

## **ANALYSIS ON THE IMPACT OF QUALITY SERVICES AND IMPLEMENTATION OF *GOJEK* J3K HEALTH PROTOCOLS TOWARDS CUSTOMERS' SATISFACTION ON GO-RIDE SERVICES (PT. GOJEK INDONESIA)**

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**Abstract:** The study aims to determine the impact of Service Quality provided by PT. Gojek Indonesia and the implementation of J3K Health Protocol on Customers' Satisfaction. The method used in this research was descriptive quantitative. The data was obtained from questionnaires and literature studies. The population was users of Go-Ride Services in time of Covid-19 Pandemic. The sample in this study was taken using the non-probability sampling method, namely a purposive sampling approach. The sample size was taken as many as 146 samples. The data analysis method used multiple linear regression analysis using SPSS application version 25. The results of the research, based on the simultaneous test of the variables of Service Quality and Implementation of J3K Health Protocols, have a significant effect on customers' satisfaction. Furthermore, based on the results of the partial test, the Service Quality variable has a significant impact on customers' satisfaction by 0,626. Meanwhile, the Implementation of J3K Health Protocol variable also has a significant effect on customers' satisfaction by 0,189 (an output beta).

**Keywords:** Quality Services, Health Protocols, Customers' Satisfaction.

### **Introduction**

Transportation is a very important aspect of life for people. Using transportation, every work and activities can be carried out effectively and efficiently. By the times, there's a lot of modes of transportation services providers on the land, in the sea, and in the air. Each of these transportation service providers has its benefits and disadvantages. One of the reasons to choose which kind of transportation service provider is the quality of the services.

The Quality of Service is a very important issue in every business. The Quality of Service according to (Soromi et al., 2019), influences the interest and desires of consumers to use the services or products offered. It also happens in transportation industry. Good service quality will attract users to use the provided transportation modes. Especially now, during Covid-19 pandemic, the quality of service is becoming increasingly important..

The Covid-19 pandemic has affected many aspects of people life. The spread of the virus is rapidly fast, forced people to adapt to continue doing their activities and live side by side with the virus. To be able to do that, people should alter their lifestyle, one of them is related to transportation sector; such as online transportation.

One of the online transportation companies in Indonesia is PT. Gojek Indonesia founded by Nadiem Makarim in 2010. Gojek provides Ride-Hailing as their main product which is known as “Go-Ride” followed by many other products like Go-Food (Food Delivery Services), Go-Send (Logistics Services), and many other services. During the pandemic, of course, Go-Ride Services have been affected and to adapt by implementing new features and starting J3K Health Protocol program to continue to provide maximum services to satisfy their customers especially in this time.

Customers’ satisfaction is a key for a customer to choose safe transportation in a Covid-19 Pandemic era. According to (Lestari & Hamid, 2020), Customers’ satisfaction is one of the factors that can have an impact on customer attitudes, and this will continue to influence buying behavior repeatedly. The goal in every business is to satisfy their customer (Mustari & Said, 2019), besides that, Customers' satisfaction is also affecting the perception or the image of a company. So, it should be an issue for a start-up company like PT. Gojek Indonesia.

Based on that, the purpose of this research is to find out the impact of the quality of services provided and the implementation of the health protocol J3K run by PT. Gojek Indonesia on GO-RIDE services towards services customers’ satisfaction.

Here are some previous research journals related to the research:

1. (Alfonsius, 2020) titled “Online Transportation Service in New Normal Era”. The method of analysis in this research was a documentation study with Quantitive approach. The results of this research show that the customers and driver-partners online transportation should implement strict Health Protocols.

2. (Rifaldi et al., 2019) titled “The Impact of Quality of Service in Online Transportation GOJEK on Customers Satisfaction to the students of Administrasi Niaga Politeknik Negeri Jakarta”. This research used Quantitative method with two variables and five indicators. The results show that the impact of quality of service has positive impact on customers’ satisfaction.
3. (Lestari & Hamid, 2020) titled “Analysis of the Level of Customer Trust and Satisfaction on Intentions to Reuse Online Transportation Services in the Era of the Covid-19 Pandemic”. The method of this research used Quantitative approach. The results show that there is an impact of Customers’ Trust and Customers’ Satisfaction to use Online Transportation in the Covid-19 Pandemic era.

