

ONLINE BASED TRANSPORTATION SERVICE ANALYSIS OF CUSTOMER SATISFACTION IN INDONESIA (STUDY CASE OF PT GOJEK INDONESIA)

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Abstract: In this globalization era, the role of ICT (Information and Communication Technology) influences world development. The development of information technology that has occurred has changed the pattern of people's lives. There are now many online-based businesses that have taken advantage of the development of communication technology, PT. Gojek Indonesia, which provides online transportation services. The presence of this Gojek application provides convenience and practicality for its users. Besides, the combination of transportation services is connected with internet facilities so that people can easily make reservations and transactions, find out transportation costs based on the destination location and identify the identity of the driver that they order to minimize the risks that may occur in terms of security. It makes a breakthrough in the business world of transportation service provider. With the use of innovative ICT (information and communication technology), it can benefit various parties and it is expected to keep improving the system and to be able to continue creating innovation so that it will help the community to have a more efficient and practical direction. With using quantitative research approaches, this research which uses PT. Gojek Indonesia as research object then gets a deep result of research on the development of communication in the business world. The result of this study will provide an innovative concept in the application of transportation services that can provide changes to people's lifestyles in this modern era.

Keywords: business development, technology, GOJEK, innovation, lifestyle, transportation.

INTRODUCTION

The fact that technology has made various changes in the development of the business world, information technology is widely used by business people to support their business activities and get the desired profit. In this globalization era, technology plays a very vital role, because it is not only as a compliment in business activities but also as business fundamentals that continue to develop and are capable of competing to face challenges in the business world. The role of technology is increasingly influencing business processes, business will be more efficient and effective in reaching wider markets so that it becomes an infrastructure that supports the smooth running of business processes. Regarding transportation services in the digital era, this is a concept of problem-solving for people who need media as a means of intermediaries for livelihoods and users of these services, with a new concept and designed where the needs of customers with quality is very beneficial for partners and customers. Quality can be interpreted as a level of measurement regarding the good or bad of a product or service. According to Januar Effendi Panjaitan (2016). Service quality is seen as one component that needs to be realized by the company because it influences to bring in new customers and can reduce the possibility of old customers to move to other companies (switching). Namukasa (2013) observed that "most definitions of service quality depend on context and therefore focus on meeting customer needs and

requirements and how well the services delivered are in line with customer expectations".

The existence of a transportation service system in the digital age or the role of ICT (Information and Communication Technology) influences world development. The development of information technology that has occurred has changed the pattern of people's lives. At present, many online-based transportation businesses have taken advantage of the development of communication technology, namely Gojek, which provides online transportation service provider. The presence of this Gojek application provides convenience and practicality for its users. Besides, the combination of transportation services that are connected with internet facilities so that people can easily place orders and transactions, and find out transportation costs based on the destination location and can identify the identity of the driver we ordered to minimize the risks that occur in terms of security. It makes a breakthrough in the business world of transportation service providers.

Gojek was founded by Nadiem Makarim, an Indonesian citizen who graduated from the Master of Business Administration from Harvard Business School. The idea of establishing Gojek emerged from Nadiem Makarim's personal experience of using motorcycle taxi transportation almost daily to his workplace to break through traffic jams in Jakarta. On October 13, 2010, Gojek officially stood with 20 drivers. At that time, Gojek still relied on the call center to connect passengers with motorcycle taxi drivers. In mid-2014, Nadiem Makarim began to get investment offers. On January 7, 2015, Gojek finally launched an Android and iOS-based application to replace the ordering system using the call center. Currently, Gojek has been available in 50 cities in Indonesia. As of June 2016, the Gojek app has been downloaded nearly 10 million times on Google Play on the Android operating system and has been available on the App Store. Gojek also has a digital payment service called Go-pay. Besides in Indonesia, the Gojek service is now available in Thailand, Vietnam, and Singapore. Gojek also has various features and services, for example, Gosend or GET-Delivery, goods transportation services (Available in Indonesia, Thailand, and Vietnam), Goride or GET-Win GO-BIKE, passenger transportation services by motorcycle (Available in Indonesia, Thailand, and Vietnam), Go-food or GET-Food, food ordering services (Available in Indonesia and Thailand), Go-box, large-sized goods delivery services, Go-clean house cleaning services, Go-glam, beauty services, Go-massage, massage services, Go-tix, ticket booking services, Go-car, passenger transportation services (available in Indonesia and Singapore), Go-auto, mechanic services, Go-med, drug purchase services, Go-pulse, services electronic credit top-up, Go-shop, goods shopping service, Go-bills, various payment services, GoPay, digital payment services, Go-deals, discounted offer services, Go-Bluebird, transportation services with Blue Bird Group regular taxis (cooperation). And new services continue to grow each year, GO-JEK also has a website that can be accessed by customers, namely www.gojek.com.

