

ANALYSIS OF SERVICE QUALITY AND SAFETY ON CONSUMER SATISFACTION ON GO-JEK USERS

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Abstract: Globalization causes population growth. This impacts the community's needs with the increasing number of people and the needs of the community in an increasingly advanced era by presenting increasingly sophisticated technology to use. In addition, Gojek services also implement customer security. The services provided by Gojek are expected to be maintained, the quality of Gojek services as an object of research is expected to be obtained, and the results of in-depth research on service quality and customer safety are obtained. This study aims to determine the effect of Service Quality and Safety on Consumer Satisfaction of Gojek service users in the East Jakarta area. With a sample of 100 consumers based on the Lemeshow formula. This study used primary data with data collection methods through questionnaires distributed to 102 respondents. Data analysis techniques used in this study was simple linear regression analysis and using SPSS version 25.0 program. The results show that service quality have a positive and significant effect on consumer satisfaction with a regression correlation coefficient of 0.033 and a value of 0.000. Safety has a positive and significant impact on consumer satisfaction with a regression coefficient value of 0.503 and a significant 0.000.

Keywords: *Service Quality, Safety, Customer Satisfaction*

INTRODUCTION

The phenomenon of technological development that is currently being discussed in many circles is the development of technology towards a modern transportation business by using advanced applications that are increasingly advanced. People are presently getting convenience with this new means of transportation, significantly place an order, anywhere and anytime online. (Keke et al., 2019) Fast and real-time. By using this application, the public can get an estimation of the number of costs incurred for the trip they will take, besides, people will feel safer using the application because the driver and vehicle data are already listed in the application used, therefore, this online transportation service can only be done through the Gojek application so that customers can ensure the security of personal data. (Chair et al., 2020)

Safety driving, also known as safety riding, is a program to reduce the number of traffic accidents. The safety riding program aims to equip vehicles with mirrors, turn signal lights, and brake lights (vehicle accessories), one-factor influencing customer satisfaction in service quality. (Marpaung et al., 2020) Thus, from this aspect, it can be seen whether the quality of service provided is good or not (Muryatma, 2018). In addition, consumer trust can be interpreted as a condition that encourages someone to accept unexpected risks (Management et al., 2021). Nadiem Makarim, an Indonesian citizen who graduated from Harvard Business School University with a Master of Business Administration degree, founded Gojek on October 13, 2010, and had 20 drivers when it was first established. Gojek finally launched an application based on Android and IOS to make it easier for people to access Gojek online transportation services. As of June 2016, Gojek has been made accessible in 50 Indonesian cities and has been downloaded around 10 million times on Google Play for Android. In addition to being present in Indonesia, Gojek services are now available in foreign countries, Thailand, Vietnam, and Singapore. Gojek has various features and services such as Go-Send (goods transportation service), Go-Ride (passenger transportation service by motorbike), Go-Car (a car service for passengers), Go-Food (a food delivery service), Go-Tix (a ticket booking service), and Go-Med (drug purchase service), Electronic top-up service Go-Pulsa and Go-Shop (goods shopping service), Go-Pay (digital payment service), and new services that will continue to increase every year. Gojek also has an official website that every customer, namely www.gojek.com, can access.

Research Purposes

Based on the formulation of the problem above, the objectives of this researcher are:

The purpose of this study is to determine the quality of service at Gojek in overcoming the influence on consumer satisfaction to maintain the quality of

service provided to customers, to assess the impact of the force in maintaining safety on Gojek online transportation users given to customers and to determine the effect of service quality on Gojek in maintaining safety which affects consumer satisfaction.

LITERATURE REVIEW & HYPOTHESES

Service quality

According to (Zahra, 2017), service quality is a way for consumers to compare the degree of service they received to the amount of service they anticipated. In other words, the service was what was anticipated to be accepted or felt. In that situation, the perceived quality of the service is favorable, and gratifying the resulting satisfaction can motivate clients to make further purchases and look forward to developing a lasting relationship with them.(Yuliantini et al., 2022)

Safety

Driving safety is an effort to minimize the level of culture and maximize safety to create a condition where we are at the point of not endangering other drivers and realizing the possible dangers around us. (Novita Chrussiawanti2015).