### Method

The research method used was Quantitative. This research used the analysis statistic technique and also multiple linear regression analyses. There were 146 respondents in this study, and all were used as samples. The sampling technique used in this research was the non-probability sampling technique. This research was conducted by distributing questionnaires to the users of Go-Ride Services in time of Covid-19 pandemic. Those questionnaires were used as the primary data, and the secondary data was derived from literature studies, such as journals and relevant reading sources found on the Internet.

### Discussion and Result

From the validity test, the results show that the Service Quality Variable (X1), J3K Health Protocols Variable (X2), and Customer Satisfaction Variable (Y) have a higher number or  $r$  than the value of table R ( $r \text{ count} > R \text{ table}$ ). It shows that all of the statements on each variable are valid. The reliability test shows that the value of Service Quality is 0,890, while J3K Health Protocol is 0,880 and Customer Satisfaction is 0,919. With all these numbers, it could be concluded that all of these variables are reliable because they have higher number above 0,7 (Alpha Cronbach).

**Model Summary**

This analysis is used to determine the proportion of the variable Service Quality and J3K Health Protocols towards Customer Satisfaction.

| Model | R                 | R Square | Adjusted Square | R | Std. An error of the Estimate |
|-------|-------------------|----------|-----------------|---|-------------------------------|
| 1     | ,786 <sup>a</sup> | ,618     | ,613            |   | 2,67394                       |

a. Predictors: (Constant), J3K Health Protocol, Customers' Satisfaction

Based on the results, the R-value is 0,786, and for the R Square (R<sup>2</sup>) value is 0,618. It also can be interpreted as the Service Quality and J3K Health Protocol influences 61,8 % to Customer Satisfaction variable, while the best value, 38,2% is influenced by other variables which unidentified into a model. Based on that, it can be concluded that the Service Quality and J3K Health Protocols have a dominant influence on Customer Satisfaction.

**F-Test****ANOVA**

| Model      | Sum square | df  | Mean Square | F       | sig               |
|------------|------------|-----|-------------|---------|-------------------|
| Regression | 1654,497   | 2   | 827,248     | 115,700 | ,000 <sup>b</sup> |
| Residual   | 1022,442   | 143 | 7,150       |         |                   |
| Total      | 2676,938   | 145 |             |         |                   |

The purpose of this test is to find out how the independent variables affect the dependant variable. The results show that the F Test has a value of 115,700 with a significant value of 0,00 (below the minimum standards <0,05). Then, it can be concluded that Service Quality (X1) and J3K Health Protocol (X2) together affect the customer satisfaction (Y) of Go-Ride Services users.

**T-Test**

|  | Unstandardized Coefficients | Standardized Coefficients |  |
|--|-----------------------------|---------------------------|--|
|--|-----------------------------|---------------------------|--|

| Model                  | B     | Std. Error | Beta | t     | Sig. |
|------------------------|-------|------------|------|-------|------|
| (Constant)             | 2,998 | 1,474      |      | 2,034 | ,044 |
| Kualitas Pelayanan     | ,426  | ,060       | ,626 | 7,141 | ,000 |
| Protokol Kesehatan J3K | ,177  | ,083       | ,189 | 2,150 | ,033 |

a. Variable Dependent: Customers' Satisfaction

The purpose of this test is to find out the significance between independent to dependent variables. On the Service Quality variable, the results show that the T Value is 7,171 and it can be concluded significant because the value is on  $0,000 < 0,050$ . While on J3K Health Protocol (X2), the result shows that the T value is 2.150 and the significance value is  $0,033 < 0,050$ . This also can be concluded as J3K Health Protocol has influence and impact on Customer Satisfaction.

The output beta for Service Quality (X1) is 0,626 while J3K Health Protocol (X2) is 0,189. These results can be concluded as both of the independent variables, Service Quality and J3K Health Protocol have a dominant influence on customer satisfaction.