Research Purposes

The purpose of this study is to study the majority of customer satisfaction calm on online transportation services, to analyze whether the utilization factor has a positive effect on the use of transportation services in the digital age and to analyze customer satisfaction on online transportation systems.

Literature Review & Hypothesis

Perceived usefulness

This is as a level where someone believes that using the system can improve work performance. According to Davis (1989), usefulness is the level of a person's confidence that the use of a special system will improve the performance of his work. With this definition, it can be interpreted that the benefits of using e-commerce can improve performance of people who use it. The benefits obtained or expected by its users in using e-commerce are carrying out things, buying and selling things through e-commerce. The level of using e-commerce affects the attitude of its users, especially traders towards the system. Perceived usefulness as a level where someone believes that the use of a particular technology will improve the work performance of that person (Chau, 2001). Expediency can also be trusted that something can provide convenience for yourself. According to Bhattacharjee (2000), the usefulness is something that refers to the expectation that the acceptance of information systems will improve task performance.

Perceived ease of use

Perceived ease of use according to Jogiyanto (2007) is defined as the degree to which a definition of attitude believes that using a particular system will be free of effort. Ease of use will reduce effort, both time and energy of someone in learning computers. In this case, e-commerce is closely related to the ease of accessing companies that offer goods or services through e-commerce.

Attitude

Ajzen (1991) explains that attitude is the level at which an individual can evaluate when an individual feels benefited or disadvantaged from the assessment of the intended behavior. Ajzen & Fishbein (2005) suggested that attitudes toward behavior are determined by the beliefs obtained about the consequences of behavior or also called behavioral beliefs.

The effect of service on customer satisfaction

Service quality is an important factor and root that can provide satisfaction for customers related to the results of the word of mouth behavior such as complaints, recommendations, and exchanges or displacement (Yaves et al, 2004 in Sumarto, 2007). While Oliver (2007: 31) explains customer satisfaction is part of marketing and plays an important role in the market. Quality of service is an effort to realize convenience for customers so that customers feel they get more value than expected. Customer expectation is also an important factor, service quality that is closer to customer satisfaction will provide more expectations and vice versa (Ayse, 2007: 53). A study conducted by Istianto and Tyra (2012), shows that simultaneous service quality consisting of physical evidence, reliability, responsiveness, assurance, and empathy has a significant effect on customer satisfaction. This means that the better the quality of service perceived by customers, the higher the satisfaction they suggest. This research is

also in line with research conducted by Rizan and Andika (2011), Lauw and Kunto (2013), Sukawati (2011), Utama (2010), Ramalu, and Wei (2011), Sudirman (2011), and also Ravichandran and Kumar (2010).

Based on the discussion, the hypothesis was developed as follows:

H1: usefulness has a positive effect on the ease of using online transportation services

Based on the data processed, the benefit variable gives a T-test result of 0.021 with a significance level of 0.05 ($0.021 < 0.05$) so it can be concluded that usefulness has a positive effect on the ease of customers in using online transportation services. In this result, H1, which explains its usefulness, has a positive effect on Gojek application users in daily life, the results obtained or received are proven to be valid. The researchers assume that the benefits felt by customers affect the ease of using online transportation because it is beneficial for users to make transactions and facilitate online activities.

H2: Ease of use has a positive effect on customer attitudes in using online transportation services

Based on data processed through the T-test, the comfort variable has a significant value of 0,000 which is smaller than the value of the significance level of 0.05 ($0,000 < 0.05$) so the conclusion drawn is that the ease of use affects the attitude of customers of online transportation. The test result shows that H2 which explains the ease has a positive effect on the attitude of users of gojek applications and it is declared acceptable/proven. The researchers assume that perceptions of ease affect customer attitudes toward the motorcycle taxi service because of human resources who are accustomed to technological advances so that users find it easy to make transactions through the media of the motorcycle taxi application.

