The Effect of Service Quality toward Customer Satisfaction of Go-Jek Online Transportation: A Case Study of Students at Syiah Kuala University, Indonesia

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Abstract. This study aimed to determine the service quality and customer satisfaction of GO-JEK online transportation. This research used quantitative descriptive methods. After doing the literature and field reviews, the data in this study collected through questionnaires totaling 86 respondents. The sampling technique in this study used the incidental sampling technique. Data analysis techniques used were simple linear regression, correlation coefficient, determination, t-test to test and prove the research hypothesis. Based on the results of data analysis, the results of the study showed correlation 0.634, which means the strong correlation between variables of service quality with customer satisfaction variables. The coefficient of determination showed the effect of service quality on customer satisfaction of 0.796 or 79.6%. Furthermore, the t-test at the 5% significance level of the hypothesis was accepted, evidenced by the probability value. The conclusion from this study is that there is an influence between service quality and customer satisfaction. If the service quality provided is good, it will create customer satisfaction.

1. Introduction
Along with the rapid growth of the times, advances in education, a more prosperous economy, changes in social and cultural society, the development of sophisticated science and technology, means of transportation and communication are more natural to make human activities faster and more practical. According to Setiyanto (2016, p. 150), in this modern era, means of transportation and communication cannot be separated from human life because these two things are often used to facilitate all social work. The sophistication of transportation in the 21st century cannot stop. This part confirmed the existence of various fields, such as communication. The utilization of technology is not only in the field of communication but also in the fields of education, economics, agriculture, transportation, and others.

In mid2017, many new public transportations circulated in Banda Aceh, these public transportations are online transportation, online transportation exists, and provides a shuttle service for the people of Banda Aceh and travelers. The presence of this online transportation adds transportation options for the people of Banda Aceh. In serving its customers, online transportation provides a variety of service options. Besides being able to take people to a place, online transportation also serves the delivery of goods, ordering food, shopping, etc.

GO-JEK has operated in 50 cities in Indonesia such as Jakarta, Bandung, Surabaya, Bali, Makassar, Medan, Palembang, Semarang, Yogyakarta, Balikpapan, Malang, Solo, Manado, Samarinda, Bandar
Lampung, Padang, Pontianak, Banjarmasin, Mataram, Kediri, Probolinggo, Pekalongan, Karawang, Madiun, Purwokerto, Cirebon, Serang, Jember, Magelang, Tasikmalaya, Belitung, Banyuwangi, Salatiga, Garut, Bukit Tinggi, Pasuruan, Tegal, Sumedang, Banda Aceh, Mojokerto, Cilacap, Purwakarta, Pematang Siantar, and Madura and in planning for other cities in the coming year.

According to Buttle (2007), customer satisfaction has a significant impact on the company. By maintaining and satisfying current customers are much more accessible than continually trying to attract or to prospect, new customers, the cost of maintaining customers is cheaper than the cost of finding new customers. Satisfied customers can make the relationship between the company and the customer harmonious, provide a goods basis for repurchases and create customer loyalty, be an advocate for the company, especially when others harass the company's reputation or product, and form recommendations that are very profitable for the company. A company that can provide excellent service to customers will create a positive image for the company. Excellent service encourages customer interest to reuse these services to create loyalty.

According to Tjiptono and Chandra (2012, customer satisfaction, service quality, and customer loyalty are three key elements that determine the successful implementation of marketing concepts. These three aspects have become part of the credo of both for-profit and non-profit organizations. Efforts to measure and process these three elements continue to be developed, especially since the 1980s.

Research on the effect of service quality on customer satisfaction is not the first time conducted, previous researcher Fachrurrozy et al. (2017) titled Analysis of Service Quality at GO-JEK Bandung. This study produced the lowest satisfaction index which is on the empathy attribute associated with "drivers caring about consumer desires" which is 0.632. While the lowest satisfaction index is on empathy-related to "drivers are fast in responding to consumer complaints" that is 0.901.