The Covid-19 virus is spreading rapidly, forcing the government to issue several policies to control the growth in the number of Covid-19 cases. The government has issued several policies such as Large-Scale Social Restrictions or (PSBB), until now the most recent one is by issuing the Community Activities Restrictions Enforcement (PPKM). The policy regulates all community activities with the applicable provisions including the transportation sector. In the Transportation Sector, the Government through the Ministry of Transportation issued Regulation of the Minister of Transportation Number PM 18 of 2020 concerning Transportation Control to Preventing the Spread of Corona Virus Disease 2019 (COVID-19), which has now been amended by Regulation of the Minister of Transportation Number PM 41 of 2020

Recently, the Government through the Ministry of Transportation issued a Circular Letter of the Minister of Transportation number 43 of 2021 which regulates Health Protocols that must be implemented and applied to all modes of transportation. Health protocol

according to (Pinasti, 2020), is an effort made to prevent the spread of Covid-19 virus infection to the public. In that case, PT. Gojek Indonesia introduced J3K (maintaining health, hygiene, and safety) program. This J3K program is a Health Protocol run by Gojek to prevent the spread of Covid-19. In addition to the J3K program, Gojek has also updated the GO-RIDE service feature, by providing restrictions on transportation requests in the Red Zone area. The security of the threat of the virus transmission will have an impact on customer satisfaction to re-use GO-RIDE services, especially now .

Based on the responses of Gojek users from the questionnaires, we found that the quality of service provided to Gojek users can be assessed very well. Gojek users' responses to service quality have a TCR value of 82.8%. The Reliability Indicator has an average value of 83.4% which indicates that the reliability provided for Go-Ride Services, has been carried out well, with the appropriate values in the questionnaire such as information regarding the vehicle and driver status can be known easily and the driver is reliable and good at riding a motorcycle.

The Responsiveness Indicator has an average value of 78.3% which indicates that the Responsiveness provided to Go-Ride services is quite good. It is in the form of the driver's response to each user's complaint and the drivers prepare masks and offer them to passengers. The Assurance indicator has an average value of 85.4% which shows that the assurance provided for Go-Ride services is very good. the Assurance indicators include information assurance such as users who get driver and vehicle information, and the status of drivers who have followed J3K health protocol in the application before driving.

The empathy indicator has an average value of 84% indicating that the communicative driver, in which the services provided by Go-Ride are good with the expected value. Drivers provide information, show polite attitude and are ready to serve users. Drivers also pay attention to passengers' needs regarding masks, hair protection, and helmets. The tangible indicator has an average value of 82.9% which indicates that the tangible provided such as (facilities and infrastructure, applications, helmets, vehicle conditions) on GO-RIDE services is very good. PT. Gojek Indonesia provides facilities and

infrastructure that support Go-Ride service activities and Health protocols for drivers and their vehicles.

While on Gojek J3K Health Protocol, respondents also indicate that they received quite well services provided by the Go-Ride Driver. This situation is proved by the average response of Go-Ride service users which has a value of 81.7%. Drivers are proven to have implemented J3K (maintaining health, hygiene, and safety). On Customer Satisfaction, Respondents also indicate that they were quite satisfied with the Go-Ride service with the health protocols implemented. Conformity of expectations has an average value of 84.6%, Interest in Reusing has an average value of 82.8%, and Interest in recommending to friends/relatives have an average value of 82.6%, which indicates that the customer satisfaction is good.

### **Conclusion**

In conclusion, PT. Gojek Indonesia has managed to maintain their service quality, successfully has implemented J3K Health Protocol (maintaining health, hygiene, and safety) and successfully has gained customer satisfaction when using GO-RIDE Services during the Pandemic. The conclusions are indicated by the average TCR obtained in each variable, which is above 80%. However, PT. Gojek Indonesia should also pay more attention to several other aspects to increase their customer satisfaction, such as customers' safety indicator in J3K Health Protocol Variable which has an average of 3.8. Even though the score is already good, PT. Gojek Indonesia still needs to further improve the aspects of maintaining security such as providing Double Helmets & Protective Bulkheads to all drivers. In addition, it is also necessary for PT. Gojek Indonesia to pay attention to the responsiveness aspect in the Service Quality Indicator, which has an average of 3.7. It should be a concern for PT. Gojek Indonesia itself in tightening the supervision of their drivers in responding to compliance with applicable regulations.

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