H3: The positive attitude of the user towards the media of gojek application in online transportation transaction activities affects customer satisfaction.

Based on the data processed, the attitude variable has a significant value of 0.02. It is smaller than the value of the significance level of 0.05 ($0.02 < 0.05$) so the attitude has a significant effect on customer satisfaction with online transportation services at PT. Gojek Indonesia Company. H3 result explains that attitudes have positive effects that are declared accepted/proven. The researchers assume that this is due to the attitude of the average users who are 17 years old and above, so they are accustomed to technological advancements as they are now so overcoming current technological advance is easy and can be well accepted. This is supported by the result of a questionnaire that has been used as a means of proving the media that people in this millennial era like this online transportation activity.

H4: sustainability of positive benefits to customer satisfaction Gojek (online transportation)

Based on the data processed, the benefit variable gives a T-test result of 0.021 with a significance level of 0.05 ($0.021 < 0.05$) so it can be concluded that there is a

benefit of increasing customer satisfaction in using online transportation services. In this result, H1, which explains its usefulness, has a positive effect on Gojek application users in daily life, the results obtained or received are proven to be valid. The researchers assume that the benefits obtained by customers affect satisfaction in using online transportation because it is beneficial for users to make transactions and facilitate online activities.

H5: satisfying positively on Gojek online transportation customer satisfaction.

Based on data processed through the T-test, the convenience variable has a significant value of 0,000 which is smaller than the value of the significance level of 0.05 ($0,000 < 0.05$) The test results show that H2 explains about the positive effect on user satisfaction received/proven application. The researchers assume that this is one of the most interesting attentions of customers to the motorcycle taxi service because of the human resource factors needed with sophisticated technology making it easier for users to make transactions through the media of the motorcycle taxi application.

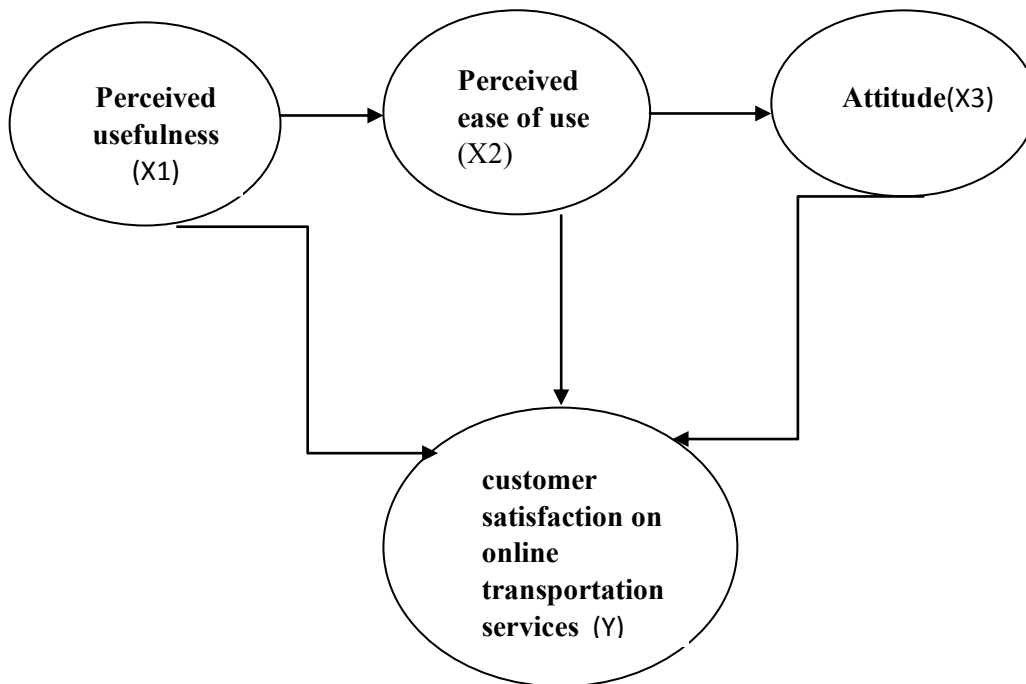


Image 1. Conceptual framework

METHODS

The research method used based on relevant references was about the influence of transportation services in the digital era that had been carried out by previous researchers, including Rizky Amalia (2018), Dea Risanty and Lea Emilia Farida (2018), and Dolly Indra. Regita and John Purba (2019). The method of three researchs above that are closest to my research used by Dolly Indra, Regita, John Purba (2019) was a research through internet websites or Google forms. Thus, the method which I used was a quantitative method including primary data from observations and documentation. The variables in this study consisted of 4 (four) variables, are utilization (X1),

convenience (X2), attitude (X3), and customer satisfaction on online transportation services (Y).

