction and loyalty of users of Gojek online motorcycle taxi transportation services, especially the people in Cibodas District, Tangerang City, amidst the many competition of similar companies. This research is a survey research. The population in this study are all customers who use Gojek online motorcycle taxi transportation in Cibodas District, Tangerang City. This research technique uses non-probability sampling. The researcher uses incidental sampling with a total of 150 respondents. The data collection technique uses a questionnaire that has been tested for validity and reliability. The data analysis technique used is multiple regression. The statistical test results show that customer satisfaction has a positive and significant effect on customer loyalty to gojek. This research also shows how important satisfying service is so that customers have high loyalty and customers do not switch to other online motorcycle taxi applications.

Key : Service Quality; Customer Satisfaction; Customer Loyalty

A. INTRODUCTION

Transportation has a very important role and is a means of supporting human activity or mobility every day so it must be properly and safely prepared because it is very influential in activities such as the economy, passenger transportation, delivery of goods or services, and so on. Of the various types of transportation in Indonesia, such as land, sea and air transportation, land transportation is one that receives special attention by the government and users of transportation services because apart from being cheap, land transportation is still the prima donna. for the majority of Indonesian people. (Farida, Tarmizi, & November, 2016) The current development and use of technology has touched all fields including the service business which is currently increasingly diverse to meet people's needs. One of the service businesses that is currently developing is the online transportation service business. Online transportation is currently a trend, namely transportation by ordering using an application so that it is easier for users to get transportation without having to go to the base and not having to haggle over prices because with an online application the user already knows the rates in advance..

Online transportation is a trend of modern transportation models in various parts of the world, including Portugal (Bapsista., 2014), Zwitzerland, Germany, Netherlands, Belgium and London (Glotz-Richter, M., 2012), China (Chen, 2016) and Indonesia (Rivaldi., 2016). Online transportation is in great demand by people from various countries because it is able to reduce the consumption of private vehicles (Nijlan et al, 2017), costs less and is more efficient (Caulfield, 2009). This transportation model utilizes the use of the internet as a link between consumers and drivers. An online motorcycle taxi company that is growing rapidly, namely Gojek, Gojek is a company founded by a nation's son named Nadiem Makarim with his friend Michaelangelo Moran in March 2014 which aims to reduce unemployment in Indonesia and become a solution to congestion in capital. The way Gojek works is to use an application that is connected to the internet. Customers do not need to wait on the side of the road or come to the motorcycle taxi stand. Order through the Gojek application as needed. Gojek is ready to serve customers anywhere. Online-based transportation provider companies provide main services, namely GORide serving passenger delivery, apart from passenger shipping, Gojek also provides services such as GO-Send serving goods delivery, GO-Food serving food orders, GO-Mart, GoShop and GoMall serving orders at outlets the. such as Indomaret, AlfaMart, nearest shops and the like, GOMed serves to purchase drugs at the nearest pharmacy, GO-Tix serves concert ticket reservations, and the like, GoPulsa serves credit purchases with various operators, GO-Box serves large-scale goods delivery, GO -Clean serves house or office cleaning, GoBills serves various kinds of electricity, telephone, water, insurance and credit card payments. Currently Gojek is already operating in Jakarta, Bali, Bandung and Surabaya with 10,000 motorcycle taxi drivers

Services owned by GoJek are actively used by 22 million people every week, around 30% - 40% are concentrated in Jakarta and its surroundings, while the number of Gojek driver partners is only 3.4 million (Business.com, 2018). Not all services provided by Gojek drivers are as desired by using this online transportation service system. There are only drawbacks caused by this online-based transportation system, one of which is in terms of service even though the company prioritizes better service, but the reality is that consumers or customers still complain about service, both in terms of digitalization such as from applications and in terms of driver service which sometimes do not comply with the rules that have become standardization of the service provider company.

Gojek is an online transportation service that is in great demand by the public because of its complete features, but this online transportation service must pay attention to the comfort, safety and satisfaction of its consumers. With competition between online

transportation, gojek companies must anticipate this situation to pay more attention to service quality and appropriate prices so as to create customer satisfaction (Bulkia, 2018). If the customer is satisfied with the services provided by the company, it will lead to customer loyalty to use it so that it asks for increased service usage and makes customers loyal to the company's products. (Al Rashid, 2017). Service quality is an important element to create customer satisfaction and loyalty. (Manjunath, 2013).

From the results of Siti Asriah Immawati's research (2020) that there is a positive and significant influence between student satisfaction and loyalty, online gojek customers. From the description above, the purpose of this research is to increase people's satisfaction and loyalty in using online transportation, especially Gojek.

