

ANALYSIS OF THE SERVICE QUALITY EFFECT ON GOJEK CUSTOMER'S SATISFACTION DURING PPKM LEVEL 1 COVID-19 IN THE EAST JAKARTA AREA

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Abstract: In the era of Covid-19 pandemic, people should implement efficiency and effectiveness for all their activities and mobilities from one place to another. This study analyzes service quality and the use of data technology on Gojek customer's satisfaction during PPKM Level 1 Covid-19 pandemic in the East Jakarta area with a total of 95 respondents. This study focused on two variables which are independent and dependent; service quality is the dependent variable and customer's satisfaction is the dependent variable. The quantitative method was applied in conjunction with simple linear regression analysis for the purpose of this research. The result shows the effect of Gojek driver service quality on customer's satisfaction, which could be proven by simple linear regression of $Y = 5.562 + 0.597 X$. In other words, the Y variable will rise by 0.597 for every point that the X variable increases. From this result, the coefficient of determination (R Square) is 0.656, it means that the independent variable's influence on the dependent variable is 65.6%. In conclusion, the two variables have a positive, moderate, and linear relationship based on the correlation table and the level of relationship. PT. Gojek has managed to provide good service quality in order to customers feel satisfied with the services provided by the company during PPKM Level 1 Covid-19 pandemic.

Keywords: *Service Quality, Customer Satisfaction, Gojek, Covid-19, PPKM Level 1*

Introduction

Due to Covid-19 pandemic, people should think efficiently and effectively in order to do their activities. It is including their operations and moves from one location to another which will affect the transportation used. In the current condition, motorbikes become people's favorite of all types of transportation used because they are considered the most effective and efficient. This choice is an excellent opportunity for the automotive business,

especially in the field of two-wheeled motor vehicles, to continue boosting sales by implementing the right marketing strategy.

PT. Gojek Indonesia has become the first pioneer of the motorcycle taxi business that uses information technology, which was found by Nadim Makarim in 2010 and has been operating since 2011. Gojek is a service company engaged in land transportation that can utilize information technology facilities in marketing its company services. Companies can use information technology facilities to support the competition development strategy in the field carried out by the company during the Covid-19.

Similar research has also been carried out by (Oktarini, 2020) based on the results of statistical experiments; the results of service quality have been obtained that share the influence in a positive and significant way on client's satisfaction. Research results (Sandika, 2018) proved that service quality significantly affects the client's satisfaction. Then, based on research conducted by (Tri Ulfa Wardani, 2017) (Oktarini, 2020), the analysis results indicate that service quality has a positive and significant influence on customer's satisfaction.

This study analyzes the quality of service and the use of data technology on Gojek customer's satisfaction during PPKM Level 1 Covid-19 pandemic in the East Jakarta area. It is used to analyze information of the proposed information; service quality and data technology positively and significantly impact customer's satisfaction. In this case, service loyalty significantly affects customer satisfaction. From the final research results, it can be concluded that there is a significant influence on service engagement and the use of data technology on customer's satisfaction. The quality of service obtained has a positive effect on the utilization of data technology, customer

satisfaction, and loyalty, so it can be considered an effort to use technology to increase competitiveness. (Chair et al., 2020)

Method

This research method used descriptive quantitative research method. Sugiono (2018) describes quantitative research as a research approach based on positivistic (concrete data), research data in the form of numbers to be quantified using statistics as a calculating test tool related to the problem researched to draw a conclusion. For this study, the methods that have been used in generating and analyzing the data in this study are described. The methods and techniques are divided into ten parts, namely the place and time of the study, research hypotheses, operational definitions, population and sampling, types and sources of data, data collection techniques, validity tests, reliability tests, data analysis techniques, and data—presentation technique. The ten sections are as follows.