Customer Satisfaction

According to Tjiptono (2017), customer satisfaction is a complete evaluation buy at where perception to performance alternative selected product/service. Fulfill or exceed hope before purchase. Meanwhile, according to Daryanto (2019) states, the satisfaction consumer is something evaluation the emotional consumer after the consumer use product, where hope and needs of consumers who use are fulfilled. (Nurpiyanti et al., 2019)

Structure of the Study

The research framework aids in the formulation of pertinent research questions and clearly outlines the structure of the research plan. In this final project, the following research framework is used:



Figure 1: Structure of the Study

METHODOLOGY

The methodology used in this study was quantitative descriptive research. According to Sugiyono (2018, p. 13), quantitative research is a positivistic-based methodology that uses tangible facts (research data in the form of numbers to be tested using statistics as a test instrument connected to the subject under investigation to provide a conclusion). Due to the fact that respondents utilized Gojek's online transportation service for the East Jakarta region, this sample strategy was chosen to make the survey implementation easier.

Population and Research Sample

According to (Sugiyono, 2016), a population is a category for generalization made up of items or persons with certain attributes and characteristics that researchers have chosen to study and then make conclusions from. The users of the Gojek online transportation service in East Jakarta are

the population that is utilized as the objective of this study because a population is a set of objects that may be used as a source for research. Because the study's population changes every year, the exact population is unclear.

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2017). Sampling can be a conclusion from the people, and the sample used for research can genuinely represent the population.

Meanwhile, the determination of the sample size in this study using the Lemeshow formula (1997) is because the total population is unknown. Here is the Lemeshow formula:

$$n = \frac{Z^2 p(1-p)}{d^2}$$

Information

n = number of samples

z = Standard value = 1.96

p = Maximum estimate = 50% = 0.5

d = negligent (0,10) or sampling error = 10%

The researcher would round up the number of respondents to 100 based on the results, which show that this study required a minimum of 96 respondents for sampling. Because the target population is too big and has a fluctuating quantity, the researcher employs the formula from Lemeshow (1997).

DISCUSSION AND RESULT

This chapter presents an overview of the results of the research data analysis related to the factors that affect Gojek East Jakarta's online transportation services. This data analysis aims to determine service quality (X1), safety (X2), and customer satisfaction (Y). This data was collected by distributing questionnaires to 100 respondents who are customers of Gojek online transportation service in East Jakarta. Before testing the hypothesis, the

researchers provided an overview through descriptive statistics. The results of the validity test of each variable of service quality, safety, and customer satisfaction showed valid results. It can be seen that the number of correlation coefficients for each variable is greater than the r-table. R-table is obtained from the value of degree of freedom ($df = n-2$) make $102-2 = 100$. The value of r-table sat $df = 100$ is 0.194, therefore, it can be concluded that each indicator of each indicator is valid and can be used for the next research step. The reliability test of each variable showed reliable results, with Cronbach's alpha of more than 0.6. The Cronbach's alpha of service quality (X1) is 0.889, safety (X2) is 0.776, and customer satisfaction (Y) is 0.825.

Table 4.9
Test Description

Descriptive Statistics					
	N	Minimum	Maximum	mean	Std. Deviation
QUALITY OF SERVICE (X1)	102	37.00	65.00	53.3431	6.48913
SAFETY (X2)	102	29.00	50.00	40.2647	4.62436
CUSTOMER SATISFACTION (Y)	102	19.00	30.00	25.2549	3.19866
Valid N (listwise)	102				

The results of the descriptive statistical test showed that the number of respondents was 102 people. The minimum value of service quality of 37 indicates the lowest value of service quality, and the maximum value of 65 indicates the highest value of service quality. Disclosure of service quality (X1) from the sample above has an average value of 53.3431 with a standard deviation of 6.48913. The standard deviation is lower than the average value, indicating that the service quality variable is almost the same.

The minimum safety value of 29 indicates the lowest, and the maximum value of 50 indicates the highest. The safety disclosure (X2) from the sample above has an average value of 40.2647 with a standard deviation of 4.62436.

The minimum value of customer satisfaction of 19 indicates the lowest value of customer satisfaction, and the maximum value of 30 indicates the highest value of customer satisfaction. Disclosure of consumer satisfaction (Y) from the sample above has an average value of 25.2549 with a standard deviation of 3.19866.

Simple Linear Regression Analysis

It aims to determine whether or not there is fluency between the independent variable and the dependent variable.

- a. Regression of X1 against Y (simple)

Table 4.10
Reversal of X1 against Y (simple)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,901	1,793		3,291	.001
	Quality Service	.363	.033	.736	10,874	.000

a. Dependent Variable: Consumer Satisfaction

T count > T table = Valid

It may be deduced that X1 is accepted, indicating that there is an impact of X1 on Y, because the Sig value for the effect of X1 on Y is known to be 0.000 < 0.05 and the significance of t count is 10,874 > t table 1.660. The regression correlation coefficient is calculated to be 0.736, p, and used the information provided. This indicates a relationship between Service Quality (X1) and

Customer Satisfaction (Y). According to the computations, the values of a and b in the following simple linear regression equation are 0.363 and 5.901, respectively: $Y = 5.901 + 0.363 X_1$.