Because of distance limitations, the researchers decided to use google form application where the application is useful for distributing questionnaires quickly and broadly through links distributed to research subjects. This research was started from June 2020. Based on this definition, the target population in this study was users of PT. Gojek Indonesia. PT. Gojek Indonesia has operated as an online transportation service media in the process of delivery, transaction intermediaries, and online sales in Indonesia. To make this research more effective, this research was conducted by taking samples as a unit of analysis. Therefore the sample in this study is users who have previously made transactions using GO-JEK services. The population selected in this study consisted of men and women in the Greater Jakarta area, with the average of ages of 18 and 35 years and used GO-JEK online transportation service.

The type of data conducted in this study was to use a non-probability which used purposive sampling as sampling method. The researcher used purposive sampling because the samples taken are based on the characteristics of the study population. Primary data collection methods are data or information collected directly by researchers for specific purposes in this study (Sekaran and Bougie, 2016: 111). In this study, primary data collection technique was used by conducting surveys using a questionnaire, then it was distributed to respondents to obtain the data needed in the study. The questionnaire is an easy data collection mechanism (Sekaran and Bougie, 2016: 145). The questionnaire in this study contained 25 questions using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). In this study, researchers used an electronic or online questionnaire by distributing questionnaires to respondents using GO-JEK services.

The data collection method used in this study was the questionnaire method. Data processing techniques contained stages that were used to process data, and then the results of the processed data were analyzed to produce conclusions. A questionnaire is several written questions that need to be answered by research respondents so that researchers obtain field / empirical data to solve the hypothetical testing research problem that has been set (Supardi, 2005). The questionnaires that have been filled out by these respondents were selected in advance so incomplete questionnaires were not included in the research analysis. In this study, the authors used a questionnaire distribution via Google forms. Researchers used questionnaires in the method of data collection because by giving questions in writing to respondents, researchers would obtain information from the object of research; they are the respondents who have used online transactions in e-commerce.

Tabel 1.

Measurement

Construct	Item
<i>Perceived of usefulness</i> (David 1989) (Chau 2001) (Bhattacharjee 2000)	X1.1 Service features on Gojek are beneficial to customers X1.2 E-commerce is an intermediary between Gojek and customers X1.3 Using Gojek application makes activities effective and efficient X1.4 Facilities provided make customers feel comfortable X1.5 Facilities provided make customers feel safe
<i>Perceived ease of use</i> (Jogiyanto 2007)	X2.1 The services provided by this motorcycle taxi service are very good. X2.2 The existence of this Gojek services facilitates you to transact through e-commerce. X2.3 The existence of e-commerce makes travel activities easy to go. X2.4 The existence of customer service is very helpful. X2.5 The price being discussed is very relevant for users of this Gojek service.
<i>Attitude</i> (Ajzen, Fishbein 2005)	X3.1 You like the services provided by Gojek X3.2 Gojek always maintains the privacy of every customer identity. X3.3 Driver behavior is always good in serving customers. X3.4 Drivers are always on time in delivering orders or passengers X3.5 Gojek drivers always listen to customer desires and complaints through the suggestions and complaints column.
<i>customer satisfaction on online transportation services</i>	Y.1.1 You are interested in using the Gojek service application Y.2 2. Gojek service users are increasing every day Y.3 .3 You are very satisfied with the services provided by Gojek

RESULTS AND DISCUSSION

This chapter presents an overview of the results from the analysis of research data related to factors that influence online transportation services at PT. Gojek Indonesia. This data analysis aims to determine the effect of expediency (X1), ease (X2), attitude (X3), and customer satisfaction in online transportation services (Y). Data are obtained by distributing questionnaires to 100 respondents who are users of transportation services in the digital age of PT. Gojek Indonesia from July 10, 2020, to July 13, 2020. The age of respondents which is 51.4% of customers dominated by 21 to 30 years shows that customers are at the stage of great technological maturity, and can implement the internet in using services or online transportation services so they can use the application. The results of data analysis are used to prove hypotheses one through hypothesis five. Before conducting hypothesis testing, the researchers gave a general overview through descriptive statistics. Then the validity and reliability tests are then tested by classic assumptions which include tests of normality, multicollinearity, and heteroscedasticity. The next test is the hypothesis test to prove the hypothesis that has been translated into multiple linear regressions which include t-test, f-test, and R-square test.