B. LITERATURE REVIEW

Customer Satisfaction

Understanding the needs and wants of customers is important, which greatly affects customer satisfaction. Satisfied customers are a valuable asset because if customers are satisfied, they will continue to use the services they choose.

Kotler (2014: 50) states that satisfaction is a feeling of satisfaction, feeling happy or disappointed someone who comes from a comparison of their impressions of services or the results of a product and their expectations.

According to Kotler (2014; 54) there are 4 methods for measuring customer satisfaction, namely:

a. Complaint and Suggestion System

It is direct input from customers to convey their suggestions, opinions or complaints regarding customer satisfaction or dissatisfaction with the services provided. Any customer-centered company will provide opportunities for customers usually by giving guests a formula to find out their likes or complaints. This flow of information provides many good ideas and companies can move quickly to solve problems.

b. Ghost Shopping (shadow buyers).

A company strategy to measure the quality of service provided by employees, this method is done by employing several people (ghost shoppers) to act as customers or potential buyers of competitor products to report the strengths and weaknesses they experience when buying competitors' products or products. Ghost shoppers can also observe how each complaint is handled.

c. Lost Customer Analysis (customer switching analysis).

The company should contact customers who have stopped buying or who have changed suppliers to understand why this is happening and so they can develop policies for further improvement or improvement.

d. Customer satisfaction survey

A customer satisfaction survey is a tool or medium to measure the extent to which customers are satisfied. This media helps companies to get information by conducting regular surveys. Companies will send questionnaires or call a group of buyers at random to find out how they feel about various aspects of company performance. The company also asks buyers for their opinion on the performance of competitors.

Loyalty

Customer loyalty is a deeply held commitment to buy or re-patronize a preferred product or service in the future, even though situational influences and marketing efforts have the potential to cause customers to switch (Kotler & Keller, 2016, p. 138). This is because with a loyal attitude to the company, consumers will choose to use the company's products or services repeatedly and are not affected by the marketing strategies of other companies. Loyalty can be interpreted as loyalty, namely one's loyalty to the object.

A loyal customer has specific preconceptions about what to buy and from whom. His purchase was not a random event. In addition, loyalty shows the condition of the duration of time and requires that the action be carried out more than twice (Dharmesta, B.S. 2014)

Loyal customers mean a lot to the company. According to Kotler (2014: 25) there are five indicators of loyal consumers, namely:

    a.   Consumers tend to buy more and stay loyal longer
    b.   Consumers tend to do cross-selling or add-on-selling.
    c.   Consumers are not price sensitive.
    d.   The consumer will do the word of positive mouth
    e.   Offer ideas for goods or services to companies.

In Aaker (2018) there are five ways to maintain customer loyalty, the first is to maintain customer rights, namely by respecting customer rights in the sense of treating them according to their wishes and desires. In order to maintain loyalty, companies must pay attention to customer expectations and desires for company product performance. The second is staying with the customer, where this closeness is a very important capital to find out all the changes that consumers want, this closeness is an effective way to quickly find out consumer expectations. The third is measuring customer satisfaction where it is very important to be used as meaningful input and must be carried out continuously and gradually in each period to find out consumer attitudes regarding their loyalty. Fourth is creating switching costs by providing price reductions for loyal customers. The fifth is giving extra which can be in the form of giving customers gifts so they feel cared for and valued, which in turn can bind them to remain loyal and loyal.

C. RESEARCH METHOD

The strategy used in this study is a qualitative research method using a descriptive approach that aims to describe or explain events or events that occur with numbers to prove how much influence service and customer satisfaction has on Go-Jek customer loyalty. This research was conducted in the Cibodas sub-district, Tangerang City, the number of samples taken in this study were 150 respondents/customers who used the Go-Jek application. The sampling technique used is one of the non-probability sampling techniques, namely incidental sampling. Incidental sampling is a sampling technique that is carried out based on chance, that is, with anyone who happens to meet a Gojek customer who is deemed that this person is suitable to be used as a data source.

Operational research variables are as follows:

Table.1 Variable Operational Definition

Variable	Indicator
Service Quality (Zeithaml, 1996: 38)	*Tangibles* (X1)
	Reliability (X2)
	Responsiveness (X3)
	Assurance (X4)
	Empathy (X5)
Customer Satisfaction (Consuegra, 2007)	1. Perception of performance 2. Conformity of expectations 3. Customer assessment
Customer Loyalty (Kotler dan Keller, 2014)	1. Repurchase regularly 2. not easily swayed by competitors 3. Provide references to others

The data collection technique was carried out by making field observations and distributing research instruments in the form of questionnaires to respondents. The type of scale used by researchers to measure the two variables is by using an interval scale. The data obtained from the results of measuring attitude instruments using a Likert scale. The purpose of using an interval scale is because the researcher wants to know how strong the respondents who answered agree or disagree with the statements in the questionnaire through a Likert scale or a 5-point scale which states strongly disagree (point 1), disagree (point 2), undecided (point 3), agree (point 4) and strongly agree (point 5).

