

ANALYSIS OF TRUST LEVEL, CUSTOMER VALUE AND SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION ONLINE TRANSPORTATION (GO-JEK) IN THE NEW NORMAL PANDEMIC COVID 19

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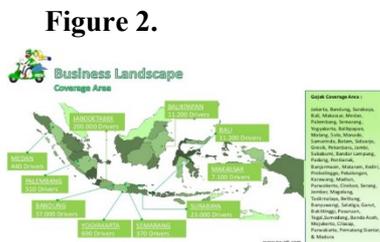
Abstract. Since Covid-19 pandemic, the online transport service is forced to conduct a new SOP that emphasizes the health protocol. The research is aimed to determine the influence of trust, quality of service, and customer value to customer satisfaction with a total of 150 respondents based on the gender and age. The study uses quantitative methods using validity tests, reliability, multiple linear regression, F-Test, *t*- test, and coefficient of determination. Multiple linear regression equations of the research is $Y = -0.066 + 0,094x_1 + 0,036x_2 + 0,508x_3 + e$ based on the result constants value is -0.066 . It means that if there is no change in customer quality variable trust and customer value (value x_1 , x_2 and x_3 is 0) then customer satisfaction in application users and services *Gojek* = -0.066 units. The result of the F-test for the value F_{count} is 48.136 with the value of F_{table} is 3.09 so that the value $F_{count} > F_{table}$ or $48.136 > 3.09$, and a significant rate of $0.000^b < 0.05$. It can be concluded that the variable quality of service (X_1), trust (X_2) and customer value (X_3) simultaneously affect the customer satisfaction in the online transport users (*Gojek*). The value of coefficient of determination is at Adjusted R Square value of 0.487 which means the independent variable influences (X) of the dependent one (Y) of 48.7%.

Keywords: Customer Satisfaction, Trust, Customer Value, Service Quality

Introduction

GO-JEK is an Indonesian applicationbased company that serves online transportation. It was Founded in 2010 by Nadiem Makarim .

GO-JEK is an innovation in the world-era digitization, connecting customers and partner GO-JEK based on applications. In advance, GO-JEK has big impact for society by providing simple ways of getting transportation through application that can be accessed by smartphone. GO-JEK has been available in 167 cities in Indonesia as shown in figure 1 and GO-JEK service is expanded and now available in Thailand, Vietnam and Singapore as shown in figure 2.



Source: go-jek.com

In early March, Indonesia conducted Large Scale Social Restriction (as called PSBB) regulation for all modes of transportation including the online then starting in July the government has established a new normal phase with the regulation especially for an online transport (GO-JEK) to implement the health protocol for safety and health service for the customers. In line with the

background, the study will analyze the customer satisfaction level in service in pandemic Covid-19. The objectives of the study are

to determine the level of trust, customer assessment and quality of service to the satisfaction customers of online transport (GO-JEK) in pandemic Covid-19.

Customer Satisfaction

Customer satisfaction is the difference between the performance generated with the expectation that has been compared to its performance (Choirul Mar'ati & Sudarwanto, 2016).

Consumer satisfaction indicators of transportation services (Choirul Mar'ati & Sudarwanto, 2016) are :

1. The suitability of the service to the customers expectation, that relates to the customer's perception of the quality of services.
2. The suitability of the service to the expense or the fare that refers to the customer's perception of what they feel whether the service they receive reliable with the cost or fare they have paid for the service.
3. Customer satisfaction are offered services regarding to the perception of satisfaction or the presence of customers on the services offered compared to other service providers.

Service Quality

Quality of service is a factor that determines the level of success and quality of the company in which the company's ability to provide quality services to consumers and as a corporate strategy to defend themselves and achieve success in facing the competition. (Choirul Mar'ati & Sudarwanto, 2016), (Lubis & Andayani, 2018).