Furthermore, the previous researcher, Muzammil, et al. (2017) titled The Effect of Quality and Corporate Image on Customer Loyalty of PT. Telkom Indonesia in Banda Aceh with Customer Satisfaction and Customer Trust as A Mediating Variable, the result of this study shows that service quality influences significantly and positively on customer satisfaction, trust, and customer loyalty. Besides, Lubis and Andayani (2017), with the title Effect of Service Quality on Customer Satisfaction of PT. Sucofindo Batam, the result of this research shows that a partial and simultaneous service quality influences positive and significant effect on customer satisfaction of PT. Sucofindo Batam.

Based on the results of first observations that the researcher found and directly saw the service process for customers related to interviews with students using GO-JEK services, the researcher identified several important issues to support this research, namely: related aspects including knowledge and weaknesses of drivers providing services and their knowledge to provide trust and comfort for service users. So according to the problems found in the field that is related to the knowledge and weaknesses of drivers in providing services and comfort for service users, the impact received by the customer, in this case, is the occurrence of a discrepancy with the customer.

2. Method
The approach used in this study is a quantitative approach to the type of descriptive research. The sample in this study was students of Syiah Kuala University who used GO-JEK services. Data collection techniques in this research were carried out through literature study, questionnaire distribution and documentation. Data analysis techniques in this study used a quantitative descriptive method using a simple statistical formula.

3. Results and Discussion
In general, the results of this study have shown satisfactory results. Based on the results of the descriptive analysis shows that the quality of services provided by GO-JEK, online transportation is excellent. This can be seen from the results of the primary data processed about customer responses to the quality of GO-JEK online transportation services measured through 5 dimensions of service
quality, namely tangible, reliability, responsiveness, assurance, and empathy, and it is found that each dimension has a different score.

Based on the results of the study showed that the quality of services provided by GO-JEK online transportation on physical dimensions is classified as very good. This can be seen from the acquisition of each score from the tangible dimension which is 54.65% because respondents' answers to service quality in this dimension are more dominant in the agreed and very agreed categories, therefore the quality of services classified as perfect needs to be maintained and improved again.

Furthermore, the results of research on service quality in the reliability dimension are classified as very good. This can be seen from the acquisition of the highest score from the reliability dimension which is 73.25% because the respondents' answers in this category are more dominant in answering agree, therefore the quality of services that are classified as very good needs to be maintained and improved again.

Likewise, the results of research on responsive dimensions are classified as useful. This can be seen from the acquisition of the highest score of the dimension which is 73.25% and most respondents' answers answered in the agreed category, therefore the quality of services classified as very good needs to be maintained and improved again.

The insurance dimension is classified as very good. This can be seen from the acquisition of the highest score of the insurance dimension which is 73.25%, because respondents' answers to service quality in this dimension are more dominant in the agreed and very agreed categories, therefore this relatively good service quality needs to be maintained and increased again.

Finally, the results of the research that indicate the quality of GO-JEK online transportation services in the empathy dimension have different results from the previous dimensions where the customer response in this dimension is classified as unfavorable, as evidenced from the highest score of this dimension is 24.41% and the answer respondents in this dimension were more dominant in the disagreeing category. However, something is striking about this dimension, and it is the high frequency of respondents who answered disagree and some who agreed in the first indicator on this dimension. The first indicator in this dimension concerns the "driver saying salam (opening greetings) (Good morning, Good Afternoon and Good Evening) at the beginning of service." Therefore, there needs to be an increase in this dimension so that respondents are satisfied with the services provided.

From the average scores obtained based on customer responses to the quality of GO-JEK online transportation services, it can be concluded that although online transportation is still relatively new in Banda Aceh, the results of this study indicate that the services provided by GO-JEK online transportation are classified in the category of good.

4. Conclusions

Based on the results of the discussion, it can be concluded that the respondent's answers show the response of the customer to the quality of GO-JEK online transportation services in the tangible dimension is classified as useful because it gets the highest score of 54.65%. While the reliability dimension gets the highest score, which is 73.25%. Likewise, the responsive dimension is classified as very good, getting the highest score of 73.25%. In the insurance dimension, the highest score is 73.25%, which means it classified as very good. Finally, in the empathy dimension, the score of 24.41% was classified as not useful. Overall customer response to the quality of GO-JEK's online transportation services is excellent.

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