To test this research instrument using a validity test and reliability test whose purpose is to measure the level of effectiveness of a research instrument whether a measuring tool is valid or invalid, while the reliability test is a measuring tool to show the extent to which the measuring instrument can be relied on and trusted and reliability It is also used to determine the consistency of the measuring instrument, whether the measuring instrument remains consistent when measurements are made many times.

To test the associative hypothesis / relationship in which the data is in the form of intervals, namely using multiple linear analysis, testing the coefficient of determination (R^2), T-test and F-test using the SPSS application

D. RESULTS AND DISCUSSION

Consumer characteristics based on gender

Table 1 Gender of Respondents

No	Gender	Amount	Percentage
1	Man	45	30%
2	Woman	105	70%
	Total	**150**	**100%**

Source: primary data is processed

From the result of table 1, it shows that women use more motorcycle taxi services than men, according to the results of the Alvara Research Center survey (2019) that millennial women prefer to be delivered by online motorcycle taxis than men. It is noted that women use online motorcycle taxis more often when traveling.

Consumer Characteristics by Occupation

Table 2 Respondents Occupation

No	Gender	Amount	Percentage
1	Housewife	10	6,7 %
2	Employees	80	53,3 %
3.	Students	60	40 %
	Total	**150**	**100%**

Source: primary data is processed

From the result of table 2, it shows that more employees/workers use go-jek services, namely 53.3% Students and students are 40% and housewives are 6.7%.

Validity Test

Tabel 3 Validity Test Results

Variable	r- count	t- table	Remark
Physical Evidence	0,570	0,3009	Valid
Reliability	0,525	0,3009	Valid
Responsiveness	0,731	0,3009	Valid
Certainty	0,682	0,3009	Valid
Empathy	0,562	0,3009	Valid
Consumer Satisfaction	0,624	0,3009	Valid
Consumer Loyalty	0,597	0,3009	Valid

Source: primary data is processed

From the results of table 3 it can be explained that all variables are declared valid because rcount > r table and based on a significant test of 0.05, which means that these items are declared valid.

Reliability Test

Table 4 Reliability Test Results

Variable	Cronbach's Alpha	Remark
Physical Evidence	0,946	Reliable
Reliability	0,752	Reliable
Responsiveness	0,827	Reliable
Certainty	0,784	Reliable
Empathy	0,795	Reliable
Consumer Satisfaction	0,932	Reliable
Consumer Loyalty	0,745	Reliable

Source: primary data is processed

From the results of table 4, all question items are reliable because the results of Cronbach's Alpha r-count > r-table, the Cronbach's Alpha value has a value above 0.6 then all variables are declared Reliable.

Classic assumption test

Tabel 6 Classic Assumption Test

Parameters Tested	Normality Test		Multicollinearity Test		Uji	Uji Autokorelasi
	z	☐	Tolerance	VIF		
Unstandardized	1,182	0,34				
Residual	0	0				
Physical Evidence			0,723	1.382	0.583	
Reliability			0,712	1.306	0,073	
Responsiveness			0,527	1.762	0,212	
Certainty			0,902	1.113	0,185	
Empathy			0,678	1.525	0,103	
Durbin Watson						1,147

Source: primary data is processed

Statistical test results on the Classical Assumption test, obtained the results of the Durbin Watson value of 1.147 with a dL value = 1.7062 and a dU value = 1.7602, so that the calculated d value is in the criteria d> 2 and 4-d> dU, it can be concluded that there is no autocorrelation. While the statistical test results for the multicollinearity test that has been carried out, obtained a VIF value of less than 10 or a Tolerance value of more than 0.01, it can be concluded that there is no multicollinearity and there are no symptoms of heteroscedasticity in the model because the probability value > alpha value (0.05). for the statistical results of normality testing that the regression model used in this study meets the normality assumption, it is proven from the statistical results with a p value of 0.34> 0.05 so that the data is declared normally distributed

Hypothesis Test Results

Tabel 6 Results of Multiple Regression Analysis

Variabel	Regression Coefficent	t-count	Probability	Description
Physical Evidence	0,209	3,725	0,000	Ho Accepted
Reliability	0,157	11,252	0,000	Ho Accepted
Responsiveness	0,025	5,780	0,000	Ho Accepted
Certainty	0,018	9,456	0,000	Ho Accepted
Empathy	0,065	5,647	0,000	Ho Accepted
F	26.348			
constant	54,850			
Count$_R$2	0,587			
Adjusted R^2	0,576			

Source: Answers to processed questionnaires

Physical evidence is anything that can be seen by customers and provides information related to service to customers. Physical Evidence has a positive and significant influence on customer satisfaction, this is evidenced by the results of statistical tests showing that the results of t count > t table are 3.725 > 1.960 with a sig value of 0.000 < (0.05) so that if physical evidence of Gojek service quality will improve Gojek consumer satisfaction. This is in accordance with research (Siti Asriah Immawati, 2020) which states that physical evidence is a company identity that can increase customer satisfaction.