In this study, we used simple linear regression with a quantitative approach to see the relationship among two variables. Moreover, quantitative research is a method to test certain theories by analyzing the relationship between variables. These variables are usually measured on an instrument, in order that the detailed data could be able to get analyzed with statistical procedures (Cresswell, 2014). Simple linear regression is a technique that may be used in this study. A statistical analysis technique also can draw relationships in the midst of dependent and independent variables (Riyadi & Liantini, 2019). It has various uses, which is to determine its effect on the dependent variable (Y). In this study, we distributed questionnaires to collect the necessary data. We used samples of 116 respondents who had used Gojek services during the pandemic in East Jakarta . In this questionnaire, we measured each variable using an ordinal scale from a Likert scale with a score

range of 1 to 5. One of these strategies is focused on Gojek services implemented in the East Jakarta area.

Discussion and Result

This research tries to examine the impact of Gojek service quality on customer's satisfaction in the East Jakarta area during PPKM Level 1. This research data used 95 respondents who live in East Jakarta and were Gojek users. As the result of the questionnaire, data recapitulation took place based on the characteristics of the respondents by their house location or domicile and age range between 15 to 25 years old.

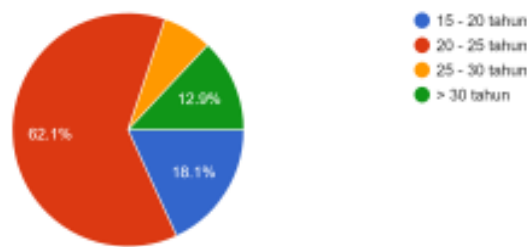


Figure 1. *Characteristics of Respondents by Age*

Figure 1 shows that most of the respondents who use Gojek services are people between the ages of 20 to 25 years, with 62.1%. 18.1% of respondents use Gojek services aged 15 to 20 years. Around 12.9% of respondents who use Gojek services are over 30 years, and the remaining 6.9% are 25 to 30 years.

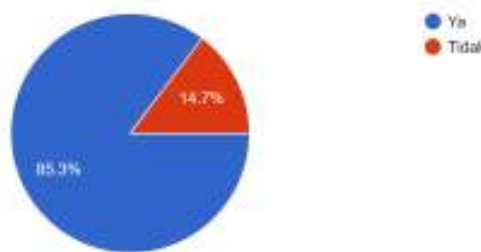


Figure 2. *Characteristics of Respondents by Domicile*

Based on figure 2, it can be seen that most of the respondents use Gojek live in East Jakarta, with percentage of 85.3%, and the rest 14.7% of Gojek respondents do not live in East Jakarta.

Table 1. *Validity Test of Service Quality Variable (X)*

Numbers	Indicators	R Counts	Pearson Correlation	Validity Test
1	Gojek drivers use suitable vehicles to operate.	0.534	0.202	VALID
2	Gojek drivers wear complete attributes when driving (helmets, jackets, and masks).	0.563	0.202	VALID
3	Gojek drivers provide attributes (helmets) for passengers to wear.	0.406	0.202	VALID
4	Gojek drivers drive vehicles well and not recklessly.	0.366	0.202	VALID
5	Gojek drivers obey traffic rules and signs.	0.623	0.202	VALID

6	Gojek drivers are quick to respond of the incoming orders.	0.617	0.202	VALID
7	Gojek driver did not arrive at the estimated time.	0.338	0.202	VALID
8	Gojek drivers can deliver passengers on time.	0.676	0.202	VALID
9	Gojek drivers are polite and greet.	0.748	0.202	VALID
10	Gojek drivers prioritize passengers' safety.	0.781	0.202	VALID
11	Gojek drivers prioritize passengers' safeness.	0.794	0.202	VALID
12	Gojek maintains the privacy of the mobile number data of Gojek service users.	0.650	0.202	VALID
13	Gojek can fulfill the services needed by Gojek service users.	0.790	0.202	VALID

14	Gojek drivers can create a relaxed atmosphere with passengers.	0.612	0.202	VALID
15	Gojek maintains good relations with Gojek service users.	0.758	0.202	VALID

Based on the validity test of the Service Quality variable (X), the statements from 1 to 15 are proven to be valid because the r value is calculated from 0.338 to 0.794 from lowest to highest, which is higher than the r table with a value of 0.202.