Descriptive Statistics								
	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Usefulness	100	16	7	23	14.88	.373	3.726	13.884
EaseofUse	100	18	7	25	16.15	.385	3.852	14.836
Attitude	100	20	5	25	16.36	.385	3.849	14.819
CustomerSatisfaction	100	11	4	15	9.85	.256	2.560	6.553
Valid N (listwise)	100							

Validity Test

Using the KMO and Bartlett tests, as follows:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.864
Bartlett's Test of Sphericity	Approx. Chi-Square	931.938
	df	153
	Sig.	.000

This KMO and Bartlett table shows whether the variables and samples used are valid. The KMO table shows the numbers $0.864 > 0.5$ and sig. Showing $0.000 < 0.5$, so it can be concluded that data or variables and the samples used in this study can be analyzed further or valid.

Reliability Test

After the validity test and the data are declared valid, the reliability test is then performed. According to Eisingerich and Rubera (2010), the loading factor must be significant > 0.60 .

Table 4.7
Reliability Test

Cronbach's Alpha Value	Level of Reliability
0.0 - 0.20	Less Reliable
> 0.20 - 0.40	Somewhat Reliable
> 0.40 - 0.60	Fair Reliable
> 0.60 - 0.80	Reliable
> 0.80 - 1.00	Very Reliable

reliability test for perceived usefulness

The reliability test results on the *perceived usefulness* variable using SPSS 22 can be seen in the following table:

Reliability Statistics

Cronbach's Alpha	N of Items
.727	5

The reliability test results on the perception of usefulness are greater than the critical value of $0.727 > 0.6$ or the results of the measuring instrument tests in this questionnaire are reliable or valid.

Reliability Test for Perceived ease of use

The reliability test results on the perception of ease of use of SPSS 22 variables can be seen in the following table:

Reliability Statistics

Cronbach's Alpha	N of Items
.814	5

The reliability test results on the perception of ease are greater than the critical value $0.814 > 0.6$ or the results of the measuring instrument test in this questionnaire are reliable or valid.

reliability attitude test

The reliability test results on the attitude variable using SPSS 22 can be seen in the following table:

Reliability Statistics

Cronbach's Alpha	N of Items
.792	5

The results are shown in the figure that the Cronbach's Alpha value on the attitude variable is greater than the standard value of $0.792 > 0.6$, it can be said that the measuring instrument in this questionnaire is reliable. And this variable level is said to be reliable.

Reliability test for customer satisfaction

Reliability test results on the dependent variable that is customer satisfaction using SPSS 22 can be seen in the following table:

Reliability Statistics

Cronbach's Alpha	N of Items
.805	3

The results are shown in the picture that the Cronbach's Alpha value on the dependent variable is customer satisfaction and is greater than the standard value of $0.804 > 0.6$, so it can be said that the measuring instruments in this questionnaire are reliable. And this variable level is said to be reliable.

Classic assumption test

Normality Test

The results of the normality test can be seen in the following table:

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.59607299
Most Extreme Differences	Absolute		.088
	Positive		.044
	Negative		-.088
Test Statistic			.088
Asymp. Sig. (2-tailed)			.055 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the results of the normality test above, the results obtain asymp. Sig. by 0.055. This result is greater than the alpha value of 0.05, it can be concluded that $0.055 > 0.05$ data in this study has the results of a normal distribution and meets the assumption of normality.

Multicollinearity Test

The following are the results of the multicollienarity test:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.206	.806		.256	.798		
Usefulness(X1)	.135	.057	.196	2.348	.021	.581	1.722
Ease of Use(X2)	.283	.057	.426	4.992	.000	.557	1.795
Attitude(X3)	.188	.060	.282	3.123	.002	.496	2.017

a. Dependent Variable: Customer Satisfaction(Y)