Quality services focus on fulfilling customer needs and delivering precision to offset customer expectations. (Lubis & Andayani, 2018). The dimensions of service quality developed by Parasuraman, Zeithmal, and Berry 1988, are the basis for the development of service quality, namely (Choirul Mar'ati & Sudarwanto, 2016): Tangible, Reliability, Responsiveness, Assurance, and Empathy

Trust

Customer confidence can be conceptualized as a psychological state that motivates a person to accept an unforeseeable consequence, and is specifically based on favorable expectations regarding the intentions and behaviors of the other party. (Lestari, 2020).

Customer Value

According to Slywotzky in Tjiptono 2006, customer value is based on the perspective of the customer or organization concerned, taking into consideration the customers' wishes and beliefs from the purchase and use of a product or service. (Jannah et al., 2014)

Sweeney & Soutar (2001:211) divide customer value into 4 elements; they are functional value quality/performance, emotional value, value functional price/value for money, and social value.

RESEARCH METHODS

The methods used are data collection techniques conducted by surveys using questionnaire instruments. It is aimed to find out the relationship between the variables by conducting validity, reliability, multiple linear regression, F-Test, T-Test, and coefficient determination.

Discussion and results

According to Sugiyono, (2017:82) the simple random sampling technique is a sampling technique of randomly generated population members regardless of the strata in the population. The population in this research is the users of online transport services (GO-JEK) in Jakarta. The samples of the research are taken using the probability sampling method namely with the technique of random sampling approach. The results the research questionnaire on respondents to the users of the service transportation online (GO-JEK) spread in Jakarta which has been disseminated to be filled in accordance with research interests, nevertheless of a total of 156 questionnaires returning only 150 questionnaires were used and the remaining 4% were not feasible to be used because there were some question items that were not answered by respondents. Table 1 shows the characteristics of the respondents based on the gender and age.

Table 1. Characteristics of Respondents

		Frequency	%
Gender	Male	60	40
	Women	90	60
Total		150	100
Age (years)	< 20	13	8.7
	21 - 30	100	66.7
	31 - 40	17	11.3
	41-50	13	8.7
	> 51	7	4.7
Total		150	100

Validity and Reliability test results

According to Syofian Siregar 2014:75 (Wulandari et al., 2020), the validity or sincerity test shows the extent to which a measuring instrument is capable of measuring what you want to measure, in it also concerns the concept of theoretical levels to empirical (indicators). and the reliability test is a test to show the extent to which a measurement is relatively consistent when the measurement is repeated twice or more on the same symptom using the same measuring instrument. In table 2, it is presented the results of the validity and reliability test to variable quality of service, trust, customer value and customer satisfaction.

Table 2. Validity and Reliability Test results

No	Variable	Items	Corrected Items-Total Correlation	Cronbach Alpha	R _{table}	Cronbach Alpha Standard	Description
1	Service Quality (X ₁)	X _{1. 1}	0498	0810	0.1593	0.60	Valid
		X _{1. 2}	0583		0.1593	0.60	Valid
		X _{1. 3}	0565		0.1593	0.60	Valid
		X _{1. 4}	0758		0.1593	0.60	Valid
		X _{1. 5}	0676		0.1593	0.60	Valid
							Reliable

		X _{1. 6}	0666		0.1593	0.60	Valid	
		X _{1. 7}	0663		0.1593	0.60	Valid	
		X _{1. 8}	0605		0.1593	0.60	Valid	
		X _{1. 9}	0722		0.1593	0.60	Valid	
2	Trust (X ₂)	X _{2. 1}	0894	0735	0.1593	0.60	Valid	Reliable
		X _{2. 2}	0884		0.1593	0.60	Valid	
3	Value Customer (X ₃)	X _{3. 1}	0834	0796	0.1593	0.60	Valid	Reliable
		X _{3. 2}	0785		0.1593	0.60	Valid	
		X _{3. 3}	0801		0.1593	0.60	Valid	
		X _{3. 4}	0756		0.1593	0.60	Valid	
4	Customer Satisfaction (Y)	The Y ₁	0884	0866	0.1593	0.60	Valid	Reliable
		Y ₃	0909		0.1593	0.60	Valid	
		Y ₃	0872		0.1593	0.60	Valid	

Source: Primary Data, processed 2020

Based on the results of the validity and reliability test on table 2, the data obtained for each item this study is valid. For variables measured using 18 questions, the overall value of the item is Corrected-Total Correlation > 0.1593. Then the variables are reliable because it has an alpha cronbach value > 0.60.