Reliability is the ability to provide services to customers appropriately. From the results of statistical tests that reliability has a significant positive effect on satisfaction of gojek users, this is evidenced from the results of statistical tests which show that t count > t table, namely 11.252 > 1.960 with a sig value of 0.000 < (0.05), so that if the quality reliability service from go-jek drivers increases, it will increase consumer satisfaction. This is in line with the results of research conducted by Rifaldi (2016) which states that the reliability of Go-Jek drivers can affect customer satisfaction.(Rifaldi, R, Kadunci, K, n.d). The reliability provided by online transportation services, especially Gojek, is to provide convenience in making online orders, providing clear information in the event of a delay in service to customers, driving a motorbike or car by obeying traffic rules. It is services like these that make Gojek customers loyal and not switch to other transportation.

The results of the statistical test show that responsiveness has a positive and significant influence on student satisfaction using online motorcycle taxis. This is evidenced by the results of tcount > ttable (5.780 > 1.960) and a Sig value of 0.000 (<0.05) so that responsiveness to quality services the number of online motorcycle taxi drivers is increasing it will increase customer satisfaction. This is in accordance with Sriwidodo's research (2012) which says that responsiveness must be increased because it has a major contribution to consumer satisfaction. (Fortunately Sriwidodo & Rully Tri Indriastuti, 2012). Responsiveness has a very big influence on loyalty, responsiveness is a willingness to help in providing fast and precise service to customers. With the responsiveness provided by Gojek drivers in every interaction in providing good service, it will affect customer satisfaction. Agalela (2019)

Certainty has a positive and significant effect on student satisfaction using online motorcycle taxis, this is evidenced by the results of tcount > t table (9.456 > 1.960) and a

Sig value of 0.000 (<0.05) so that if the certainty of online motorcycle taxi driver service quality is increased it will increase satisfaction customer. This is in accordance with research from Choirul Marati (2016) which says that if service providers have more knowledge, it can increase user satisfaction..

Empathy has a positive and significant influence on Go-Jek user satisfaction, this is evidenced by the results of statistical tests that t count > t table (5.647 > 1.960) and a Sig value of 0.000 (<0.05) so that if empathy from service quality drivers Go -Jek online is increasing it will increase customer satisfaction. This is in line with research from Gultom (2014) which says that sincere service will increase customer satisfaction. (Gultom, D.K., Ginting, P., & Sembiring, 2014)

Satisfaction has a positive and significant influence on customer loyalty who use Go-Jek, this is evidenced from the statistical test results that t count > t table (14.650 > 1.960) and a Sig value of 0.000 (<0.05) so that if online motorcycle taxi service satisfaction increases, it will increase consumer loyalty. This is in accordance with research from Laurent (2016) which says that the better the quality of company services provided to customers, the level of customer satisfaction will also increase and this will make consumers more loyal. (Laurent, 2016)

The purpose of this study was to see the effect of Go-Jek customer satisfaction on loyalty to Go-Jek transportation customers, from the statistical results of the regression analysis, showing that customer satisfaction has a positive and significant influence on loyalty by 58.7%. This is in line with research conducted by (Immawati, 2020) stating that customer satisfaction is a determinant of loyalty. Thus that loyalty will not occur if the customer has not felt the satisfaction provided by Go-Jek driver services, this is in line with the results of research conducted by (Tresiya, 2019) that customer satisfaction. The results of this study also show that the importance of customer satisfaction will have a positive effect on the company in retaining customers and so that customers do not switch to another place.

E. CONCLUSION AND SUGGESTION

Conclusion

Researchers can conclude that customer satisfaction has a positive and significant influence on customer loyalty at Go-Jek transportation, the higher the satisfaction felt by customers, the higher the perceived loyalty of Go-Jek customers. This shows that there is an attachment between Go-Jek customer satisfaction and the customer's desire to reuse Go-Jek services.

Suggestion

In improving GOJEK customer satisfaction and service quality, GOJEK companies must always conduct market surveys or research on consumer satisfaction in order to compare the services produced so that any unsatisfactory service can be corrected and avoided.

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