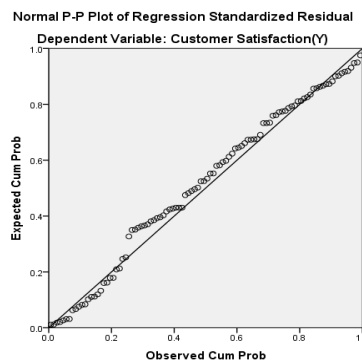
Based on the results obtained from the multicollinearity test on the independent variables, study shows the independent variables having tolerance values greater than 0.1 and the VIF tested independent variables are smaller than 10, so it can be concluded that in research with a data regression model, it is said there are no symptoms of multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test shows that the variance of each variable is not the same for all observations. The prerequisites that must be fulfilled in the regression model are not symptoms of heteroscedasticity. In this study, researchers used guidelines to predict or detect the presence or absence of heteroscedasticity symptoms by looking at scatterplots image patterns resulting from an output of 22 spss. If there is no visible clear pattern, and the points spread above and below the number 0 on the Y axis, there is no heteroscedasticity. Next picture is the result of heteroscedasticity test:

Picture 4.1

Heteroscedasticity Test



The picture above shows the results of the heteroscedasticity test. The Figure shows the distribution of points that are formed randomly and do not form patterns and spread above and below the 0 points on the y-axis, it can be concluded that this regression model finds no symptoms of heteroscedasticity. This is also supported using the glacier test as follows:

Table 4.16

Test of Heteroskedasticity

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.361	.471		2.888	.005
Usefulness(X1)	-.007	.034	-.027	-.202	.840
Ease of Use(X2)	.032	.033	.131	.965	.337
Attitude(X3)	-.030	.035	-.123	-.857	.394

a. Dependent Variable: Abs_res

Table 4.17

Conclusion of Test Heteroscedasticity

Model	Value Sig	Conclusion
Usefulness	.840	No Heteroscedasticity Occurs
Ease Of Use	.337	No Heteroscedasticity Occurs
Attitude	.394	No Heteroscedasticity Occurs

Source: Data processed in 2020

Heteroscedasticity will occur if the significant value is less than 0.05. Based on the results of the heteroscedasticity test in the above table, it is known that the significant value is more than 0.05 so it can be concluded that the data does not occur heteroscedasticity symptoms.

Multiple Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.206	.806		.256	.798
Usefulness(X1)	.135	.057	.196	2.348	.021
Ease of Use(X2)	.283	.057	.426	4.992	.000
Attitude(X3)	.188	.060	.282	3.123	.002

a. Dependent Variable: Customer Satisfaction(Y)

Based on the table above about the results of the linear regression calculated by using SPSS 22, the results of the equation are obtained as follows:

$$Y = 0.206 + 0.135X_1 + 0.283X_2 + 0.188X_3$$

Test T (Partial)

Table 4.16
Test Table T
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.206	.806		.256	.798
Usefulness(X1)	.135	.057	.196	2.348	.021
Ease of Use(X2)	.283	.057	.426	4.992	.000
Attitude(X3)	.188	.060	.282	3.123	.002

a. Dependent Variable: Customer Satisfaction(Y)

Table 4.17

No	Variable	Value Sig.	Table Coefficient	Conclusion
1.	Usefulness (X1)	.021	.196	Effect
2.	Ease of Use (X2)	.000	.426	Effect
3.	Attitude (X3)	.002	.282	Effect

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782 ^a	.611	.599	1.62082

a. Predictors: (Constant), Attitude(X3), Usefulness(X1), Ease of Use(X2)
ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	396.553	3	132.184	50.316	.000 ^b
Residual	252.197	96	2.627		
Total	648.750	99			

a. Dependent Variable: Customer Satisfaction(Y)

b. Predictors: (Constant), Attitude(X3), Usefulness(X1), Ease of Use(X2)

CONCLUSION

By using data collection methods, as well as using tests that have existed before, Gojek online transportation services have a positive effect on customers and have great benefits for each transaction. We hereby declare that online transportation services have a major influence on customer satisfaction. Based on the results of research on the usefulness, ease, and positive attitude of users towards online transportation media in Gojek Company for online transaction activity, researchers have succeeded in getting positive results. This means that the system used by Gojek Company can improve technological progress and get more income through e-commerce systems in the company, for example, credit purchases, and so on. Getting a positive response from users, which means this online transportation system, PT. Gojek Indonesia runs well or in short this system is very influential on the company itself and its users.

This transportation service has a major role in customer satisfaction because online transportation users are the number one object in online transaction activities, and according to the researchers, the online transportation system at Gojek Company greatly affects the company itself because developments in the current era have used the e-commerce system as a place to do business.

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