Multiple Linear Regression Equations analysis result

According to Pardede & Manurung (2018:27), it is known that in multiple regression, variables are affected by two variables or variables free so that the functional associated between variable bound (Y) is customer satisfaction, with a free variable namely: Service quality (x₁), trust (x₂), and customer value (x₃). This analysis is to predict the value of a bound variable whether the variable is free to increase or decrease and to know the direction of the relationship between the free variables and the bound variables whether each variable is positive or negative. Based on the following multiple regression tests, it can be seen in Table 3 as follows:

Table 3. Multiple Linear regression equations test results Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Constant	-.066	1,156		-.057	.955
	service Quality (X ₁)	.094	.046	.190	2,041	.043
	Trust (X ₂)	.036	.149	.020	.240	.810
	Customer Value (X ₃)	.508	.076	.548	6,701	.000

A. Dependent Variables: Customer Satisfaction (Y)

Source: Primary Data, processed 2020

Based on data analysis using SPSS 20, the results of the regression equation are obtained as follows:

$$Y = -0,066 + 0,094X_1 + 0,036X_2 + 0,508X_3 + e$$

The above regression equation shows the relationship between variable *independent* and partial *dependent* variables. From the equation it can be concluded that:

1. The value of constants is -0.066. It means that there is no change in the customer's quality variable of trust and customer value (the value of X_1 , X_2 and X_3 is 0). It is also stated that the customer satisfaction in the application user and the service of the GO-JEK is -0.066 units.
2. The value of a regression coefficient of service quality is 0.094 which means the service quality variable (X_1) increases by 1 (unit). It is assumed that the trust variable (X_2), the customer value (X_3) and the constant (a) is 0 (zero), then customer satisfaction in the transport user (GO-JEK) increases 0.094 units.
3. The value of a regression coefficient of Trust is 0.036 which means that variable trust variables (X_2) increases by 1 (unit) and service quality (X_1), customer value (X_3) and constant (a) is 0 (zero), then customer satisfaction in the transport user (GO-JEK) increases 0.036 units.
4. The value of a regression coefficient of Customer Value is 0.508 and it can be stated that customer value (X_3) variables bind to 1 (unit) while service quality (X_1), trust (X_2) and constant (a) is 0 (zero) then customer satisfaction in the transport user (GO-JEK) increases 0.508 units.

t test result (partial)

According to Pardede & Manurung, (2018:29), service quality (X_1), trust (X_2) and customer value (X_3) against the variable are bound, whether the variable has a positive influence on customer satisfaction variables (Y) or not with a 5% error rate. This test is done by looking at the significant columns in each of these independent (free) variables with a significant level of < 0.05 . The result of t tests can be seen in the following table:

Tabel 4. Hasil uji t (Parsial) Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.	
	B	Std. Error	Beta			
1	Constant	-.066	1,156		-.057	.955
	Service Quality (X_1)	.094	.046	.190	2,041	.043
	Trust (X_2)	.036	.149	.020	.240	.810
	Customer Value (X_3)	.508	.076	.548	6,701	.000

A. Dependent variables: Customer Satisfaction (Y)
Source: Primary Data, processed 2020

Based on table 4 it can be described as follows:

1. **The effect of service quality variables towards customer satisfaction. (H_1)**
Variable service quality (X_1) effects positively and significantly on customer satisfaction by using GO-JEK. It can be proven from the significant quality of the customer (X_1) $0.043 < 0.05$,

and t_{table} value = $t(0,05/2; 150 - 3-1) = (0,025;146) = 1.97635$. It means t_{count} value is higher than t_{table} ($2,041 > 1.97635$), then H_0 is rejected and H_1 is accepted.