Table 2. *Validity Test of Customer's Satisfaction Variable (Y)*

Numbers	Indicators	R Counts	Pearson Correlation	Validity Test
1	Gojek drivers comply with health protocols.	0,739	0.202	VALID
2	Gojek fares get high during peak hours.	0,549	0.202	VALID
3	Gojek drivers take passengers right to their destination.	0,596	0.202	VALID

4	Service users are satisfied with the speed response of Gojek drivers.	0,684	0.202	VALID
5	Gojek makes it easy for users to access transportation services.	0,734	0.202	VALID
6	Service users can easily access Gojek application.	0,680	0.202	VALID
7	Service users feel safe when using Gojek services.	0,780	0.202	VALID
8	Service users are satisfied with Gojek's services.	0,798	0.202	VALID
9	Service users need Gojek as transportation in their daily activities.	0,644	0.202	VALID
10	Service users will recommend Gojek to other people.	0,838	0.202	VALID

Based on Table 2, it can be seen that the result of the validity test of Customer's Satisfaction (Y) based on the statements from 1 to 10 are proven to be valid because the calculated r value from lowest to highest is 0.549 to 0.838, where the value is higher than the value of the r table (0.202). These statements can all be used in this study because they are all valid.

Table 3. *Reliability Test of Variables (X) and (Y)*

Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.884	15	.878	10

The reliability test in Table 3 shows that each Cronbach's Alpha value on each item is more significant than 0.6 (Cronbach's Alpha > 0.6). It shows that all the items used are reliable and can be used to conduct research.

Table 4. *Coefficients*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.562	2.830		1.966	.052
Service Quality	.597	.045	.810	13.331	.000
a. Dependent Variable: Customer Satisfaction					

The results of a simple linear regression are $Y = 5.562 + 0.597 X$, as shown in the coefficient table above. The regression equation can be used to estimate the effect of Service Quality on Customer's Satisfaction. The constant is 5.562 in this equation. While the regression coefficient X is 0.597, this indicates that the value of customer's satisfaction (Y) improves by 0.597 for each additional value or number to the service quality (X).

The value of the t count for variable (X) is 13,331, while the value of the t table is 1,989. In conclusion, t count 13,331 is more than t table 1,989 and a significance value of 0.000 is smaller than 0.05. The direction of the influence of variable (X) on (Y) has a significant positive effect since the regression coefficient is positive.

Table 5. *Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 ^a	.656	.653	2.75325
a. Predictors: (Constant), Service Quality				

The table above explains the magnitude of the correlation or relationship (R) value, which is 0.810. From these results obtained a coefficient of determination (R Square) of 0.656, which implies that the influence of the independent variable on the dependent variable is 65.6%. Based on the correlation table and the degree of relationship, this indicates that there is a significant and positive linear link between the two variables.

Conclusion

Based on the results of research and discussion it can be concluded as follows: PT. Gojek has managed to provide good service quality in order to customers feel satisfied with the services provided by PT. Gojek during

PPKM Level 1 of the Covid-19 pandemic. Based on the service quality regression results with a value of 0.597, customer's satisfaction will increase by 0.597. Two main factors affect service quality, expected service and perceived service; If the service received exceeds expectations, it can be referred to as ideal quality; otherwise, if the service received is lower than expectations, it is referred to as poor quality. In the future, PT. Gojek could consistently provide services that exceed customer's expectations. The influence of Service Quality on the Gojek Users, based on the results of the t test, the t count value is $13.331 > t 1.989$, and a significant value is $0.000 < 0.05$, so it can be concluded that there is a significant influence between Service Quality on Customers. Gojek's service quality follows the company's Standard Operational Procedure (SOP). Based on the t-count value, it can be deduced that $t \text{ count } 13,331 > t \text{ table } 1,989$ and a significance value of 0.000 is less than 0.05. The direction of the influence of the variable (X) on variable (Y) has a considerable and positive effect, as shown by the positive regression coefficient.

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