According to the regression equation, there is a unidirectional (positive) correlation of 0.363 between service quality and customer satisfaction for the Gojek East Jakarta online transportation services, meaning that for every unit improvement in service quality, there will be a corresponding increase in customer satisfaction. East Jakarta Gojek has 0.363 units. In addition, the value of the coefficient a (intercept) is 5.901, which means that if there is no service quality ($X=0$), then the amount of consumer satisfaction with the Gojek East Jakarta online transportation services is 5.901 units.

b. Regression of X_2 against Y (simple)

Table 4.11
Regression of X_2 against Y (simple)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	4,988	1,923		2,594	.011
	Safety	.503	.047	.728	10,609	.000

a. Dependent Variable: Consumer Satisfaction

T count > t table = Valid

Provided that the effect of X_2 on Y has a known Sig value of 0.000 < 0.05 and a known t value of 10,609 > t table 1.660, it can be said that X_2 is accepted, meaning that X_2 has a significant impact on consumer satisfaction with regard to safety (Y). The computations lead to the determination that a is 4.988 and b is 0.503 in the form of the following simple linear regression equation:

$$Y = 4.988 + 0.503X_2$$

From these equations, it can be concluded that the effect of Safety on Consumer Satisfaction is unidirectional (positive) of 0.503, which means that for each safety decreased by 1 unit, it will be followed by an increase in Consumer Satisfaction of 0.503. Vice versa, if safety decreased by 0.503. Moreover, the value of the coefficient an (intercept) is 4.988, which means that if there is no safety ($X = 0$), it is estimated that consumer satisfaction is 4.988.

Correlation Coefficient Analysis

This correlation coefficient is used to demonstrate whether or not there is a strong linear link between two variables. There is a significant correlation between the two variables when the value of r is near to -1 or +1. On the other hand, a weak correlation between the two variables is indicated if the value of r is near to 0.

Table 4.12

Correlation Test Results X_1 and X_2 against Y

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 ^a	.641	.634	1.93631
a. Predictors: (Constant), Safety, Service Quality				

Based on the table above, the obtained R Square of 0.641. The results of these calculations show that there is a strong relationship between Service Quality (X_1) and Safety (X_2) together with Consumer Satisfaction (Y) on GO-JEK online transportation services in East Jakarta.

Determinant Coefficient Analysis**Table 4.13****Determinant Coefficient Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 ^a	.641	.634	1.93631
a. Predictors: (Constant), Safety, Service Quality				

The determinant coefficient (R Square), which equals 64.1% or is fulfilled to 64%, is known to be 0.641 based on the results of the calculations. According to this graph, the Customer Satisfaction Variable (Y) is influenced by the Safety Variable (X2) and the Service Quality Variable (X1) by a combined 64%. However, other variables outside of this regression equation or variables that are not discussed in this study have an impact on the remaining percentage (100% - 64% = 36%). The impact of the independent variables (X1) and (X2) on the variable (Y) will be more significant as R Square approaches 1.

CONCLUSION

Based on the results of the analysis, it can be concluded that:

1. Service quality has a significant value of 0.000 which is greater than the standard error value of 0.05 and has a t-count value of 10.874, while for t-table 1.660. It can be concluded that service quality has a significant effect on consumer satisfaction in a positive direction, thus supporting the first hypothesis, "there is an influence of service quality on consumer satisfaction of GOJEK service users." Service quality partially affects consumer satisfaction by 0.542%.
2. Safety has a significant value of 0.000 which is greater than the standard error value of 0.05 and has a t-count value of 10.609, while for a t-table of

- 1.660. It can be concluded that safety has a significant effect on Consumer Satisfaction in a positive direction. This supports the second hypothesis, "There is an influence of Safety on Consumer Satisfaction of GOJEK service users." Safety partially affects consumer satisfaction by 0.530%.
3. From the results of the research that has been done, it can be seen that the service quality and safety variables have a significant and simultaneous (simultaneous) effect on the dependent variable, that is consumer satisfaction of GOJEK service users in East Jakarta.
 4. Safety Gojek needs to pay attention to its drivers to check the vehicle that will be operated because it has the lowest value. Therefore, it is advisable to regularly check the car in order to reduce the number of work accidents while driving, and consumers also do not turn to their competitors, so it must be a concern to be improved in order to increase consumer satisfaction.

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