2. Effect of trust variables towards customer satisfaction (H_2)

The trust variable (X_2) no affects on customer satisfaction by using GO-JEK. It is showed from the significant trust (X_2) $0,810 > 0,05$, and t_{table} value = $t(a/2;n-k-1 = t(0,05/2; 150 - 3-1) = (0,025;146) = 1.97635$. It means t_{count} value is less than t_{table} ($0,240 < 1.97635$), and it is stated that H_0 is accepted and H_2 is rejected.

3. The effect of customer value variables towards customer satisfaction (H_3)

Customer value variable (X_3) effects positively and significantly on customer satisfaction (GO-JEK). from the calculation shows that the significant customer value (X_3) $0,000 < 0,05$, and t_{table} value = $t(a/2;n-k-1 = t(0,05/2; 150- 3-1) = (0,025;146) = 1.97635$. It means t_{count} value is higher than t_{table} ($6,701 > 1.97635$), then H_0 is rejected and H_3 is accepted.

The Result of F-test

According to Pardede & Manurung (2018:28), F- test can be used to test the effect of the simultaneous free variable to the bound variable (Y). The variable is free to have simultaneous influence on its bound variable (Y), and this test is conducted by comparing the significant of the value of $F_{count} > F_{table}$ then the model that is formulated is correct. If the value F_{count} is higher than F_{table} then it can be interpreted that the regression model is precise with effect collectively. From the F_{tabel} value = $F(k; n-k)$, $F = (3; 150 - 3)$, $F_{table} = (3; 147) = 2, 67$ with error rate 5%, the result of F-test can be seen in table 5:

Table 5. F Test result (simultan)

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	372.296	3	124.099	48.136	.000 ^b
Residual	376.397	146	2.578		
Total	748.693	149			

a. Dependent Variable: Customer Satisfaction(Y)

b. Predictors: (Constant), Customer Value (X_3), trust (x_2), service quality (x_1)

Source: Primary Data, Processed 2020

Based on the table. the value F_{count} is 48.136 with the value of F_{table} is 3.09 so that the value $F_{count} > F_{table}$ or $48.136 > 3.09$, and a significant rate of $0.000^b < 0.05$ then the H_0 is rejected. It can be concluded that the variable quality of service (X_1), trust (X_2) and customer value (X_3) effect simultaneously and significantly to customer satisfaction in online transport users (GO-JEK).

Coefficient of determination

According to Pardede and Manurung (2018:38), the coefficient of determination (*Goodness of Fit*), which is equivalent to R^2 , is an important measure in regression. and it informs the presence or absence of a regression model that is determined. Coefficient of determination (R^2) essentially measures how far the ability of the model in describing variable dependent variations if the value of coefficient of determination is zero and one. A low R^2 value means the ability of independent variables in explaining the variation of dependent variables that is very limited. The close value of one means that independent variables provides an empty of all the information needed to predict the variation of the dependent variable. The result of R^2 test can be seen in table 6:

**Table 6. Coefficient of determination(R^2)
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.705 ^a	.497	.487	1.606

a. Predictors: (Constant), Customer Value (X_3), trust (X_2), service quality(X_1)

Source: Primary Data, Processed 2020

According to the table above, it shows that the value of coefficient of determination is at Adjusted R Square value of 0.487 which means the independent influence (X) of the variable dependent (Y) of 48.7% while the remaining 51.3% is caused by another variables that is not identified into the model.

Conclusion

From the result of the study, it can be concluded as follows:

1. Variable service quality has positive effect significantly on customer satisfaction in the transport user (GO-JEK).
2. The trust variable has no effect on customer satisfaction in the transport user (GO-JEK).
3. Customer value variable effects positively and significantly on customer satisfaction in the transport user (GO-JEK).
4. The variable quality of service, trust and customer value simultaneously have significant effect on customer satisfaction in online transport users (GO-JEK).
5. Trust, customer ratings and service quality are increased and effect customer satisfaction.

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